



Goodness for all

MARKET

Brookside Dairy has become the leading dairy processor in the region, and one of the top five dairy companies in Africa in a relatively short span of twenty years. The Brookside brand, which is also a corporate brand name, has six individual brands within its portfolio, is now a household name in many parts of the region.

This success has been borne out of a vision set at the company's inception, way back in 1993, to be the benchmark dairy company in Africa. Through a combination of strategies that include investment in world-class operations, acquisitions and mergers as well as forging partnerships with key industry stakeholders, Brookside Dairy's daily operations are inspired by the principle - Goodness for All, through which the company carries out all its activities through a relationship marketing strategy that aims at achieving a mutually beneficial partnership with the various stake holders within its value chain.

With a staff complement of 3,050, Brookside collects some 47% of Kenya's milk that is sold to processors for processing at its Ruiru plant. Brookside's wide range of well-known dairy and related products are then sent Through four national Distribution depots, 410 agents and 1,542 riders to over 200,000 outlets in East Africa. The company's products are available in twelve countries (Kenya, Uganda, Tanzania, Rwanda, Burundi, DRC, South Sudan, Egypt, Syria, Mauritius, Singapore and Seychelles)

The brand targets the upper segment of the market through a variety of products that are ideal for consumers looking for quality and a healthy lifestyle. With both fresh and long-life milk, fermented products, ghee, butter and cream, Brookside, as a brand, controls over 80% of its core top end target market. As a corporate however, Brookside Dairy Limited controls over 50% market share of the dairy industry in Kenya with all its various other individual brands.

In the immediate future the brand is not only focusing on expanding the market but is also expected to grow both locally and regionally, en route to achieving its vision of being the leading dairy in Africa within the next three years.



ACHIEVEMENTS

Having launched the company in 1993, long life milk production began in 1999. In 2003, as part of its growth strategy, the company acquired Ilara dairies. The following year saw Brookside awarded ISO 9001. In 2008 the company bought Delamere Dairy and, in 2009, it merged with Spin Knit dairies to become the leading dairy in Kenya and the East African region.

In 2011 Brookside was awarded ISO 9001:2008 and ISO 22000-2005. This is an assurance of their commitment to customer requirements, improved efficiency in operations and ongoing business

improvement for the benefit of all stake holders in the value chain. The certification has also given the brand better recognition in the dairy sector.

HISTORY

In 1993 the only dairy company in the country collapsed and dairy farmers were in a quandary with no market for their milk.

In the same year the dairy industry was liberalised and Mr. Muhoho Kenyatta, the Executive Chairman of Brookside Dairy, began a lifelong ambition by building his own dairy in order to create a market for the family's milk and that of other dairy farmers in the country who had nowhere to sell their produce. Today, Brookside Dairy Limited is the leading dairy processor in the region and offers a guaranteed milk market to over 160,000 farmers who supply the company with milk daily. Some 95% of these farmers are small scale producers, while 5% are established commercial farmers.

The company and the brand were started at Sukari Ranch, Ruiru on the outskirts of Nairobi in 1993 where it is still located today. The company only supplied fresh milk at inception.

Starting off with an initial workforce of 30, the immediate task was to develop concrete milk delivery lines by establishing working relations with

farmers as well as streamlining sales and marketing.

The key issue then was trust, as the whole value chain - from farmers to consumers - were used to being served by one previous supplier who held the monopoly.

Retailers were not sure that the untested brand would sell well and so stocked very little Brookside product initially. Due to the few staff that Brookside started with the Executive Chairman was involved with most of its operation, including sourcing of milk from farmers. This experience of

interacting with farmers who would not produce a lot of milk, despite having the potential due to their farming methods led the company to start a farmers extension programme where farmers were trained weekly across the country on modern farming methods in order to maximise milk production. Farmers were also given farm inputs and feeds on credit against their milk supplies. To enable farmers to grow the company partnered with leading financial institutions where farmers were able to get loans to expand their business.

The same loan scheme has been extended to benefit other members of the company's value chain like retailers, transporters who can now get loans through a check off system.

Brookside started off by procuring and processing 5,000 litres of milk daily from nearby large scale farms; this figure has risen steadily over the years and they now have a processing capacity of over 1,136,000 litres per day - a 150 fold increase in the last twenty years.



Re-energize!
A healthy refill improves your workout

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Good to go anytime!

PRODUCT

Brookside has built its success on innovation and quality. The company invests heavily in research and development in order to provide the market with products that meet the ever changing consumer needs, tastes and preferences that reflect global changing trends.

Made for people who understand the health benefits of fresh dairy produce, Brookside's wide variety of products include:-

Brookside Fresh milk: The category incorporates different sizes and variants based on butter fat levels; for example, standard milk with 3% butter fat, and whole milk with 3.5% butter fat.

Brookside dairy fresh long life milk: This is our Long life range of milk products that can last up to 8 months without refrigeration, thus making the products ideal for those in rural areas or those travelling. Its available in three products items. Dairy fresh whole milk with 3.5% butter fat and low fat milk with 0.5% butter fat in different pack sizes are available to different consumer preferences.

To ensure consumers have a milk drinking culture they have Dairy fresh flavoured milk available in coffee, vanilla, strawberry, chocolate, bubble gum and banana. These come in a six pack (gift pack) in six flavours, either assorted or individual.

Fermented products: This range comprises yoghurt packs available as both drinking yoghurt and fruit cup yoghurt. Maziwa lala is another product in this line and includes Natural lala (fermented milk) and sweetened lala.

Brookside ghee: The cooking fat of choice for many.

Brookside Butter: This comes in salted and unsalted butter, and is targeted at both individuals and also bulk consumers, like the hotel and leisure industry.

Brookside Cream: The two variants are whipping cream and double cream.

Being the first dairy to offer fresh milk in Tetra Rex Packaging, Brookside was also first to launch fresh milk in plastic bottles for the bulk buyers and to create the 20 litre "bag in a box" milk targeting institutions.

RECENT DEVELOPMENTS

The brand recently acquired Buzeki dairy Limited, with its Molo milk flagship brand as part

of its down ward stretch to the lower end of the market, and also as a competitive strategy of creating an entry barrier in to the market

The company is also in the process of increasing its production capacity through the installation of a powder plant. This will be the largest and first multi stage drier in the region that, once operational in early 2014, will triple the production capacity. This will solve the current seasonality of the industry which is usually affected by over supply during the rainy season and under supply during the dry season as this milk powder will be used for both operational and strategic stock whilst also ensuring that farmers have a ready market for their milk.

As part of its endeavour of nurturing the sporting talent of Kenyan youth through it's education programme, the company has also renewed its sole sponsorship of the Brookside Kenya Secondary Schools Term One Championship and the regional Brookside East Africa Secondary Schools Championship for a further four years, from 2013 to 2017.



holders through various sponsorships of sports and other events. The company is the sponsor of the Brookside Livestock Breeders Show and Sale. The show, which is a biennial event, is the leading regional show where both small and large scale livestock farmers interact and better learn various farming methods from experts.

The brand is also keen on nurturing the sporting talents of Kenyan youth and is the sponsor of premier league team, Thika united FC. This has enabled the company to develop a soccer

scholarship where ten of the leading footballers in the regional Brookside East Africa Secondary School Championship get an opportunity to go for trials with the team and five of the best players are absorbed to play for the team. The company also has both push and pull promotions that are targeted at both the consumers or trade in order to increase sales. Some of these initiatives have enabled the brand to be an invited guest to invest regionally in different countries in order to implement the same initiatives in the new markets it enters.



PROMOTION

Brookside enjoys 360 degree marketing support as its not only the company's flagship brand but is also the corporate brand name. Promotions run on all television and radio stations based on the campaign objectives and target market.

Brand visibility is maintained at the point of purchase or consumption and is also maintained through other below the line marketing activities like wall branding, vehicle branding, billboards and publicity through media coverage.

The company associates with different stake

BRAND VALUES

This is a brand associated with quality, purity, freshness and trust. It promises consumers that it will deliver on their trust and is committed to supporting the communities in which it operates.

Dedicated to upholding its payoff line, "Goodness for all", Brookside carries out all their activities for the benefit of everybody in the value chain, with a strong focus on relationship marketing.

www.brookside.co.ke

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Things you didn't know about Brookside

Brookside supply twelve different countries with products, produced from their Ruiru and Nairobi Industrial area plants.

The brand sponsorship of the Brookside Kenya Secondary School Sports Association Term I games and the Brookside East Africa Secondary Schools Championship has made a huge difference in improving the standard of sports in the region as all students are equal, since they are all kitted and the hosting schools sports infrastructure improved.

Brookside is a trusted brand and their logo is a stamp of their influence.

The company was started due to lack of a market for selling the Executive Chairman's family's milk and that of other farmers in the country and, today, over 160,000 farmers have a ready market for their milk.

Superbrands