



## Press release

Innovations at the international trade fair for private labels

### **Spitz flying the flag at PLMA 2019 in Amsterdam**

**The Private Label Manufacturers Association (PLMA) has been organizing the largest international trade fair for private labels for around 30 years. Upper Austrian food manufacturer Spitz will also be presenting its private label innovations in the halls of the RAI Amsterdam Convention Centre from 21 to 22 May 2019. Whether cakes, wafers, sauces or drinks: sustainability and sugar reduction play a major role in product development at Spitz.**

The "World of Private Label" in Amsterdam, organized by the Netherlands Private Label Manufacturers Association, is one of the annual fixed dates for manufacturers of private labels, but also for retailers, wholesalers, importers, exporters and other trade visitors. Among the approximately 2,500 exhibitors, there are also a number of Austrian companies - including the local food producer Spitz, which presents some tasty product innovations at the RAI Amsterdam Convention Centre. Spitz CEO Walter Scherb jun. explains: "We are proud that we are going to Amsterdam this year with a particularly large variety of new product developments. The international trade fair for private labels gives us the opportunity to acquire new customers, exchange ideas with competitors from all over the world and spot exciting trends.

#### **Convenient, low-sugar and sustainable**

Spitz's portfolio includes convenient delicacies in small format, which can also be enjoyed on the go, such as waffles in bar format, breakfast waffles or a cake bar in sacher, muesli and yoghurt varieties. Spitz is also responding to the growing consumer demand of products for special nutritional needs - for example, protein bars. The food manufacturer will be presenting cakes for special occasions, which are produced in the confectionery for specialties in Attnang-Puchheim, which was built in 2018. "These products are suitable for occasions such as Christmas, Easter or Valentine's Day. Whether Easter chicks, Christmas trees, snowmen or hearts - we have created a suitable form for almost every celebration", Walter Scherb jun. sums up.

#### **Strengthen position as private label manufacturer**

Nevertheless, not only trade visitors looking for sweets will get their money's worth at the Spitz stand at PLMA 2019. In the drinks sector, Spitz scores with sports drinks that are not only isotonic, but also with BCAAs. Furthermore there are drinks like freshly brewed tea or innovative refreshments with pieces of fruit. Organic vinegar in glass bottles, jams with a very high fruit content and unusual new mayonnaise varieties such as avocado mayo will also be presented, to name just a few examples. "Around 1.2 million products leave our production premises in Attnang-Puchheim every day. And so we are delighted to be present at PLMA 2019 in Amsterdam and to strengthen our position as a manufacturer of private label products," concludes Spitz CEO Walter Scherb jun.



### **About Spitz**

Spitz, based in Attnang-Puchheim (Upper Austria), is one of the largest food manufacturers in Austria and has been operating in the branded goods, private label and co-packing business for more than 160 years. The family business focuses on the combination of tradition and innovation. Spitz combines many years of experience and expertise with innovative concepts and unique products. Spitz is proud of its depth of added value and produces from the raw material to the finished end product at its Upper Austrian location. In this way, the food and beverage manufacturer guarantees the best quality.

### **Query reference**

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