

# Superbrands

## Media Coverage

Country	Date	Publication
Finland	2005	Press Clippings

## PIRKKA IS THE ONLY STORE PRIVATE LABEL SELECTED TO SUPERBRANDS FINLAND

PRESS RELEASE / 14.10.2005 11:00

**Pirkka is the only store private label selected to the Superbrands Finland book presenting Finland's strongest brands. The book, published in English and intended for international distribution, gives an insight into 50 brands of Finnish origin.**

For 14 years, the UK based Superbrands organisation has published books announcing national top brands in different countries. Now a selection of Finnish superbrands has been published in the book series for the first time. The Superbrands Finland Council, consisting of leading national figures in the world of marketing, media and corporate communications, selected 50 brands for the book and the only store private label was Pirkka. The council evaluated a total of 250 brands.

Pirkka products have recently won several acknowledgements. Last spring, the Pirkka Snack Carrots were chosen as the Food Product of Year and the Pirkka wild fish range made it to the final in the competition arranged by the Finnish Food and Drink Industries' Federation. Last year the Snack Carrots were granted Weight Watchers' Honorary Diploma.

According to surveys, Pirkka is the best known store private label in Finland. The Pirkka brand has a positive price/quality image and enjoys a recognition rate of almost 100 percent. Next year the range will celebrate its 20th anniversary. It has been expanded consistently and special attention has been paid to its visibility in K-food stores. The range currently includes nearly 1,400 products.

# Superbrands

## Media Coverage

Country	Date	Publication
Finland	2005	Press Clippings

The Superbrands books are published in nearly 50 countries. The brands presented in them are selected by independent national councils. The members of the Superbrands Finland Council are Max Alfthan, Senior Vice President, Communications, Amer Sports Corporation; Ritva Hanski-Pitkäkoski, Managing Director, the Association of Finnish Advertisers; Magnus Johanson, Director, Vaasan & Vaasan Oy; Hannu Laakso, Executive Vice President, Marketing, Elisa Corporation; Riitta Lindegren, Editor-in-Chief, Gloria magazines; Kim Nyberg, CEO and Chairman, Hill and Knowlton Finland Oy; Heikki Rotko, Executive Vice President, MTV Corporation; Jarmo Seppälä, Managing Director, J. Walter Thompson-Finland Oy; Kari Vainio, Executive Vice President, Corporate Communications, Stora Enso Oyj; Markku Vartiainen, Director, Superbrands Finland; Riitta Vuorenmaa, Director, Group Marketing, Finland Post Corporation; Jukka-Pekka Vuori, Vice President, Brand and Marketing, Veikkaus Oy.

<https://www.kesko.fi/en/media/news-and-releases/press-releases/2005/pirkka-is-the-only-store-private-label-selected--to-superbrands-finland/>