

MARKET

Konyagi is one of the oldest and most famous spirits in East Africa. It is produced by Tanzania Distilleries Limited (TDL). Every tourist visiting Tanzania will aspire to climb Mount Kilimanjaro, go to the Serengeti and other National Parks and Reserves, and try Konyagi.

Konyagi has the advantage of being the early bird, having been established in 1970. Having stood the test of time ever since, it is regarded as the brand leader within the Tanzanian market as well as the Nation's local spirit benchmark.

Konyagi fits into the medium priced white spirit category. Unlike other spirits, Konyagi is often purchased by bottle in bars and supermarkets.

ACHIEVEMENTS

In 2008 Konyagi achieved ISO 9001 recognition, an international quality standard, for its quality from production through to distribution and selling.

In 2009/11 and 2012/14 the Brand received the Superbrand Award.

HISTORY

It has been forty years since Konyagi has been in existence. This famous drink was first born when TDL encouraged the distillers of local spirits to bring in their products to be re-distilled and transformed into a safe and clean drink, which became known as "Kinywaji safi".



Haiuzwi kwa Wenye Umri Chini ya Miaka 18. Kunywa Kistaarabu.

The ever-growing demand for Konyagi saw the distillation process evolve in 1979 from a simple pot-still batch, to continuous distillation using molasses as feedstock. This adaptation enabled TDL to increase its capacity to produce potable alcohol from 800 litres per day to an impressive 2,500 litres per day.

In 1997, a modern three column still with a capacity of 5,000 litres per day was installed using raw spirit as feedstock. However, this new distillation plant was closed down in 1998 due to problems of effluent disposal at the factory in Dar es Salaam, the high cost of transporting molasses from up-country sugar mills and the high cost of generating steam to operate the plant.

Today Konyagi is being produced from sugar cane using a new three column still. The alcohol which is being extracted is of the purest quality.

Konyagi remains the flagship brand of TDL. It is a unique spirit that is exceptionally smooth with a very distinctive citrus taste. Konyagi is consumed throughout Tanzania and is regarded as the Tanzanian spirit of choice, transcending all socio-economic classes.

PRODUCT

The current Konyagi product offering includes five pack sizes: 750mls for export purposes alone, 500mls (Mzinga), 200mls, 100mls and 50mls. Konyagi has changed its labels at least three times in the last four decades. The brand has also considered changing the current flat shape of the bottle (500mls and 200mls). However, this has not been done in order to differentiate the iconic Brand from other spirit brands in the market. Future plans are underway to introduce a premium Konyagi offering which will not only have a label upgrade but also a different bottle.

Konyagi as a brand stands for heritage, pride, togetherness, sharing, respect and strength of character. The brand also promises availability, accessibility and affordability to its consumers.

The Brand's logo depicts a "muscle man"





(Mzaramo), as a symbol of character and unity (this is shown in the grasping/handshake of his hands above his head).

Konyagi can be best enjoyed over ice or with your favourite choice of mixer.

Konyagi is part of the fabric of Tanzania's development. It represents the essence of what Tanzanians want to carry forward as their Nation develops. Something clean and strong from the past that will always be part of their future.

RECENT DEVELOPMENTS

TDL as a company is expanding at a very fast rate. New products have been introduced into the portfolio in order to expand. These additions include Zanzi Cream Liqueur, Dodoma Wine and Imagi Wine.

TDL has channelled its resources into supporting and growing the local wine industry. To this extent, two new local brands have been created - Dodoma Wine and Imagi Wine. Prior to this, TDL already supported the industry through the production of Overmeer Wine. Through this support from TDL, local grape farmers are benefitting from additional resources and skill development in order to increase

TDL is also growing and expanding due to the increase in volume and sales activities. The business has opted for additional depots in order to increase its availability.

their yields.

Current depots are in Arusha, Mwanza, Moshi, Kahama, Bukoba and Dar es Salaam (Mwenge Depot). These depots have

been established to reach its customers more effectively and more efficiently.

PROMOTION

The brand is currently promoted through multiple channels in order to create top of mind awareness at scale. A full through-theline campaign has recently kicked off whereby multiple media channels have been utilised at the same time. Konyagi has a large media footprint

in both billboards, which extend across Tanzania, and radio and a television, with commercials that are aired on a high rotation. In terms of print media, Konyagi has a number of feature sponsorships that the brand is leveraging.

The new campaign of Mdundo Mmoja, Kinywaji Kimoja – One Rhythm, One Spirit - celebrates Tanzanian life and culture through all the unique icons and symbols that stand proud in the country.

Market visits have been instrumental in the growth of the brand, as they ensure face to face interaction with the Brand's key consumers. It also creates a greater awareness with the target audience, enhances brand loyalty and ensures the brand is understood and

appreciated. .
TDL also has created the KonyagiMix , which targets different outlets and gives them an opportunity to interact more intimately with the target audience.

audience.
All the
promotional
messages
around the
brand sing a song
of patriotism
and the pride of
being Tanzanian.
The slogan for
Konyagi is "the
Spirit of the Nation",
which resonates with

most consumers, as they

are proud to have a drink with such a unique taste and that is at the same time of exceptional quality.

BRAND VALUES

Konyagi stands for heritage, pride, togetherness, friendliness, fun, sharing, warmth and strength of character.

The Brand promises consumers that they will continue to get the same uncompromised quality and taste that they have accepted and believed in since 1970.

Konyagi is committed to ensuring that it remains the benchmark for local spirits in Tanzania.

It has also committed to ensuring that its consumers continue to get the highest quality the spirit category has to offer. It has invested in the best machinery and a fully equipped quality control and assurance laboratory.

Since the Brand praises togetherness and pride of origin, the Brand ensures that availability, accessibility and affordability of the brand are a top priority.

The Brand's image has the "muscle man" (Mzaramo) to indicate the strength of character and unity (this is shown in the grasping of the hands above his head), the flames to indicate purity and the word Konyagi to connect the Brand to its ethnic identity.

TDL has a highly skilled quality control team whose responsibility is to ensure that the product undergoes the highest quality checks before sale.

TDL have also enforced the shrink sleeves on the bottle tops to ensure that every bottle opened by the consumer is assured to be clean and safe

www.konyagi.co.tz

Things you didn't know about **Konyagi**

Tanzanian Distillers limited (TDL) is a subsidiary of Tanzania Breweries Limited. Its key focus is the production, sale and distribution of wines and spirits. Konyagi is the flagship brand of the company but there also other brands, including Valeur Superior Brandy, Viceroy Brandy, Knights Whisky, Regency Whisky, Count Pushkin Vodka, Vladimir Vodka, Zanzi Cream Liqueur, Amarula Cream Liqueur, Nederburg Wine, Drostdy-Hof, Overmeer Wine, Imagi wine, Dodoma Wine and Savanna Premium Cider.

Konyagi, dubbed as the Spirit of the Nation was first produced in 1970, thus making it one of the oldest Tanzanian brands.

Konyagi is a 35% ABV. crystal clear spirit with a citrus taste and aroma. The flavour is distinctively Konyagi and can be complemented with a wide range of mixers, which can be found on the Brand's very own cocktail menu "Konyagi Cocktails".

The success of the Brand is created by the pride and commitment of the staff and the aggressiveness of the marketing and sales team.

Konyagi is also being exported to other markets, such as Kenya, Uganda, Burundi and Rwanda.

Superbrands