Garcia Baquero to Make PLMA Chicago Debut

Leading family-owned cheesemaker brings generations of expertise, innovation and retail-ready capabilities to PLMA for the first time

CHICAGO — September 21, 2026 — Garcia Baquero, a leading family-owned cheesemaker with a longstanding tradition of quality and innovation, will exhibit for the first time at the **Private Label Manufacturers Association (PLMA) Annual Private Label Trade Show in Chicago**, introducing U.S. retailers and industry partners to its broad cheesemaking capabilities and portfolio.

Garcia Baquero's PLMA debut marks an important step in the company's continued development of the U.S. market and provides an opportunity to connect directly with retailers seeking distinctive, high-quality cheese programs backed by extensive manufacturing expertise.

With decades of cheesemaking experience, Garcia Baquero combines traditional craftsmanship with modern production capabilities to develop cheeses that meet the evolving needs of retailers and consumers. The company's capabilities span established cheese varieties, convenient formats, value-added products and innovative concepts designed for today's retail environment.

A Partner for Retail Cheese Innovation

At PLMA Chicago, Garcia Baquero will highlight its ability to work collaboratively with retailers to develop differentiated cheese offerings for their own brands.

The company's capabilities include:

- **Private label cheese development** tailored to retailer positioning and consumer needs
- **Product and format innovation** across multiple Spanish cheese varieties and usage occasions
- **Retail-ready packaging solutions** designed for the U.S. marketplace
- **Product development expertise** supporting both core assortment and differentiated premium offerings
- **Scalable manufacturing capabilities** backed by decades of cheesemaking experience
- **Market-focused innovation** designed around changing consumer tastes, convenience and usage occasions

“Our first participation at PLMA Chicago represents an exciting opportunity for Garcia Baquero to introduce more U.S. retailers to who we are and what we can create together,” said **Heather Iafrate, Country Manager**. “We bring together deep cheesemaking expertise, innovation and the flexibility to develop products that can help retailers build distinctive cheese programs for their customers.”

Building for the U.S. Market

Garcia Baquero’s presence at PLMA reflects the company’s broader commitment to building long-term partnerships within the United States. In addition to showcasing its current capabilities, the team will use the show to meet with retailers, importers, distributors and other industry partners interested in developing new opportunities within the cheese category.

Visitors will have the opportunity to taste products, discuss private label development and explore how Garcia Baquero’s manufacturing and product-development capabilities can support retailer-specific programs.

Garcia Baquero will exhibit at PLMA Chicago in the Spanish Pavilion.

Retailers and industry partners interested in scheduling a meeting during the show can contact **Heather Iafrate heather@hi-intercoastalgroup.com**.

About Garcia Baquero

Garcia Baquero is a family-owned cheesemaker with generations of experience producing high-quality cheese. Combining cheesemaking tradition with modern innovation and manufacturing expertise, the company offers a diverse portfolio of products and capabilities for retail partners in international markets.

For more information, visit **www.garciabaquero.com**.

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