

Dairyland

ICE CREAM

THE MARKET

Based in Nairobi, Dairyland Ice-Cream is a brand sought out by almost anyone who has taste buds, regardless of age or social status.

With three product varieties that come in 5 litre catering size packs, take-home packs from 500ml to 4.25l and an impulse range of 80ml to 200ml cups, cones and stick lollies, Dairyland has a size to suit every pocket and a flavour for every taste.

The emergence of formal retail trade in the form of supermarkets and convenience stores in Kenya has brought about a change in consumer culture. This, along with an emerging middle class, has seen the ice-cream market rise in terms of overall spend, and Dairyland has captured some 35 percent of this pie.

Rising to the challenge of ensuring that its meet the vast growth in the market, Dairyland has expanded its operations and projects brand growth of 20 percent annually which translates to doubling its turnover within five years.

Market share is expected to grow tremendously, not just in

Kenya but also regionally in East African countries including Uganda, Tanzania, Rwanda, Burundi and Southern Sudan.

ACHIEVEMENTS

Dairyland celebrated its 30th birthday in 2009 and recently moved to a new and ultra-modern building, making it the biggest and most modern ice-cream factory in East Africa.

The company was nominated as one of the Top 100 Mid-Sized companies in Kenya for 2009 -2010.

First to introduce cornets in the market, Dairyland was also first to bring the “big three” combination -vanilla, strawberry and chocolate - Neapolitan flavour to its market.

Stylish, tamper-proof trapezoid containers were another East African first from the company -and Dairyland is proud to be the first ice-cream brand to achieve Superbrand status in the region.

HISTORY

Dairyland was born in 1979 as the flagship brand of a small ice-cream company, comprising a basic ice cream manufacturing plant, a small office and one distribution van. With a staff complement of just 20 people at the time, Dairyland only supplied its products to select outlets in Nairobi’s upmarket areas.

The challenges of running an ice-cream factory in those early days were many. There were extremely limited options in terms of packaging and all ice cream companies had little option but to use the same containers, making brand differentiation difficult.

Supplying ice cream outside Nairobi was a big challenge as transport refrigeration systems were very expensive to acquire and there was lack of technical expertise to maintain this equipment.

In meeting these challenges head on, the brand has more than survived: The Dairyland team has been at the forefront of innovation and exceptional service delivery, which has propelled the company to becoming the leaders in the ice cream sector in East Africa.



Over the years, the brand has innovated some of the most delicious ice-cream flavours, presented in attractive and eye-catching packaging.

The company has also experienced unprecedented growth, acquiring larger and more modern machinery; more skilled staff; extra office space, equipment and systems. In July 2009, Dairyland moved to its new, ultra-modern premises that accommodate the manufacturing plant as well as the offices. At present, it employs over 120 people and its fleet of 15 refrigerated vehicles service the whole of the East African region.

THE PRODUCT

Dairyland ice-cream is a fun product for consumers of all ages, which brings a sense of delight and relaxation. Whether it’s a scoop or a lolly, ice-cream should be exciting, tasty and fabulous, bringing a sense of well being with every lick.

RECENT DEVELOPMENTS

Dairyland recently introduced ice cream desserts, a perfect treat to brighten up an everyday meal. The desserts come in the form of slices that can be served on a plate and are ideal for serving at functions such as weddings and parties. It’s a range that brings mouth-watering taste and convenience in the following flavours:

- Cassata - vanilla, strawberry and pistachio flavoured ice-cream with an eggless cake





- dressed with chocolate flakes and nuts.
- Toasted Almond Slice - Vanilla and chocolate flavoured marble ice-cream with toasted almonds topped with chocolate flakes.
- After Eight - Mint flavoured ice-cream with chocolate chips dressed with chocolate flakes and praline.

PROMOTION

The Dairyland brand is constantly promoted through below-the-line marketing activities including special price offers, in-store promotions and sampling drives. In-store and vehicle branding as well as POS materials are widely used.

Dairyland participates in food fairs and events and sponsors music concerts, social functions and games or sports tournaments where its products are sampled and sold, and its POS materials displayed.

The brand also organises tailor-made promotions throughout the year to suit particular target markets. These include Dairyland's promotions during Easter, Christmas, Ramadan and other holidays.



BRAND VALUES

Industry leader Dairyland embodies quality, variety, fun and value for money. The brand promises consumers consistently high quality ice-cream with a huge variety of choice at a reasonable price.

Committed to quality, affordability, innovation and variety, Dairyland uses the payoff line "Taste the Difference" -and really wants its consumers to do just that.

In consistently adding new products to its range, this brand keeps up with changing market trends and consumer tastes. For the brand to offer consistency of quality, the manufacturing process is carefully managed through set procedures, formulas and equipment calibration. Only the best raw materials are sourced, and quality control officers and a laboratory in the production unit constantly monitor quality.

Sampling promotion drives are undertaken to get consumer feedback on the products to ensure Dairyland's market is happy, and information is gleaned regularly from advanced international markets to keep the brand up there with the best of them.



THINGS YOU DIDN'T KNOW ABOUT DAIRYLAND

- Dialight is the only ice cream in East Africa that is suitable for diabetic people and is available in vanilla and vanilla strawberry
- The Amore Mia brand of ice cream is a Dairyland product
- Dairyland Neapolitan is the only ice cream on the local market to combine the "big three" flavours
- The brand celebrated its 30th anniversary last year
- Dairyland recently introduced ice cream desserts, a perfect treat to brighten up an everyday meal