

Uganda Waragi

The Spirit That Binds Us.

THE MARKET

Fondly referred to as UG by its loyal and loving consumers, the spirit of Uganda controls 27 percent of the spirits category in the country. By the year 2010, that share is projected to be 35 percent.

The spirits market is the fastest growing niche in the country. In 2007 this niche grew by an astonishing 15 percent growth rate, gin commands 65 percent, vodka 24 and whisky seven.

Being the benchmark rating in the spirits market, UG has cornered the market with various packaging options, which has facilitated the brand to compete on different levels with other brands and products.

UG is benchmarked as the leader, not only in the gin category but also in the entire spirits category in Uganda. The quarter is the 200ml PET pack and the totapak is the 100ml sachet pack, the half is the 350ml and the Muzinga being the 750ml glass bottle.

ACHIEVEMENTS

In Uganda, UG is “The Spirit of Uganda”. This is reflected in the steadily growing market share since 1999 standing at a solid 27 percent.

UG has carved a place for itself in the country's history as the first local gin that is professionally distilled and bottled in Uganda. In recognition of the high standards and quality of the brand, UBL was awarded the ISO 9001 certificate for UG.

HISTORY

Uganda Waragi is a spirit product owned by Uganda Breweries Limited, a subsidiary of East African Breweries Limited.

EABL is a regional company that traces its history back to 1922 when the first Tusker was brewed. For the past 85 years, the company has recorded phenomenon growth both in profits and brand development. EABL's subsidiaries include Uganda Breweries Ltd, Kenya Breweries Ltd, Central Glass Industries Ltd, East African

Maltings Ltd, International Distillers Uganda Ltd and UDV (Kenya) Ltd.

Uganda Waragi's origins are seated in its colonial history. Currently the number one spirit brand in the country, this gin has been produced in Uganda since 1965 by Uganda Breweries Limited.

The name Waragi was once upon a time two English words put together. As the story goes, the former settlers from Great Britain would brew a hard, bitter alcoholic drink, which they called War Gin. Of course, what everyone heard was Waragi and so the name stuck - Waragi it was and still is. Adding the name Uganda as a prefix ensured that everyone knew where it came from.

Why did they make it you may ask? To give

them courage to go into battle and to face their worst internal fears, what the English call ‘Dutch Courage’.

Prior to 1965, the indigenous people of Uganda were master brewers of their own brand of gin - Enguli. This potent brew prompted the now famous Enguli Act of 1965, three years after independence, which decreed that Enguli distillation would only be done under legal licenses.

Those who were awarded the distilling license were required to sell it to the new distillery - East African Distillers. Enguli was received from local suppliers and distilled to make the now legendary Uganda Waragi. This arrangement went on for about 30 years but over the years, the consistency in the product was irregular.

In the interest of maintaining the consistency of the gin, the East African Distillers, decided to use one major industrial supplier. Through the years, this partnership has been maintained.

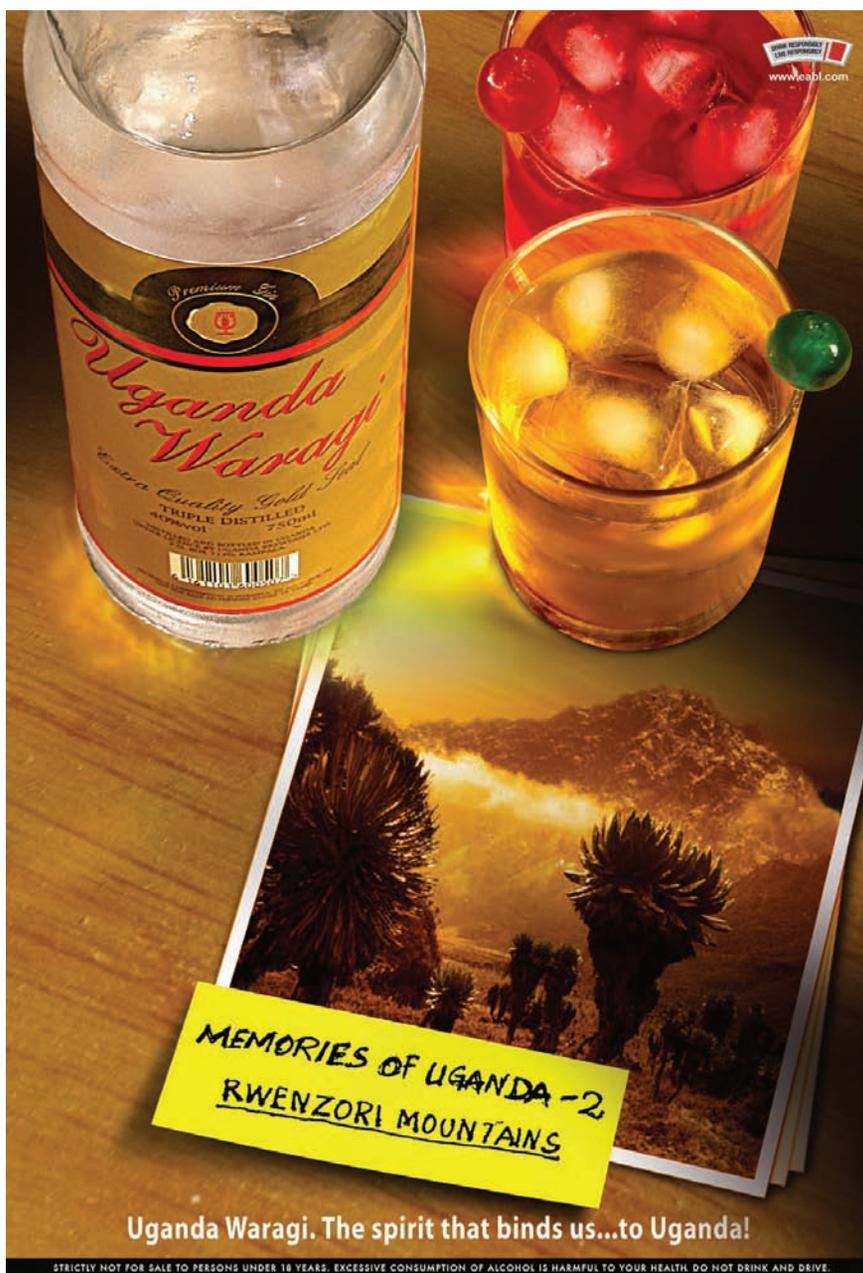
In 1992 East African Distillers changed its name to International Distillers Uganda, after the International Distillers and Vintners bought it. Seven years later in 1999, the management of the company was handed over to Uganda Breweries Limited (UBL). UBL is part of the Diageo Group of companies, the largest alcohol distribution and manufacturing company.

UG, pronounced as U and G, has always been an invigorating pure drink. Over the last forty three years, UG has earned itself the proposition as ‘The Spirit of Uganda!’

THE PRODUCT

UG is a brewed from bananas, just like enguli the cultural brew, and is really spicy. It forms a clear liquid gin that has a great taste which is a fantastic appetiser and mixer. It is made from millet and is triple distilled.

The bottle label is typically gold coloured, with a bold red trim around it. UG is available in four formats - 750ml, 350ml, 200ml and 100ml. Its Alcohol By Volume is 40 percent. Its main





markets include Rwanda, DR Congo, Southern Sudan and the UK.

It is highly recommended that UG is taken in a mix form. The gin blends well with either, a cola with a slice of lime or with a splash of tonic with lime.

RECENT DEVELOPMENTS

UG recently launched a new 200ml bottle in PET material, shifting from the glass version. This change has delivered a near 15 percent increment in sales volume due to the portability and ease of handling of the drink.

PROMOTION

The thematic brand positioning of UG is the ‘Spirit that binds us’. This campaign defined in 2005 was derived from a consumer survey, which indicated that UG consumers would gather on occasion to share their joys, aspirations and other moments in their lives.

At that time, UG was seen as the drink of choice. As a brand that defines and enhances those shared moments between friends and people of like aspirations, UBL’s decision to peg the brand to consumer needs fitted well. The perfect fit was demonstrated by a jump in UG’s market share and growth rate since 2006 and

future projections to dominate the spirits market by the year 2010.

BRAND VALUES

UG is the invigoratingly pure drink that enhances the moments that you share with your friends. It has strong heritage credentials dating back to 1965 when it was first produced. Its production process classifies it as a Gin. To many Ugandans, UG is “The Spirit of Uganda”.



THINGS YOU DIDN'T KNOW ABOUT UGANDA WARAGI

- UG has been produced in Uganda since 1965
- The name is derived from “War Gin” as the colonialists referred to the local gin that locals would drink for “Dutch Courage” on the battlefields
- UG is available in four formats, 750ml, 350ml, 200ml and 60ml