



where quality *meats* value!

THE MARKET

Alpha Fine Foods Ltd is a leading producer, distributor and exporter of meat and fish products. The company is perhaps the only meat company in the region to have the HACCP certification from the Bureau Veritas Quality International (BVQI).

All Alpha Fine Food meat products are Halaal - as well as Kosher. This means a broader target market can enjoy the company's quality products. The product range includes: Kenyan lamb, Kenyan beef, milk fed white veal, poultry products, lake and sea fish products, sausages, dry foods and other ready to cook products.

Over the years, Alpha Fine Foods has built on its reputation and become one of the most respected suppliers of quality temperature

controlled meat products in the East Africa region. The company attributes its success to its policy of using only high quality meats. All Alpha Fine Foods products are premium grade and adhere to the highest standards of hygiene which guarantee optimum product quality from cutting, processing, packing, storage and delivery of products to the market.

Alpha Fine Foods' exceptional track record, sound credibility and excellent customer service is what sets the company apart from the rest. The company is well known for its quality, precision and consistency throughout its entire product range. The products are transported in a modern fleet of temperature controlled vehicles and delivered to leading hotels, game lodges, restaurants, supermarkets and retail establishments in the region. Products are also exported to: Tanzania, Uganda, Rwanda, Democratic Republic of Congo, Eritrea, Sudan and the Middle East.

This year, the company recorded a 30 percent growth compared to the previous year. The company's products cater to all segments of the market targeting both the top-end and bottom-end market by considering either demand or what is attractive to each respective segment and its objectives and resources. Alpha Fine Foods also appreciates that each of its segments has unique characteristics such as size, growth, profitability, scale of economy and risk.

The company's target strategy includes: the single-segment approach, identifying potential target markets, selective specialization and, product and market specialization. This has enabled the company to provide interesting, high quality, value added products that meet the demand of dynamic and new markets.

Alpha Fine Foods controls a sizeable share of the frozen range of meat, poultry and seafood products market. The company also serves other fast growing markets with value-added and convenient products

like sausages, burgers and meat balls. The impact of modern retailing trends positively impacted on the company's product range and market share. The growth of retail outlets in East Africa has helped Alpha Fine Foods cater for many consumers. Consequently, the company has seen the popularity of its frozen and chilled meat products soar.

The company believes that there is a huge opportunity for growth in East and Central Africa. Its brand strategy for the next five years for the market is expected to bring more value, growth and profitability to the business and brand.

ACHIEVEMENTS

The company was awarded the 26th International Quality Award for food and beverages - New Millennium Award 2007, a gold trophy and a certificate as recognition for its trajectory and business excellence. Also, in the same event, the management of the company was awarded the Global Quality Management gold badge. The awards were presented to the company by the Trade Leaders Club and Editorial OFFICE in Madrid, Spain.

Alpha Fine Foods has also achieved the HACCP certification from Bureau Veritas International and Halaal certification. The ongoing training for ISO 22000 will see the company receive the ISO 22000 certification by end of June 2008. These certifications will ensure good manufacturing practices, food safety and hygiene.

The Alpha Fine Foods brand was the first to introduce a range of frozen pre-portioned, pre-packed meat products in the retail market.

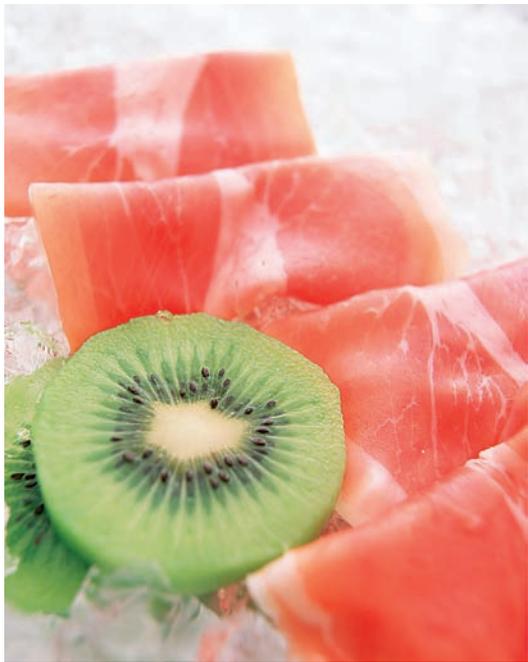
HISTORY

The company started with four members of staff and two half-tonne pick ups.

The company saw a huge potential and demand for Kenyan beef, lamb and poultry products, especially in the retail and food service market. Hence, a business plan was developed and strategies were laid down to meet this demand.

The company has grown to become a fully fledged structured company with a professional management team, dedicated members of staff and a fleet





of 23 vehicles that includes refrigerated and temperature controlled trucks. Currently, the company produces and supplies over 200 different types of meat cuts to food-service and retail markets.

During the early days, the company faced challenges in convincing consumers to buy frozen meats. The customers were used to fresh meat dripping with blood from the butchery but the company did not give up and remained confident in its product and strengths. Through continuous awareness programs, in-store promotions and other market building strategies, Alpha Fine Foods' range of products were able to penetrate the market and this was the solid foundation for the brand and its range. Today, the company's product range has a definite and growing market demand and its products are regarded as "value for money products".

THE PRODUCT

All the Alpha Fine Food products target the modern consumer who is conscious of hygiene, quality and food safety. The products are packaged in packs designed for home convenience in terms of size, functionality and storage. Packaging is specialised and oriented to frozen and chilled meats. It is transparent and convenient, allowing shoppers to see the product. The company feels its products meet high quality expectations and is constantly working on product packaging to make it attractive for its consumers.



feeling of quality, trust, reliability and credibility in a visual and psychological manner.

The brand ensures consistency of its products through stringent quality control procedures that are managed by a highly qualified quality control team to ensure quality and consistency is not compromised. Additionally, there are full time Government veterinary inspectors in the factory to guarantee independent quality measures.

RECENT DEVELOPMENTS

The company recently introduced a new range of products: meat balls, beef macon and smoked beef and is also planning to construct a new, state-of-the-art, fully integrated meat processing plant by 2008.

PROMOTION

The Alpha Fine Foods brand is continuously promoted via in-store promotions, sampling, special price offers and cross promotions. The brand conducts special promotional events like: in-store sampling and product awareness, festive offers and participation in food expos.

The company successfully launched its sausage product using point of sale material.



BRAND VALUES

Alpha Fine Foods is associated with various essential qualities: Ready to cook products, no-wastage, hygiene and convenient packaging. The brand promises to provide its consumers with quality and value and is committed to quality and excellence pertaining to food.

The company's brand values are reflected in the simple, attractive and classy logo design. The deep red centre with the gold oval frame works as an insignia for premium quality food and the ribbon stands for consistency and personalised service. The entire brand is meant to bring about a

THINGS YOU DIDN'T KNOW ABOUT ALPHA FINE FOODS

- Alpha Fine Foods is the first meat company to introduce hygienic, conveniently packaged and ready to cook frozen meats, poultry and fish products for the retail market in East Africa
- "FROZEN IS FRESH!" - Freshly slaughtered carcasses are first hung in the company's specialised chillers to reduce the excess blood dripping and to allow the enzymes in the carcass to naturally tenderise the meat. The carcasses are then cut into various specifications and hygienically packed before freezing in special blast freezing chambers at a very low temperature of - 40°C
- None of the Alpha Fine Foods products contain pork. The casings for all sausages are pure collagen made from cattle, safe for consumption by all non-pork consumers
- The company's mince meat products - beef steak burgers, beef meat balls and sausages are made from premium highland meat cuts. The company does not use off-cuts (offal) in any of its mince meat products
- Alpha Fine Foods only uses a fresh and select blend of seasonings to create a delicious taste that no one else has managed to achieve
- Alpha Fine Foods was the first meat company in East Africa to place great emphasis on hygiene and food-safety. The company was the first HACCP certified meat company in Kenya to achieve this

