M-INDUSTRY

The gateway to your store brands.

Welcome to M-Industry. Our company is your gateway to private label store brands. M-Industry is the manufacturing and international marketing and sales arm of the Migros Group. Migros was founded in 1925 and remains rooted in Swiss culture as the largest Swiss supermarket retailer. Selling more than 80% of store branded products, we are committed to sharing our expertise to develop private label store brands for our retail customers abroad.

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Migros Group

The Migros Group continues its trailblazing legacy, which dates back to 1925 when Gottlieb Duttweiler founded the leading private label store brands producer. Failure was not an option for Duttweiler; he challenged long-held business practices by changing the way brands are perceived and priced. His forward-looking approach led to important social and economic actions for Switzerland and the global marketplace.

Today the company's legacy prevails in countless ways:

- Gottlieb Duttweiler's initiatives are mainstays of Swiss culture and lifestyle; influencing how Swiss consumers shop and the products they purchase.
- Migros is Switzerland's largest supermarket retailer.
- Innovation, dependability and trustworthiness form the foundation of the firm's longevity and global reputation for excellence.
- The Migros Group manufactures and exports a diversified portfolio of Swiss quality goods to more than 50 countries.
- The Migros Group is Switzerland's largest employer.

Milestones

The expansion of private label store brands has been continuous since Migros was first founded in 1925. M-Industry is the leading private label store brands producer and exporter. Today more than 20,000 of our quality food and non-food products grace retail shelves worldwide. Swiss quality, tradition and reliability remain steadfastly at the forefront of the company's global success.

The Migros Group spans decades bringing retailers a portfolio of quality private label store brands that anticipate and satisfy consumer needs and desires.

Milestones of legacy and growth

1925: An Idea is Born
Migros propelled the future of private label store brands as value priced and competitive for retail food and non-food sectors in Switzerland.

Decades of Growth
Sharing the pride of Swiss heritage, here are some manufacturers that comprise Migros Industries, which carry quality and tradition forward as private label product category leaders.

- 1928 Midor AG
- 1945 Bischofszell Nahrungsmittel AG
- 1950 Chocolat Frey AG
- 1954 Delica AG
- 1960 Mibelle Group
- 1964 Mifroma

Today
Launched in 2009, M-Industry is a multi-faceted manufacturing division and international sales and marketing arm of the Migros Group.

At a Glance

A highly trusted global leader in private label store brands, M-Industry exports Swiss tradition to more than 50 countries to meet the needs of multinational retailers and their customers.

Strategically forward-thinking in manufacturing and customer service practices, M-Industry is proactive in pursuit of new product development and innovative manufacturing technologies. The company is a proud beacon for social and ethical responsibility across all areas of business.

Expansion
M-Industry has an ever-growing global footprint. By nurturing our retail partners we are able to mutually create enduring value. Our Migros lineage is proof positive of the popularity of store brands. Today's private label category is an industry-wide norm for product excellence and cost-effective pricing.

Expertise
Our retail strengths effectively guide the development of private label store brands from conception to shelf presence and after-launch strategies. We know what it takes to enable your private label store brands to succeed.

Services

Profitable private label store brands that fulfill market needs are what we do best. M-Industry is in a leadership role based on strategies that deliver results; the prime source of our competitive advantage is differentiation.

Migros reinvented the grocery model by altering the way retailers and shoppers perceive store brands. Swiss quality, tradition and dependability remain the emblem of our retail lineage.

Private Label
Our private label store brands come with turnkey benefits. From proprietary category insights to market appropriate product solutions, we assess product categories in order to enable your private label store brands to succeed. M-Industry's expert research and development teams anticipate how best to fill category gaps.

Marketing
The goal is to provide our retailer partners with decisive insights. M-Industry category analysis and case studies are vital brand guidelines. We know what it takes, from pricing and packaging to display. We understand category management, assortment diversity, and how to optimize product placement to help you grow sales.

Supply Chain Management
Our proven optimized Supply Chain Management and IT systems are designed to meet the needs of our retail partners. Our manufacturing, research and development emanates from Switzerland to M-Industry's distribution hubs across the globe. Lineage lessons are today's integrated solutions, which are utilized in Switzerland and abroad for our very best on time and cost-effective supply chain process.

"M-Industry is committed to fill the retail marketplace with private label store brands through product diversification, innovation and trusted reliability at home and abroad."

Our Values

M-Industry pursues a long-term vision based on quality, tradition, reliability and ethical standards. Core principles connect our company culture, our Migros heritage, pride in Switzerland as our industrial location, and our impact on the world around us.

M-Industry's commitment to food and non-food safety is resolute. Our technical strengths and knowledge have provided us with a thorough and integrated food and non-food safety program that ensures all practices are inclusive.

The Migros Group and M-Industry hold roles internationally that cultivate socially responsible activities through ethical initiatives.