



[Home](#)

Special Report: 2013 Category Colonel Awards

Stability The Hallmark of Category Colonels

July 3, 2013



When the beginning of the year rolls around, and voting opens for the next installment of *PLBuyer's* [Category Colonels](#) awards, there are a few things you know you can count on.

And one of them is Nice-Pak and Ralston taking home an award. They've done it in all 13 years that our magazine has hosted the contest, consistently recognized by our readers as leaders in the private label industry.

As we hear more and more retailers talking about wanting more than transactional relationships with suppliers, wanting to find true partners to help lead the industry and their brands going forward, it's worth taking a look at some of the 2013 Category Colonel winners.

The company with the most awards this year was LiDestri. Followed by Cott. Windsor Foods. Garcoa Labs. Tower Labs. Bay Valley Foods. Sturm Foods. Karlin Foods. Lance Private Brands.

These are names that stand out in their respective fields, and have for a long period of time. And as you look down the list of winners, familiar faces such as Jel Sert, Vi-Jon Laboratories, Barrel O Fun Snack Foods, Clement Pappas, Lakeside Foods, Presto Products, Red Gold, Schreiber Foods and Simmons Pet Food all appear with multiple gold awards.

Being a leader in the private label [supply industry](#) is in large part about innovation, about quality, about process. But there is something to be said today for longevity, trust, and stability.

Coming out of the Great Recession, a host of companies in every industry have come and gone, subject to the crushing effects of slow consumer spending, a credit crunch, and some of their own mistakes in overextending their businesses.

But look at these names, these companies, these honorees. They haven't gone anywhere. Many of them have made it through as strong or stronger than ever, despite the hard times. They haven't rested on their laurels and let their single top product simply go through the chain. They've expanded, they've changed, they've followed the trends and found ways to connect to their retailers and consumers.

These are the companies that have put together lasting partnerships with their retailers, and they are the trusted companions that will continue with those relationships going forward.

Plenty of new companies have come along, and will continue to pop up and grow. Some of them will create products and categories that can change the industry. And some of them might become fixtures on our Category Colonel award winner list. As suppliers such as LiDestri, Cott and others have done over the years.

But all of those new entrants, all of those smaller companies looking to find a way to make their mark in the private label industry, could do well to learn the lessons from companies such as these.

There is something to be said in today's market for trust. For stability. For quality. And for longevity.

PLBuyer wants to congratulate all 234 award winners, as well as all the readers who took the time to participate in the contest.

—Chris Freeman, Editor, *PLBuyer*

An Overview of the Winners

There were 166 different companies honored, 11 more than were honored in 2012. And multiple winners abounded, with 40 companies winning at least two awards. The 13th version of the Category Colonels contest featured 234 awards given over 117 categories, the most categories honored in the history of the competition.

Category Colonel stalwart LiDestri picked up the most overall awards in the 2013 contest. The maker of sauces, dips and salsas earned seven awards, including three golds and four silvers, the most silvers of any company in the contest.

Cott was next up with six overall awards, including four golds and two silvers.

Windsor Foods was honored with the most golds in the 2013 contest. All five of its Category Colonel awards were golds. Garcoa Labs also brought home five awards, four of them golds.

Tower Labs picked up four golds for all its awards, while Bay Valley Foods also collected four awards, including three golds and a silver. Sturm Foods also picked up four awards, including one gold and three silvers.

Two other companies earned three gold awards: Karlin Foods and Lance Private Brands.

Other companies earning three Category Colonel awards were: Jel Sert (2 golds, 1 silver), The Carriage House (1 gold, 2 silvers), US Nonwovens (1 gold, 2 silvers), Ventura Foods (1 gold, 2 silvers), and Vi-Jon Laboratories (2 golds, 1 silver).

Companies earning two Category Colonel awards included: Barrel O Fun Snack Foods (2 golds), Clean Ones (1 gold, 1 silver), Clement Pappas (2 silvers), Delta Brands (2 golds), Frozsun Foods (2 golds), Gilster-Mary Lee (1 gold, 1 silver), Hormel Foods (2 silvers), Jasper Products (2 silvers), Lakeside Foods (2 gold), Little Lady Foods (2 silvers), Lucerne Foods (2 silvers), Mario Camacho Foods (2 silvers), Nice-Pak (1 gold, 1 silver), Pacific Coast Producers (1 gold, 1 silver), Presto Products (2 golds), Ralston (2 silvers), Red Gold (2 golds), Schreiber Foods (2 golds), Seneca Foods (1 gold, 1 silver), Shandiz Natural Foods (1 gold, 1 silver), Simmons Pet Food (2 golds), Sun Products (1 gold, 1 silver), SunOpta (1 gold, 1 silver), United Exchange (2 silvers), US Cotton (1 gold, 1 silver), and Webster Industries (2 silver).

Finally, *PLBuyer* would like to single out two companies for continuing a winning streak in the Category Colonels competition. These companies have won Category Colonel awards in their respective categories every year since the contest began: Nice-Pak (Pre-moistened Wipes) and Ralston (Breakfast Foods/Cereal).

Congratulations to all winners in the 2013 competition.

2013 PLBuyer Category Colonels Winners

Food & Beverage Category Colonels

Category	Gold	Silver
Alternative Beverages	Cott	Clement Pappas
Asian Food	Windsor Foods	Day-Lee Foods
Baby Food/Formula	PBM Products	LiDestri Foods
Baked Goods	Cloverhill Bakery	Bonert's Slice of Pie
Bakery Mixes	Gilster - Mary Lee	Bektrom
Beverage Mixes	Jel Sert	Sturm Foods

Beverages - Sport/Energy Nutritional	Cott	Berner Food & Beverage
Beverages, Alcoholic	Winery Exchange	LiDestri Foods
Beverages, Organic	SunOpta	Cott
Beverages, Smoothies	Frozsun Foods	Jasper Products
Bottled Water	Niagra Bottling	Cott
Bread/Dough - Frozen	Joseph Campione	T. Marzetti
Bread/Dough - Refrigerated	Dakota Brands	Furlanis
Breakfast Foods	Malt-O-Meal	Ralston
Candy	Palmer Candy	Brach's Confections
Cereal	Sturm Foods	Ralston
Cheese Specialty	Schreiber Foods	Dairy Foods USA
Cheese: Natural	Great Lakes	Saputo Cheese
Cheese: Shelf - Stable	Schreiber Foods	ICCO Cheese
Coffee	Massimo Zanetti	Mother Parker's
Condiments - Barbeque	LiDestri Foods	The Carriage House
Condiments - Ketchup	Red Gold	The Fremont Company
Condiments - Mayonnaise	Ventura	Cains
Condiments - Mustard	Olds Products	Golding Farms
Condiments - Salsa	Red Gold	LiDestri Foods
Cookies	Lance Private Brands	Interbake Foods
Crackers	Lance Private Brands	Bloomfield Bakers
Dairy	Morningstar	Lucerne Foods
Dairy - Organic	Aurora Organic Dairy	Jasper Products
Deli Meats	Carl Buddig & Co.	West Liberty Foods
	J & J Snack Foods	Jel Sert

Desserts -
Frozen/Refrigerated

Dry Dinner Mixes	Karlin Foods	S.T. Specialty Foods
Eggs	Willamette Egg Farm	Michael Foods
Fruit - Canned	Seneca Foods	Pacific Coast Producers
Fruit - Frozen	Frozsun Foods	Imperial Frozen Foods
Fruit Snacks	National Raisin	Mariani
Gelatin/Puddings	Jel Sert	Sturm Foods
Hispanic Foods	Windsor Foods	Bay ValleyFoods
Ice Cream/Novelties	Fieldbrook Foods	Lucerne Foods
Italian Food	Windsor Foods	Seviroli
Jams/Jellies/Preserves	LiDestri Foods	The Carriage House
Juices - Refrigerated	Florida's Natural	CitruSource
Juices - Shelf-Stable	Cott	Clement Pappas
Kosher Products	Giovanni Foods	Hormel Foods
Meats (Prepared) - Frozen	Windsor Foods	The Perfect Bite Co.
Meat - Refrigerated/Frozen	Windsor Foods	Little Lady Foods
Meat - Canned	Crider	Hormel Foods
Meat Snacks	Old Wisconsin	Specialty Foods Group
Nuts/Seeds/Trail Mixes	Amport Foods	John B. Sanfillippo & Son.
Oils	Fine Italian Food	Ventura
Olives	Bell-Carter Foods	Mario Camancho Foods
Organic Cookies	Lance Private Brands	Commercial Bakeries Corp.

Pasta - Dry	Dakota Growers	American Italian Pasta Co.
Pasta - Refrigerated/Frozen	Bertagni	Freiberger
Pizza - Frozen	Palermo's Pizza	Little Lady Foods
Potatoes - Frozen	Cavendish Farms	Lamb Weston
Poultry - Frozen/Refrigerated	Tyson Foods	Pierre Foods
Prepared Meals	Karlin Foods	Gilster - Mary Lee
Produce	Cavendish Produce	Walker's Food Products
Rice	Karlin Foods	Riviani Foods
Salad Dressings	Bay Valley Foods	Ventura Foods
Salty Snacks/Chips	Barrel O' Fun Snack Foods	Snak King
Salty Snacks/Pretzels	Barrel O' Fun Snack Foods	Evans Food Group
Sauces and Marinades	The Carriage House	Chelten House
Seafood Canned	Transnational Foods	Bumble Bee
Seafood Frozen	High Liner Foods	American Pride
Snack/Granola Bars	Shandiz	ConAgra Foods
Snacks/Appetizers	FrozenGreat American Appetizers	McCain Foods
Soup - Canned	Bay Valley Foods	Morgan Foods
Soup - Refrigerated	Overhill Farms	Marsan Foods
Spices/Seasonings	Gel Spice	McCormick
Spreads	Winona Foods	Cedar's
Sweeteners	Heartland Sweetner	Associated Brands
Syrups	LiDestri Foods	Bascom
Tea	Harris Tea	Sturm Foods
Vegetables - Canned	Lakeside Foods	Seneca Foods

Vegetables - Frozen	Lakeside Foods	Bybee
Vinegar	Mizkan America	LiDestri Foods

Non-Food Category Colonels

Category	Gold	Silver
Antacids/Digestive Aids	Raritan Pharmaceuticals	TEVA Pharmaceuticals
Baby Diapers	Associated Hygienic Products	Valor Brands
Baby Products	Garcoa Labs	Vi-Jon Laboratories
Bath & Body	Garcoa Labs	Chemolee Corp.
Batteries	Fuji Novell Batteries	Powermax Battery
Cleaning Aids	Clean Ones	Sun Products
Cold Remedies	Tower Laboratories	OHM Labs
Cosmetics	US Nonwovens	220 Laboratories
Cotton	US Cotton	United Exchange
Eyecare	KC Pharmaceuticals	Bausch & Lomb
Facial Care	Garcoa Laboratories	Nice-Pak Products
Feminine Care	Albaad Rostam	Rockline Industries
First Aid Products	Vi-Jon Laboratories	US Cotton
Foils/Wraps	Reynold's Packaging Group	Durable Foil
Food/Trash Bags	Presto Products	Webster Industries
Footcare	Tower Laboratories	Garcoa Labs
Haircare	Vi-Jon Laboratories	United Exchange
Home Diagnostics	Mansfield Medical Dist.	Lumiscop Company
Home Fragrances	Delta Brands	Stonewall Kitchen

Household Cleaning	Delta Brands	Clean Ones
Laundry Products	Sun Products	US Nonwovens
Light Bulbs	Feit Electric	Linkage Technologies
Oral care	Tower Laboratories	OraTech
OTC	Tower Laboratories	Perrigo
Paper Products - Napkins/Towels	U.S. Alliance Paper	Global Tissue Group
Paper Products - Office/Other	Huhtamaki	Aspen Products
Paper Products - Tissues	Clearwater Paper	Cascades Tissue Group
Personal Care	Essential Labs	US Nonwovens
Pet Food	Simmons Pet Food	Camerman International
Pet Supplies	Simmons Pet Food	Winston Company
Plastic Cups/Bowls/Utensils	Dart Container	Solo Cup
Plastic Storage	Presto Products	Webster Industries
Pre-Moistened Wipes	Nice-Pak Products	Diamond Wipes
Shaving Products	KAI-Universal Group	Personna/American Safety Razor
Skin Care	Garcoa Laboratories	Sun Laboratories
Vitamins/Nutritional Supplements	Century Foods	BestSweet