



## THE MARKET

Kenya's beverage industry is teeming with different players all targeting virtually the same consumers. Water, alcohol, coffee, tea and fresh juices all compete for a chance to quench consumer's thirsts. Despite the competition though, one brand has stood out from the crowd and proved to be a favourite across all market segments - Excel Quencher.

Excel Quencher is proud to be a market leader in the fruit flavoured drink segment in Kenya and the East Africa region. It's a brand so well known that its name has become the generic term for fruit flavoured drinks, especially in Kenya.

Orange, pineapple, tangerine, strawberry, mixed fruit and lemon treat target both top and bottom ends of the market.

In February 2008 the brand launched Excel Quencher Life Premium Drinking Water, a product gaining in popularity in Kenya due to its attractive packaging and quality. Available in 300ml, 500ml, 1 litre, 1.5 litre and 18 litre pack sizes, high consumer acceptance and demand will see more size varieties on offer soon.

In August 2010, following recent consumer trends, the brand came up with Fruit drinks under the name Excel Quencher Fruity. This range of fruit drinks is made from the finest pure fruit juices and is full of essential vitamins and nutrients thus enhancing the health and wellbeing of the whole family.

The Excel Quencher brand has experienced a significant change in both distribution and retailing trends. Hypermarkets, supermarkets and convenience stores have sprung up in most parts of the country, offering more outlets for the products, better visibility for the brand and improved sales. Changing retail trends have also redefined distribution.

In the 1980s, there were hardly any major distributors in Kenya. Wholesalers did not offer delivery services, so retailers had to travel to wholesalers, increasing their transport costs. Fortunately, wholesalers now go to retailers, so the number of out-of-stock products on the retailers' shelf has been greatly reduced, increasing turnover.

The future looks good for the

Excel Quencher brand: With the economies of Kenya, Uganda and Tanzania on an upward trend; as well as the opening of the East African Community and Common Market for Eastern and Southern Africa (COMESA), the brand will be accessible to a wider market. Trade agreements between member countries also look set to improve the brand's accessibility and appeal. Excel Quencher consumers can also look forward to more goodies in terms of more flavours and products.

## ACHIEVEMENTS

The Excel Quencher brand has grown progressively since it entered the market in 1988, becoming a leading brand in 1996/7. It was the first to introduce the 500ml, 1litre and 2litre dilute-to-taste bottles in East Africa; and also the first to introduce the 200ml ready-to drink polyethylene terephthalate (PET) bottles.

The brand was also the first in East Africa to use the sports nozzle cap for its ready-to-drink products in 500ml and 300ml sizes; and in another first, Excel Quencher Life introduced a "no-deposit no-return" bottle

concept for its 18 litre size, thus ensuring better safety and hygiene.

## HISTORY

Suresh Shah is the force behind Excel Quencher, entering the beverage industry in 1987 and manufacturing the orange-flavoured dilute-to-taste drink on a small scale in a 30sq metre space.

Marketing the product was a challenge initially. Production took place on one or two days a week with huge stocks piling up in the tiny space. As with most new products, the incubation period was challenging. The company focused on aggressive selling, fair pricing and high product quality. Before long, consumers started noticing and buying the brand. They then came in for repeat purchases and the rest, as they say, is history.

Excel Quencher has been on an upward spiral ever since. As brand sales picked up, the company established an appropriate distribution channel and introduced new flavours and innovative packaging. This has seen the brand become a market leader in the fruit flavoured drink segment.

The introduction of Excel Quencher Life in 2008 and Excel Quencher Fruity in 2010 has seen the brand increase its presence in East African households.

## THE PRODUCT

Excel Quencher products are intended to give the consumer a sense of wellbeing. Over the years, Excel Quencher has been a pioneer in packaging, bringing new concepts to the market and making the brand a trendsetter. The brand is currently in the fruit flavored drinks, fruit drinks and water segment.

The fruit flavoured drinks are manufactured by Excel Chemicals Ltd in Nairobi and are available in dilute to-taste and ready-to-drink formats. The dilute-to-taste range comes in concentrated forms and targets home consumers who dilute the product with water to suit their taste. Catering to all market segments, the drinks are packaged in 500ml, 700ml, 1 litre, 1.5 litre, 2 litre, 3 litre and 5 litre bottles.

The ready-to-drink products target consumers on the move or those without access to clean drinking water. The ready-to-drink range is packaged in 200ml, 300ml and 500ml bottles. The 300ml and 500ml bottles are available with a normal screw cap or a sports nozzle cap. The







three different types of packaging are designed for consumers of all ages: The 200ml fits into a lunch box pack for children who carry snacks to school.

Excel Quencher comes in six different flavours: Orange, pineapple, tangerine, strawberry, mixed fruit and lemon treat. To target both top and bottom ends of the market, the ready-to drink format comes in different variations that allows consumers to buy according to the amount of disposable income they have.

#### RECENT DEVELOPMENTS

In February 2008 the brand launched with Excel Quencher Life Premium Drinking Water. This product has already captured much attention in Kenya due to its attractive packaging and quality.

In August 2010 the brand introduced Fruit based drinks under the name Excel Quencher Fruity. The Excel Quencher Fruity range comes in six amazing fruit variants i.e. Apple, Blackcurrant, Mango, Orange Pineapple and Tropical Fruits. This product is already creating an impact in the market due to its quality, fruity taste and packaging.

#### PROMOTION

Excel Quencher uses a multi-faceted technique when it comes to media, as the company believes that there is no single medium that can reach all its target markets. The brand is promoted largely through TV and radio, and print media through newspapers and posters.

In its Fruit Flavoured Drinks campaign, the brand uses the payoff line, "Be cool - Ask for it". It's a campaign that reminds consumers that Excel

Quencher can be enjoyed at home, office or school, throughout the day. It's a thirst burster!

The campaign also aims to inform consumers of the different flavours available and the brand promise of quality, trust, value and refreshment is strongly conveyed. The TV campaign is very colourful, full of fun and excitement, and shows consumers of different age groups enjoying the product.

"Ask for it" has been a great success. To reward its consumers, the brand has consistently worked with both retailers and wholesalers in promotional events. Regular activities include price reductions and giveaways. Pro-active marketing via the internet is the next initiative as information communication technology grows, and more people access the internet and other communication facilities like mobile phones.

For the Water TV Campaign, the brand uses the tag line "It's my life... - Quencher Life". The campaign educates consumers that when thirsty, their thirst is quenched with Quencher Life Premium Drinking Water. The TV campaign shows different age groups enjoying the product while performing different activities.

#### BRAND VALUES

The Excel Quencher brand has a very strong association with thirst satisfaction. Other qualities include: Quality, trust, value and refreshment. The brand promises consumers high quality thirst quenching at a fair price. The company's mission statement is: "We are what we repeatedly do. Excellence, then, is not an act but a habit." (Adopted from Aristotle 384-322BC.) Excel Quencher, being one of the most popular brands in Excel Chemicals Ltd, follows the same sentiment and makes excellent value and quality a habit.

The Excel logo portrays the word "excellence" from the mission statement and the letter Q for Quencher and Quality. The typeface used is very much associated with soft drinks and the

use of a simple and clear logo implies trust. The three colours - black, green and white - generally signify a food product.

The brand ensures the consistency of its products, with quality control procedures in place for both the raw materials used in production and for the final, finished product. Quality is maintained by the most stringent quality checks and GMP standards. Raw materials are sourced from world-class suppliers. The company is extremely proud of its employees, who feel they are part of the product and therefore care about what they produce. Excel Quencher is also a brand that values its consumers, which is why it is one of the country's most loved brands.



#### THINGS YOU DIDN'T KNOW ABOUT EXCEL QUENCHER

- The brand has become a generic name for fruit flavoured drinks in Kenya.
- Excel Quencher was the first to introduce, in East Africa, the 1 litre, 2 litre and 500ml dilute-to taste bottles to the market.
- Excel Quencher was first in East Africa to use the 200ml PET bottles for its ready-to-drink Range.
- Bottles with sports/nozzle caps were first introduced in East Africa, by Excel Quencher for the ready to drink products.
- Excel Quencher Life is a pioneer in introducing a "no-deposit, no-return" policy for its 18 Litre size to guarantee safety and hygiene.