



THE MARKET

Tuzo is a Swahili word that means “award”, apt for a flagship brand of Brookside Dairy Limited. As one of the company’s leading brands, Tuzo is positioned on a pure energy communication platform, with the emotive communication slogan “Mother’s love” or “Pendo la mama” in Kiswahili. This reinforces Tuzo as the brand of milk that mothers prefer for the health and energy of their families.

The primary target market for the Tuzo brand is adult women within the socio-economic segment C1, C2 and D (LSM). Secondary target audience is all adult males and females. Tuzo is a household brand that is consumed in many Kenyan homes on a daily basis. The primary product categories under the Tuzo brand are:

- Fresh milk
- Long life milk
- Fermented milk
- Drinking yoghurt
- Butter

Tuzo is steadily becoming the brand of choice across all its product sectors. Indicative and approximate market statistics for the Tuzo brand in its different segments are:

- Fresh milk segment: Number four brand with approximately 10 percent market share
- Long life milk segment: Number three brand with approximately 30 percent market share
- Yoghurt category: Number three brand
- Fermented milk: Approximately 5 percent market share
- Butter: Approximately 5 percent market share

Modern retailing has led to increased brand exposure and subsequent increased sales volume of Tuzo products, as there is a tendency towards bulk purchases by consumers with the rising mega supermarket culture in the country. Total Brand turn over should increase by at least 50 percent with new product and line extensions planned.

ACHIEVEMENTS

Tuzo’s previous mother company Spin Knit Dairy Limited (now operating as Brookside Dairy Ltd) recently received its ISO 22000:2005 certificate after successfully undergoing a rigorous auditing process in 2009, demonstrating that the company’s food safety management system is aligned with and meets international standards.

Spin Knit Dairy was the first dairy processing company in the East African region to have achieved such a feat and to receive the actual certificate. The certificate is valid for three years and is internationally accredited by United Kingdom Accreditation Service (UKAS). The certification audit was conducted by Bureau Veritas Kenya limited which is a local subsidiary of Bureau Veritas Quality International (BVQI).

The ISO 22000 Certification is a confirmation to all the stakeholders of the company’s commitment to continual improvement and food safety. Our system is now robust, and conforms to legal, regulatory

and customer requirement.

Spin Knit Dairy with its Tuzo brand was the first dairy in Kenya to receive HACCAP certification in 2003. The dairy was also the first dairy in East Africa to receive ISO 22000: 2005 certification in October 2008.

Tuzo was the first milk brand to do a national consumer promotion, dubbed “Elimika na Tuzo”.

HISTORY

The Tuzo brand was initially owned by Spin Knit Dairy Ltd, which was founded in 1996 after the liberalization of the dairy sector. The company began as a mini dairy processing plant in Nakuru with a distribution fleet of three vehicles. It grew rapidly over the span of 10 years to be one of the top three players in the dairy industry in Kenya. Spin

Knit Dairy merged with Brookside Dairy Ltd in 2009, putting the Tuzo brand into Brookside Dairy stable.

When the dairy started off in Nakuru, it was producing the upmarket Tetra Rex pack under the brand name Everfresh before it began the production of Tuzo Tetra Classic pack.

The main market for fresh milk was in Nairobi, so the main challenge in distribution was road transport of finished goods to Nairobi. The roads were bad and late deliveries and product leakage was a major challenge.

The obstacles were many: Milk procurement was a challenge as most farmers were unwilling to sell to a mini dairy, having been used to the then KCC. Machinery used in production was old and unreliable and affected product quality.

Market penetration was also slow, due to the huge logistical issues the brand had to deal with being produced in Nakuru and marketed in Nairobi. At the time, the mini dairy was managed by two main managers with four support staff.

Starting off in Nakuru, initial production capacity was 600 litres per day and the brand was sold only around the Nakuru area. As sales volumes increased to 15,000 litres a day, the company opened up a depot in Nairobi, located in Ruaraka.

As the volumes grew to 90,000 litres by the



year 1998, the company began production at its current processing plant. The two plants, Nakuru and Nairobi, ran concurrently for some time before the Nakuru plant was shut down.

By the year 2002, Tuzo was the number one brand in fresh milk in Nairobi, having withstood competitive pressure over time to become a dominant player in the dairy sector.

THE PRODUCT

Health, wholesome nutrition and vitality for the whole family: Life is not the same without Tuzo milk in the home. It's this message that people heed when buying Tuzo products.

The Tuzo product range comes in different pack types and pack sizes as well as differing variants targeted to different market segments. Market targeting is therefore based on pack type and pack sizes as well as product offers.

In Fresh milk, Tuzo is available as whole milk, semi skimmed milk and skimmed milk in distinct packaging comprising the Tetra classic (triangle Tetrapak), Tetra Rex (brick carton pack), plastic pouches and 20 litre bulk bag packs. The Tetra Rex packs come in 1 litre sizes targeting upmarket segments, whereas the Tetra Classic and pouch types come in 500ml and 200ml sizes targeting the bottom end of the market.

The different variants provide options that allow consumers to choose the best milk suited to their personal diet needs. Whole milk is for the rich wholesome taste of Tuzo milk whereas skimmed milk is for the diet conscious consumer. Semi skimmed milk is the ideal compromise between taste and lightness.

Tuzo fresh milk, long life milk, fermented milk, drinking yoghurt and butter make it a brand that has covered the range of the dairy offering in East Africa, and one that mothers trust for family wellness.

RECENT DEVELOPMENTS

Tuzo brand was acquired by Brookside dairy Ltd in 2009 and the merger process is now complete with the brand playing a significant role in the total company product portfolio.

PROMOTION

The Tuzo brand is promoted through the following avenues:

- Broadcast media: TV and Radio advertising with both programme sponsorships and spot buys in the main national TV channels; including KTN, Citizen, NTV, K24 and KBC. The

choice of radio stations is often based on regional listenership trends and brand market presence, as well as the objectives to be achieved.

- Print media: Mainly the national dailies like The Daily Nation and The Standard and, to some extent, targeted lifestyle magazines.
- Experiential marketing through localised road show activations, as well as activity and event sponsorships.



that with time the Tuzo brand established a strong tie in with the cow, until Tuzo was synonymous with the cow.

BRAND VALUES

The Tuzo brand stands for purity and being as natural as cow's milk. The brand value is being nature's best, with a brand personality of being trustworthy and reliable, warm, friendly and down to earth. It's the brand of choice for mothers who care about the health and nutrition of their families, hence the brand positioning around "Mother's love".

The Tuzo brand logo in its blue, green and white colours with the characteristic font style and look is quite distinctive and unique to the brand. The colours are fresh and natural, reflecting a healthy lifestyle.

For Tuzo to sell competitively in the market, the quality control department has established various procedures to ensure that the company quality objectives and policy is controlled and verified through continuous monitoring and analysis.

Quality control procedures put in place to achieve the departmental/company objectives are comprise three tests that are carried out variously from the raw milk, along the production process and on the finished products.



THINGS YOU DIDN'T KNOW ABOUT TUZO

- Tuzo is a Swahili word that means "reward" implying that every time a consumer buys Tuzo, their reward is nutrition and consistently high quality
- Tuzo was the second brand of milk to be launched after the company launched the brand Everfresh into the market
- The home of Tuzo milk was initially in Nakuru before the base was set up in Nairobi