

Dairyland

ICE CREAM

MARKET

Dairyland is the flagship ice cream brand of Glacier Products Ltd and is sought out by almost all ice cream lovers, regardless of age or social status. With its unmatched quality, a size to suit every pocket and a flavour for every taste, the brand's superiority in the region was recognised and awarded Superbrands status in 2009...and its superiority still stands.

Dairyland products are available in leading supermarkets, convenience stores, restaurants, hotels, schools and institutions in the region. Their current market covers Kenya, Uganda, Tanzania, Rwanda, Burundi, DRC and South Sudan. These markets are served through branch



offices, subsidiary companies and distributors. To serve the market adequately, they maintain a fleet of over twenty refrigerated vehicles and over 2,000 freezers. Manufacturing and packaging machinery are constantly upgraded to remain at par with international standards

The brand commands 35% of the local ice cream market and turnover is expected to grow substantially in the next years with a lot of focus on expanding the market share regionally.

ACHIEVEMENTS

The company moved to a new ultra modern facility in 2009 and was awarded ISO 22000 2005 certification in food safety management



systems in March 2012 by SGS. The company has always placed the utmost importance in producing quality products using the best manufacturing processes. It boasts of a fully fledged quality control department with all the necessary resources. The company embarked on the implementation of ISO 22000 2005 (Food safety management system) to further commit itself to its value of producing quality products and the parent company of Dairyland is the first ice cream factory in Kenya to be awarded the ISO 22000 2005 Food safety management systems.

It further selected SGS as the certifying body since SGS is globally recognised for its stringent and non-compromising observance of set standards.

Dairyland is the first ice cream company regionally to make majority of its products using NATURAL COLOURS. To the relief of consumers, they do not have to worry about the negative effects of artificial colours which is always controversially debated world wide.

In 2009 – 2011, the flagship brand Dairyland was awarded Superbrands status and in October 2012, Dairyland was again awarded Superbrands status for maintaining brand leadership in the East Africa market.

Dairyland currently maintains the largest cold chain infrastructure in East Africa consisting of modern cold-rooms, refrigerated vehicles and display freezers to ensure proper transportation, storage and display of their products.

HISTORY

Dairyland was born in 1979 as the flagship brand of a small ice cream company comprising a basic ice cream manufacturing plant, a small office and one distribution van. With a staff complement of just twenty people at the time, Dairyland only supplied its products to select outlets in Nairobi's upmarket areas.

The challenges of running an ice cream factory in those early days were



many. There were extremely limited options in terms of packaging and all ice cream companies had little option but to use the same containers, making brand differentiation difficult.

Supplying ice cream outside Nairobi was a big challenge as transport refrigeration systems were very expensive to acquire and there was lack of technical expertise to maintain this equipment.

In meeting these challenges head on, the brand has more than survived. The Dairyland team has been at the fore-front of innovation and exceptional service delivery, which has

propelled the company to becoming the leaders in the ice cream sector in East Africa.

Over the years, the brand has innovated some of the most delicious ice cream flavours, presented in attractive and eye catching packaging.

The company has also experienced unprecedented growth, acquiring larger, more modern machinery; more skilled staff; extra office space, equipment and systems. In July 2009 Dairyland moved to its new ultra-modern premises that accommodates the manufacturing plant as well as the head office.

At present, it employs over 200 employees and a fleet of over 20 refrigerated vehicles to service the whole of East African region

PRODUCT

The Dairyland range of products includes ice cream, whipping cream and yogurt.

Ice cream is a fun product loved by people of all ages.

The brand caters for the different market categories by offering different classes of ice cream – Regulars, Ripples, Exotics.

The ice cream is available in different sizes – 80ml to 250ml cups, 500ml to 4ltr tubs. The mother company, Glacier Products Ltd, offers other ice cream brands to serve different market segments – Mio for low-end and Amore for high-end.

Products in different categories are presented in distinctive-looking packages to make them stand out. For example, every range of cups has a distinct family look; 100ml cups, 180ml cups and 200ml cups are each easily recognisable.

Ripples family has a distinct family look that easily stands out among other tubs.

RECENT DEVELOPMENTS

In line with keeping the consumers constantly mesmerised, Dairyland has proven again and again that it is a leader in innovation. It has managed to keep its consumers fully satisfied by coming up with exciting products.

Some of the recent additions include:-

Blueberry Swirl, which is vanilla and blueberry flavour ice cream in a swirl with ribbons of tangy sauce. The 180ml cup is the latest pack that consumers can't seem to get enough of.

Choconut Special, which is a vanilla flavour ice cream with chocolate sauce and nuts. The 200ml maximo cup provides consumers a chance to indulge in a rare exotic treat.

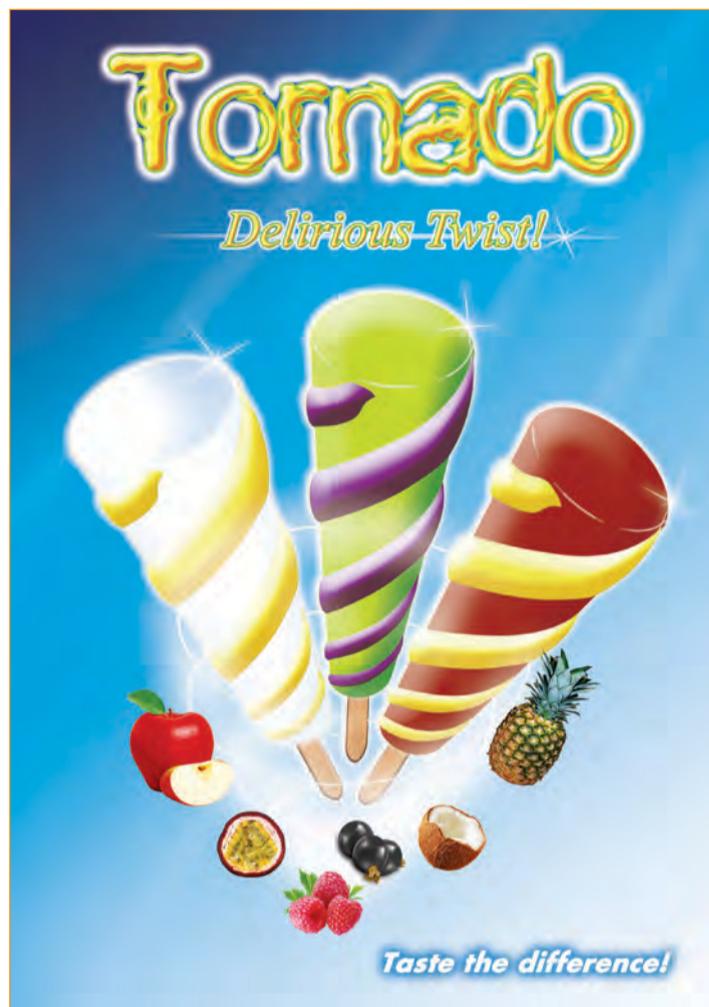
Tornadoes are their range of amazing twister shaped lollies made of real fruit ice cream swirled in fruit sorbet. Parents will be delighted to know that this is an excellent product for their kids who can enjoy real fruit goodness.

The company, earlier in the year, opened a new distribution centre with a large cold storage facility to service the Nairobi region. This has enhanced the capacity of the company to cope with the increase in demand for the brand and allowed for the head office to operate more efficiently in servicing all its distribution centres regionally.

PROMOTION

Dairyland promote their products in a variety of ways including:-

- Special price offers and in-store promotions.
- Sampling drive where consumers get a chance to interact with their exciting range of flavours and give valuable feedback that is later used to improve the products.
- The brand participates in food fairs.
- The brand sponsors social functions, games and sports as part of CSR.
- Point of sale materials such as banners, posters, buntings are displayed in outlets which stock their products.
- Vehicle branding on all of their refrigerated trucks serves as a mobile



advertisement in the region.

- The company has set up a website where consumers and outlets can get more information on their products and the company; www.glacierproducts.com.
- They are also on facebook; Glacier Products Ltd.

BRAND VALUES

Dairyland's mission statement is "To research, formulate, package and distribute quality and affordable ice cream". They strive to provide world-class ice cream to the regional market at a price that's within reach of ordinary consumers.

Key words and ideas associated with Dairyland brand are fun, affordability, variety, consistently high quality, value, affordability and innovation.



Things you didn't know about Dairyland

Dairyland are first ice cream company in East Africa to be on social media;

website www.glacierproducts.com and facebook Glacier Products Ltd.

Dairyland ice cream is currently the largest ice cream brand in East Africa with offices in Uganda, Tanzania and Rwanda.

Dairyland ice cream is the only company to produce ice cream slices such as Cassatta and Almond; a favourite dessert in many functions such as weddings in major towns in Kenya.

The parent company of Dairyland is the first ice cream factory in Kenya to be awarded the ISO 22000 2005 Food safety management systems.

Superbrands