



FOR IMMEDIATE RELEASE

Contact: Peggy Davies

Tel: (630)857-4422

Email: info@womeninstorebrands.com

WISE WOMEN IN STORE BRANDS

Chicago, IL, October 10th 2012 Women Impacting Storebrand Excellence™, (**WISE**) is a newly formed, non-profit professional development organization within store brands, created and led by women of the industry. WISE is the first group of its kind designed specifically for developing and promoting women leaders in store brands by offering educational opportunities, coordinating business networking events, and advocating mentorships for store brands professionals. Membership is open to store brand retailers, manufacturers, brokers, consultants, and suppliers, both men and women.

“This is an exciting time for women in the store brands industry as there are large opportunities for growth and change. The development of an organization led by women will enable men and women to network to strengthen and build business relationships, as well as provide an opportunity for experienced store brands associates to informally mentor the newest among us on this dynamic and ever evolving business,” says Peggy Davies, a founding member of WISE, and Vice President, Vegetable Business Unit and Industrial Sales for McCain Foods. “Our goal is that WISE will be synonymous with innovation, and that our efforts will encourage the entire industry to think and act differently.”

WISE already has strong industry support from companies such as Faribault Foods, Seneca Foods, Ralston Food Group, McCain Foods USA, Stremick’s Heritage Foods, Federated Group, Inter-American/Kroger, Clement Pappas, Strategia Design, Wockhardt USA and Hormel Foods.

The WISE Kick-Off event, “Connecting Women, Inspiring Futures,” will be hosted at the PLMA Trade Show in Chicago on Nov. 11 from noon to 2 p.m. at the Hyatt O’Hare. WISE will also be exhibiting at the PLMA Show on Nov. 11-13 at Booth #55 in the new Sky Hall. For more information on WISE please send an email to info@womeninstorebrands.com

#