



## Goodness for all

### THE MARKET

Brookside Dairy has become the leading dairy processor in the region, and one of the top five dairy companies in Africa in a relatively short span of 17 years. The Brookside brand is now a household name in many parts of the region.

This success has been borne out of a vision set at the company's inception way back in 1993 to be the benchmark dairy company in Africa through a combination of investment in world-class operations as well as forging partnerships with key industry stakeholders.

Brookside Dairy's daily operations are inspired by the principle- Goodness for All, through which the company often aims for mutually beneficial partnership with the various stakeholders in the value chain.

Brookside's wide range of well-known dairy and related products are then sent through three national distribution depots, 200 large agents and more than 300 sub agents to over 200,000 outlets in East Africa. The company's products are available in 10 countries (Kenya, Uganda, Tanzania, Rwanda, Burundi, DRC, Sudan, Egypt, Syria, Mauritius). Brookside employs about 2800 employees.

The brand targets the upper segment of the market and consumers who look for quality, healthy lifestyles have a variety of products to choose from. With both fresh and long-life milk, fermented products, ghee, butter and cream, Brookside as a brand controls over 80 percent of its core top end target market. As a corporate, however, Brookside Dairy Limited controls over 50 percent market share of the dairy industry in Kenya with all its various brands.

The immediate future the brand is expected to grow both locally and regionally, en route to achieving its vision of being the leading dairy in Africa within the next five years.

### ACHIEVEMENTS

Having launched the company in 1993, long life milk production began in 1999. In 2003, as part of its growth strategy, the company acquired Ilara dairies. The following year saw Brookside awarded ISO 9001. In 2008 the company bought Delamere and in 2009 it merged with Spin Knit dairies to become the leading dairy in Kenya and the East African region.

Brookside's ISO Certification



has recently been upgraded to ISO 9001: 2008. The journey to certification started with identification of internal and external customer requirements. The whole supply chain was mapped into key processes and objectives were put in place with the external customer in focus.

The company has also achieved HACCP certification and systems have been upgraded to ISO 22000: 2005.

The first dairy in the region to gain ISO certification, it is a commitment to customer requirements, improved efficiency in operations and ongoing business improvement. The certification has also given the brand better recognition in the dairy sector.

### HISTORY

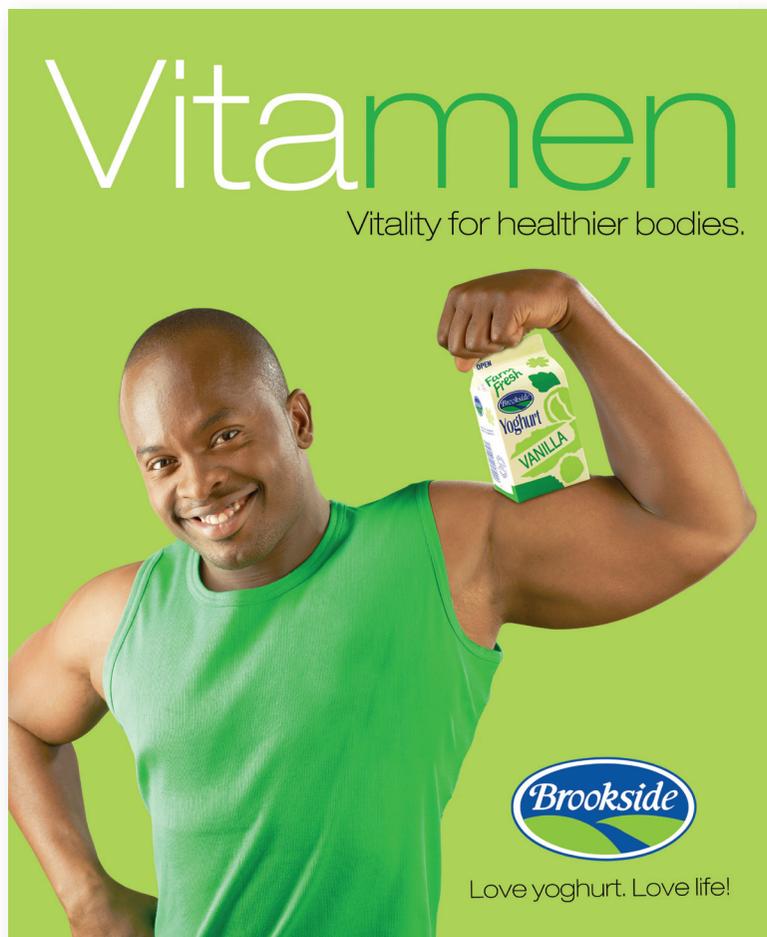
The company and the brand were started at Sukari Ranch, Ruiru on the outskirts of Nairobi in 1993 where it is still located today. The company only supplied fresh milk at inception.

Starting off with an initial workforce of 30, the immediate task was to develop concrete milk delivery lines by establishing working relations with farmers as well as streamlining sales and marketing.

The key issue then was trust, as the whole value chain - from farmers to consumers - were used to being served by one previous supplier who held the monopoly. Retailers were not sure of the untested brand making sales, and would stock very little Brookside product initially.

Brookside also recognized the huge potential that lay with helping farmers adopt modern farming technology in order to maximize milk production introducing a farmers' extension program through which dairy training courses are regularly organized around the country. Farmers can also obtain loans guaranteed by the company under the program to expand their businesses. The same loan scheme has been extended to benefit the company's value chain. Brookside facilitate farmers to get loans from leading financial institutions and banks through a check off system.

Brookside started off by procuring and processing 5,000 liters of milk daily from nearby farms - this figure has risen steadily to ensure



that we have a processing capacity of about 700,000 litres per day – an over 150 fold increase in the last 15 years. Brookside produces superior quality milk sourced from over 145,000 farmers in Kenya. Some 95% of these farmers are small scale producers, while 5% are established commercial farmers.

### THE PRODUCT

Brookside has built its success on innovation and invests heavily on research and development in order to provide the market with products that meet the ever changing consumer needs, tastes and preferences and that reflect global changing trends.

Made for people who understand the health benefits of fresh dairy produce, Brookside's wide variety of products include:

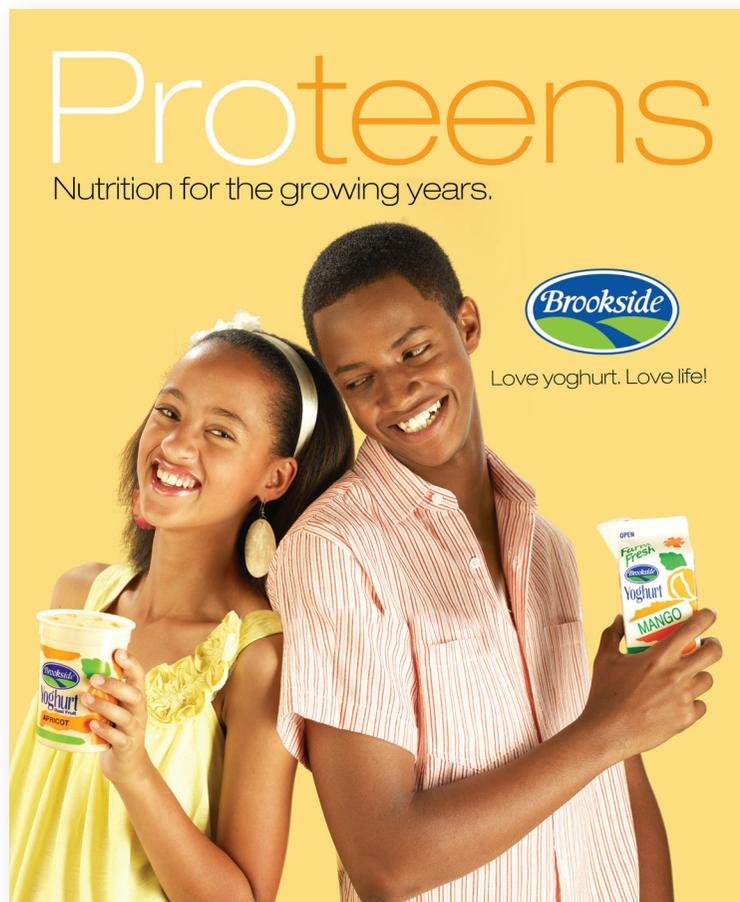
**Brookside Fresh milk:** This category incorporates different sizes and variants based on butter fat levels; for example, standard milk with 3 percent butter fat and whole milk with 3.5 percent butter fat.

**Brookside dairy fresh long life milk:** Dairy fresh whole milk, Brookside low fat milk and flavoured milk available in coffee, vanilla, strawberry, chocolate, bubble gum and banana. These come in a six pack (gift pack) in six flavours, either assorted or individual.

**Fermented products:** This range comprises yoghurts available as both drinking yoghurt and fruit cup yoghurt. Maziwa lala is another product in this line and includes Natural lala (fermented milk) and sweetened lala.

**Brookside ghee:** The cooking fat of choice for many.

**Brookside Butter:** This comes in salted and unsalted butter, and is targeted at both individuals and also bulk consumers, like the hotel and



leisure industry.

**Brookside Cream:** The two variants are whipping cream and double cream.

Being the first dairy to offer fresh milk in Tetra Rex packaging, Brookside was also first to launch fresh milk in plastic bottles for the bulk buyers and to create the 20 litre "bag in a box" milk targeting institutions.

### RECENT DEVELOPMENTS

The brand recently relaunched its low fat milk, targeting the health conscious consumer. A new facility in Nairobi's industrial area was also acquired after merging with Spin Knit dairy while the company has in recent months expanded its production facilities to be able to

serve farmers better, and Brookside has signed agreements to sponsor the Regional School Games that bring teams from schools from seven countries. The event will now be called the Brookside East African School games.

Brookside Dairy has also been the title sponsors of the biennial Brookside Livestock Breeders Show & Sale, the largest and most prestigious pedigree livestock exhibition and sale in the region that often attracts upwards of 30,000 players in the livestock sector from the region often for educative purposes. The Show has succeeded in changing people's perception about dairy farming as a preoccupation for the elderly, with younger people being influenced to try the farming.

### PROMOTION

The brand promotes itself across the media mix on TV, radio, print, billboards and wall branding, among other mediums. Selection depends on the product being promoted and the target market.

Integrated communications in all promotions include a 360 degree plan; and brand association and events will be included in the campaign.

During the launch of the repositioned Brookside low fat milk, the campaign's positioning line was "Get in to shape with Brookside low fat milk", which was very successful for the product and the sales grew by over 300 percent.

### BRAND VALUES

This is a brand associated with quality, purity, freshness and trust. It promises consumers that it will deliver on their trust and is committed to supporting the communities in which it operates.

Dedicated to upholding its payoff line, "Goodness for all", Brookside carries out all our activities for the benefit of everybody in the value chain, with a strong focus on relationship marketing.

**Goodness for all**

**Brookside Dairy Kenya Ltd**  
P.O. Box 236 – 00232 Ruiru, Kenya • Tel: 020 3542480/1/2, 020 2506210/1-9 • Office Mobile: 0722 509902, 0722 130000, 0735 222264, 0735 690015/1-9  
Fax: 020 3542437 SMS Code: 3323 • Email: maziwa@brookside.co.ke • Website: www.brookside.co.ke

**Brookside Dairy Tanzania Ltd**  
Arusha:  
P.O. Box 3100 Arusha, Tanzania • Tel: (007) 272 500563 • Mobile: (007) 732 972282  
Mwanza:  
4th Floor PPF Plaza rear wing, Kenyatta road. P.O. Box 1551 Mwanza, Tanzania • Tel: +255 282 506 027 • Fax: +255 282 506 028 • Mobile: +255 688 666 222/ +255 714 777 444  
Email: bralnktd@gmail.com  
Dar es Salaam:  
Plot 135 Mikochei Light, Industrial Area, P.O. Box 3100, Arusha, Tanzania • Tel: (007) 222 2774761 • Email: info@brookside.co.tz

**Brookside Dairy Uganda Ltd**  
P.O. Box 36547, Kampala, Uganda • Tel: (006) 414236902, (006) 414380468/9 • Email: brookside@infocom.ug

### THINGS YOU DIDN'T KNOW ABOUT BROOKSIDE

- Brookside supplies all 10 different countries with its products produced from the Ruiru and Industrial area Nairobi plants
- Brookside has a second plant in Nairobi's Industrial Area (formerly Spin Knit) to complement their main plant located at the headquarters in Ruiru, Kenya
- Brookside was the first company to start a farmers 'extension programme for farmers
- Brookside is among the top five dairies in the region