



THE MARKET

Kenya is the world's third largest tea producer, accounting for ten percent of the 3.2 billion kilograms produced globally. This has seen the Kenyan economy grow to become a leading global tea exporter, accounting for about 24 percent of its global exports.

Kenya Tea Packers (KETEPA) Ketepa is the leading tea blending, packing and marketing company in Kenya and the East African region with a range of products to suit every tea taste bud, evident in its wide product portfolio. The company has been in operation for the last three decades and its brands command a 70 percent market share of branded black teas.

Fahari Ya Kenya – Swahili for “the pride of Kenya” is Ketepa’s flagship brand - a household name that has been present in Kenya for generations. Targeted at the majority of Kenyans it is the country’s preferred tea brand and is targeted at C1,C2 socioeconomic groups. In addition to Fahari Ya Kenya, Ketepa’s brand portfolio includes: Safari Pure Tea, Ketepa Pride Teabags, Jani Green Tea, Karibu Chai, Chai Yetu, Safari Ice Tea and Maisha Pure Drinking Water.

A retail revolution in Kenya has meant the brand has had to adapt to reach within arm’s length of the consumer. To meet these needs, the brand has a country-wide distribution network that has made it possible for it to cater for and meet the growing demands of the entire local market.

ACHIEVEMENTS

Ketepa is among the top ten most visible brands in Kenya today, according to research firm AC Nielsen. Ketepa brands are household brands with at least eight out of ten Kenyan households consuming the brands. This has created a very strong relationship with the consumers.

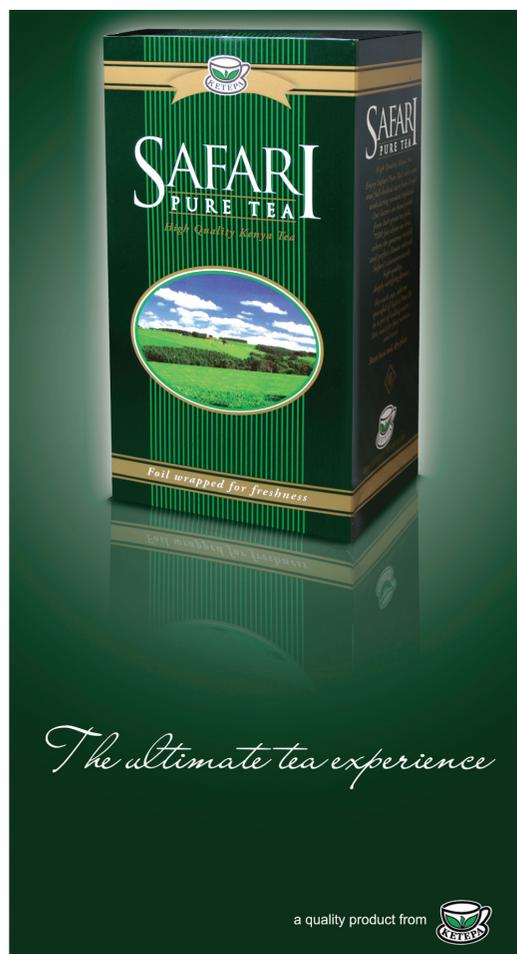
Ketepa was the first tea packing company in Kenya to receive the Diamond Mark of Quality from the Kenya Bureau of Standards - Kenya’s national quality standards body, which is a member of the International Standards Organisation (ISO). The Diamond Mark of Quality is an assurance that Ketepa’s brands conform to the highest standards.

The company has gone out of its way to ensure that its products are of the highest quality, which is why it worked hard to attain an ISO 9001:2000 certification for sourcing, blending, packing and marketing of the highest quality teas. The brand also received ISO 22000 : 2005 certification as well as a food safety management system also awarded by ISO.

To attain ISO standard, an organisation’s



staff must undergo rigorous training on system principles, implementation and compliance. The company is proud that it is investing in systems that will ensure the consumer gets the best and the highest quality products.



In recent years Ketepa also received recognition from the Marketing Society of Kenya in the following categories:

- Communication category (Runner-up, 2009)
- Marketing category (Winner, 2009)
- Top of Mind Brand (Runner-up, 2009)
- Innovation category (2009)
- Overall Winner for Excellence in the Tea Sector (2009)
- Best Brand (Runner-up, 2009)
- Tea Board Awards
- Overall Winner (Packers’ Category) 2010
- Best Tea Marketing Company 2010

HISTORY

The company’s head office and packing factory is located in Kericho in the highlands of Rift Valley about 270km from Kenya’s capital Nairobi. It also has a bottling plant in Nairobi.

Kenya Tea Packers Limited (KETEPA) was registered as a Private Company in September 1977 and started operations in January 1978. The company was required by law to serve the local market only in order to avert a local shortage of tea following attractive export prices. Without such an intervention, a vast majority of Kenyans would not have been able to enjoy a cup of tea. The law was changed in 1992 which allowed export of tea. Ketepa now exports packed tea to destinations around the world.

THE BRANDS

- Fahari Ya Kenya – A blend of the finest grades of Kenyan teas, combining medium granules of teas and a small quantity of selected fibrous teas. The tea is characterised by its distinct



- aroma, taste and colour.
- Safari Pure Tea - KETEPA's finest blend, brings out the superior taste and rich aroma of true Kenyan tea. Safari Pure Tea is a blend of Kenya's top quality leaves handpicked from selected farms. This is the best tea that Kenya has to offer - enjoyed the world over. targeted at a premium clientele who want to enjoy the ultimate tea drinking experience
 - Ketepa Pride Tea Bags - blended from a selection of tea with finer granules, allowing for full, fast infusion. These are Kenya's most popular tea bags and are also enjoyed in various parts of the world. They also come in flavoured options of Lemon, Ginger and Masala. For those who prefer convenience. They are quick and simple to use
 - Jani Green Tea - Green Tea undergoes a different production process from black tea, and is green in colour. This is a healthy product with the health conscious in mind
 - Karibu Chai - A tea producing more cups of tea from a smaller quantity of tea leaves. For those who wish to get more value for their money
 - Chai Yetu - Quality and value of KETEPA tea at an affordable price. This caters for the low end of the market
 - Safari ice tea - A sweetened, ready to drink tea in three flavours: Orange, Apple and Lemon. This is a trendy brand targeted at the youth and young at heart, who wish to enjoy a soft drink with health benefits

- Maisha Pure Drinking Water – bottled water which is purified using reverse osmosis and is ozonized for a great, refreshing taste. For those who want affordable drinking water of high quality and from a trusted source

RECENT DEVELOPMENTS

As well as celebrating its 33rd year of operations in 2011, the company also launched three new products in its range; Maisha Pure Drinking Water and Chai Yetu.

Vroomisha na Ketepa - a recent national consumer promotion allowed consumers to win cars as well as daily cash prizes. The objective of the promotion was to reward loyal consumers, with winners taking home attractive prizes.

PROMOTION

Ketepa has set the bar as far as marketing of branded teas in Kenya and the region is concerned and has over the years, been quick to respond continuously to consumer requirements through product innovations and product line extensions.

In response to dynamic consumer trends, Ketepa has also constantly upgraded its product packing to world-class standards by investing heavily in in-store visibility, making it easier for consumers to identify Ketepa brands.

Ketepa has retained the services of leading advertising agencies to create award winning campaigns. This covers major broadcast media stations and major print media, including daily

newspapers and targeted magazines. As part of brand visibility enhancement, Ketepa has strategically positioned national billboards, and engages in ongoing wet sampling and other in-store activities. The Ketepa logo is presented as a tea cup with two tea leaves and a bud, which symbolizes quality leaf that is picked from the farm for processing.

BRAND VALUES

Ketepa's mission is to be the consumers' first choice for blended teas of high quality and great taste. The brand achieves this through quality, taste, aroma and colour. The brand promise is to deliver unmatched product quality, convenience and value. The brand endeavors to represent the emotional aspect of a homely brand; a caring, family oriented, unifying and socially responsible brand- just like a caring parent.

The brand is able to maintain consistency throughout out its products by being able to guarantee the source of its teas, right down to the farms in which they are grown; ensuring over time that there is a certain amount of control, ensuring the quality of its blends is consistent.



THINGS YOU DIDN'T KNOW ABOUT KETEPA

- The brand most people know as Ketepa is called Fahari Ya Kenya
- Ketepa is the only tea company that uses 100 percent Kenyan tea in all its blends"
- Safari Pure Tea is enjoyed by Kings and Presidents in many countries across the world and is given as a gift in Arab countries
- Ketepa is owned by small-scale Kenyan farmers through the Kenya Tea Development Agency (KTDA)