



THE MARKET

Some 15% of the total beer market across Tanzania regularly says, "I enjoy this great quality beer", the payoff line for Premium Serengeti Lager.

It's a premium lager beer brand that comes in 500ml returnable and customized 330ml bottles, targeting ambitious, educated, informed and confident consumers who enjoy socializing and having a good time. These consumers fall in the A, B and C income groups. Most of the sales come from this mainstream segment, which comprises 85 percent of the Tanzania market.

There's room for growth, but capacity constraints have limited the distribution of Premium Serengeti Lager to all parts of Tanzania. The brand has therefore focused on major towns where it enjoys a 22% to 30% market share.

Premium Serengeti Lager has had phenomenal growth since its launch in July 2003, with demand continuing to exceed supply. In the next five years, it is believed that the brand will be the leading selling beer brand in Tanzania.

ACHIEVEMENTS

Premium Serengeti Lager had excellent growth from FY 2003 to FY 2010. In 2008 and 2009, the brand was awarded Gold Medals by Monde Selection and in 2010 was awarded Silver Medals both by Monde Selection and the DLG Council. It was awarded a Gold medal again by DLG Council in 2011.

Premium Serengeti Lager was launched as "100 percent malt, 100 percent Tanzanian". The



brand won a silver medal in the Monde Selection Institute for Quality Selection in Belgium in 2006/7. In 2006, the beer won a bronze medal at the prestigious DLG Award, an honors from the German Agricultural Society.

This brand has been a trendsetter in many regards: It was the first Tanzanian beer brand to provide premium, custom-branded beer glasses, imported from Sahn in Germany, one of the world's largest glass suppliers. The glasses enhanced the drinking experience, created huge excitement in the market and positioned the beer as a premium brand.

Premium Serengeti Lager was also the first local beer brand to come packaged in a 330ml pack with its logo embossed on the bottle; and the first beer brand in Tanzania to enhance packaging by adding a back label on the bottle. Other brands have since followed suit.

Premium Serengeti Lager is the main sponsor of the Tanzania national football team, having pumped in 700 million Tanzanian Shillings a year for three years (2007-2009). This changed the fortunes of the national team, and has created a huge buzz around football in Tanzania.

The beer brand was also the first in the county to send key customers abroad under a trade scheme, thus tremendously enhancing customer loyalty.

HISTORY

Back in 2002, a small, struggling brewery called Associated Breweries Ltd in Dar Es Salaam



was taken over by its management and renamed Serengeti Breweries Limited SBL. The strategic plan involved installing new factory equipment, creating a new management structure, and launching a brand aimed specifically at locals.

Premium Serengeti Lager - previously produced by Associated Breweries under the same name - was reformulated entirely and the packaging re-designed before being re-launched in July 2003. Initial response was slow as consumers apparently understood the packaging to mean a strong, sharp beer - which it is not.

The company embarked on a sampling and visibility campaign to educate consumers, followed by advertising in various media. The objective was to position the brand and communicate its intrinsic worth. These efforts were complemented by continuous distribution drive to ensure the brand was widely available.

The initial work force of 50 has since grown to 350. As the brand grew, an attractive 330ml bottle was introduced and proved very popular. Premium Serengeti Lager's German brew master maintains stringent quality controls and follows German brewing standards, maintaining consistent quality.

Another hurdle the company had to overcome was the critical issue of distribution, which was restricted as a result of the competitive landscape in Tanzania. The company therefore came up with an innovative solution to distribution and route to consumer, and sold the beer directly to bars, put a delivery system in place, and launched sampling campaigns to attract consumers.

After overcoming initial problems with distribution, the brand's reputation spread through active advertising, marketing activities and word of mouth. This had a positive influence on acceptability and loyalty, leading to high demand. This forced the company to boost capacity and broaden distribution networks while continuing to build the brand. As Premium Serengeti Lager's popularity grew, orders were received from Australia, the UK, Kenya, Japan and other countries.

The company started by exporting to the UK and Australia where the brand was well received. Premium Serengeti Lager is today the fastest growing beer brand in Tanzania, with enquiries from various countries for export.

THE PRODUCT

Premium Serengeti Lager is a beer brand that "makes the good times last longer". This goes down well with the lifestyle of consumers in Tanzania and other African countries.

Special innovations in packaging and

presentation include the embossing of the Leopard logo on the 330ml bottle; unique product display stands to gain visibility in bars; and custom branded premium beer glasses to enhance consumer's experience.

RECENT DEVELOPMENTS

The brand's third "green field brewery" is being built in Moshi, in the northern Region of Tanzania. SBL also has two fully operational breweries in Dar-Es-Salaam and Mwanza regions of Tanzania.

SBL's growing reputation and market share was enhanced in May 2010 when it added to its portfolio key regional beer brands brewed on license from East African Breweries Limited, including Tusker lager. At the same time, SBL was expanding its business to include importation and distribution of famous international spirits brands, such as Johnnie Walker whisky, Smirnoff vodka, Gilbeys gin, Richot brandy, Bond 7 whiskey and Baileys Irish Cream, which are owned by East African Breweries' majority shareholder, Diageo. This partnership between East African Breweries Limited and SBL was cemented in October 2010 when East African Breweries acquired a majority interest in SBL. With such strategic partnerships and increased investment, the company's product portfolio is now ideally balanced to cater to each market segment, and each of its brands is a leading player in its category.

PROMOTION

Premium Serengeti Lager enjoys 360 degree marketing support, as it is the company's flagship brand. Promotions run on all major television and radio stations. Brand visibility is maintained at points of consumption and the company has dedicated a massive amount of money to corporate social responsibility activities. As the main sponsor of the Tanzania national football team from 2009-2011, Premium Serengeti Lager is committed to Tanzania which generates a lot of attention and goodwill.

Highly successful trade promotion activities have been conducted, where prizes included mobile phones and other sought-after items. This gave the Premium Serengeti Lager brand a huge boost in terms of trade, goodwill and loyalty.

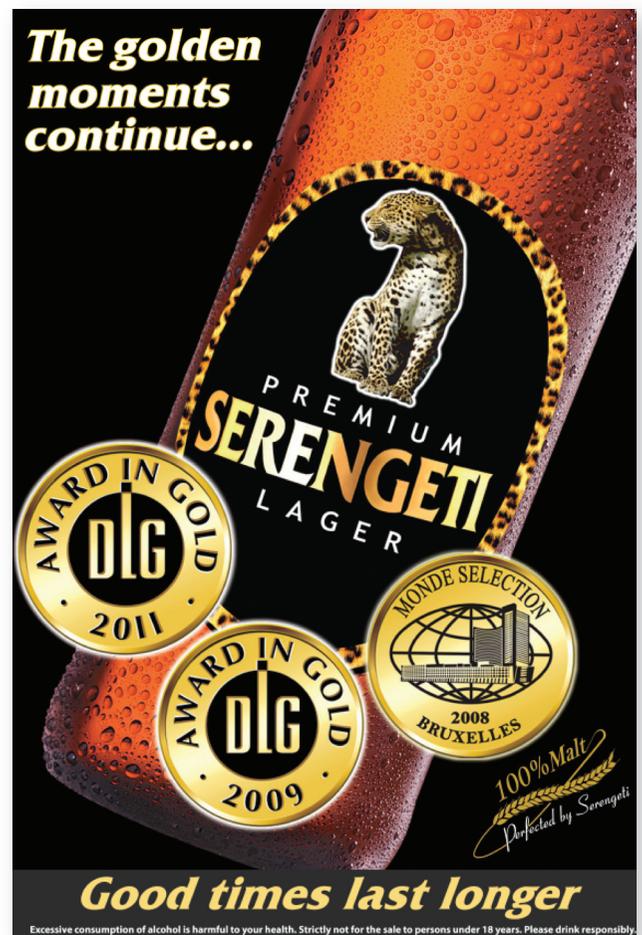
BRAND VALUES

Social, respected, warm, caring, friendly, emphatic,

innovative, responsible and action oriented: These are the values most closely associated with the Premium Serengeti Lager brand.

Consumers are proud of the fact that Premium Serengeti Lager is associated with the world famous Serengeti National Park and remains a good quality beer with Tanzanian values.

The brand promise is that with Premium Serengeti Lager, "Good Times Last longer" - hence the brand's commitment to providing consumers with a top quality beer that fulfils their expectations, while still executing its social responsibilities.



THINGS YOU DIDN'T KNOW ABOUT SERENGETI LAGER

- ◆◆◆The brand sponsorship of Taifa Stars, Tanzania's National Football Team, made a huge difference to the Tanzanian Football Federation. FIFA ranking (pre-sponsorship) of 175 in October 2005 shot up to an all-time high of 89 in December 2007 due to the sponsorship