

# PEMBE

## MARKET

A recognised brand name in many households over the decades, Pembe is renowned for its consistent quality and excellent services. From its humble beginnings in 1989, in a small section of Nairobi's Industrial Area, Pembe Flour Mills Ltd has, through the years, gone on to achieve the status of one of Kenya's leading manufacturers of flour and animal feeds.

Pembe manufactures a wide range of products which include home baking flour, fortified maize meal, biscuit flour, baker's flour, Atta mark one and other specialised products for the food processing industries. The company has also ventured into animal feed processing for over ten years. Their high quality products and excellent services have propelled their rapid expansion to multiple locations in East & Central Africa with plants spread across Kenya, Uganda, Tanzania, Rwanda & Zambia. The main customers for their products are households, supermarkets, wholesalers, bakeries, restaurants and hotels for the flour products, whilst for their feed products the customers include

cooperative societies, farmers and feed retailers.

## ACHIEVEMENTS

Pembe were the first to import the latest technology of NIR lab equipment, the DA7200 in 2011 in Kenya. In 2012 they expanded their wheat milling machines to incorporate the latest, and one of its kind, Swiss technology in East Africa which processes maize meal, wheat flour and porridges all in one unit.

## HISTORY

Pembe started the milling business with a maize meal plant, in 1989, and later moved to expand to several wheat mill plants in 1996. In Kenya, the company processes wheat, maize and animal feeds. Pembe ventured into Tanzania in 2002 to expand their brand into neighbouring countries.

A fully automated machine was set up in Tanga's Industrial Area and commercial production began later in the following year and the products they manufacture include Home Baking Flour, Special Baking Flour, Biscuit Flour, Bran and Pollard as by products. The company

later expanded in to Uganda and opened their mill in Kampala's Industrial Area in 2003. The plant produces the Pembe brand of home baking flour and bakers flour.

At the invitation of the Rwandan Government, Pembe was amongst several millers offered to take a mill and have it operational within a short period of time in Rwanda. They won the tender due to their quality track record and ventured into the country and began milling wheat in 2007. After a few years Pembe ventured into Burundi and opened a Plant in 2010 to manufacture wheat flour.

As part of its vision and expansion strategies, In 2011 Pembe commissioned a wheat, maize and feed mill in Lusaka, Zambia and later the next year in Mozambique.

## PRODUCT

The Milling plants in Kenya manufacture a wide range of products that include:-

- PEMBE Fortified maize meal
- PEMBE All Purpose Home Baking flour

# PEMBE FLOUR MILLS LTD

## *The Mark of Trusted Quality*



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# PEMBE DAIRY FEEDS

*Maximize your returns!*

*The Feed Experts!*

- PEMBE Bakers flour
- PEMBE Biscuit flour
- PEMBE Atta Mark I
- PEMBE Whole Meal Flour
- PEMBE FEEDS

The Pembe home baking flour come in 1 & 2kg packaging. Pembe offers 1kg, 2kg, 5kg and 10kg economy packaging of fortified maize meal to cater for nuclear to extended families therefore helping consumers minimize on food costs.

Other plants across East and Central Africa manufacture similar products but are personalised for each specific market.

## RECENT DEVELOPMENTS

The company signed an MOU with the Ministry of Health to fortify their products to help reduce the levels of malnutrition in the country and have begun fortifying their flour with nine vitamins and minerals. They launched their fortified Maize Meal in December 2012.

Pembe have also been targeting healthier products for the nation and since 2011 launched their Porridges which are rich in several vitamins and minerals.

In 2012 Pembe commissioned their new state of the Art Wheat, Maize and porridge mill with the latest Buhler technology to cater for the growing demand of the Pembe Brands.

## PROMOTION

Over the decades the Brand's superior quality and consistency has enabled it to become a recognised and preferred brand name in many households. The company has invested in major outlet openings and other promotions within the country including seminars to create awareness of the brand.

## BRAND VALUES

Pembe's mission is "To satisfy consumer needs for flour and other products through efficient and innovative production and marketing practices; to achieve the highest standards of customer service; and to ensure the company's long term financial viability."

The company envisions being among East Africa's leading manufacturing companies that efficiently and profitably produces and markets flour and animal feeds to world-class standards.

Pembe prides itself in being associated with consistency in its quality, hence their slogan - The Mark Of Trusted Quality.

Backed with experience learned over the decades, Pembe purchases the best raw materials and has the best know-how in production to attain a level of professional expertise in flour and feed milling.

Their core values include integrity and excellence in everything they do, customer satisfaction at all levels, passionate about what they do, efficiency in every process and, most of all, teamwork as nothing gets done well in such a massive scale when done alone.

The company values consistency in product quality and service. It is particular about Customer Satisfaction and the brand is committed to ensuring the highest levels of customer service to attain loyalty and ensuring the product meets world-class standards.

Pembe is very keen on the products it produces and the company has incorporated a laboratory that tests for grain, flour and feed quality, with various test for aflatoxin. It has the DA 7200 six seconds NIR analysis, which has superior accuracy and it analyses all the grains, flour and animal feeds. All Pembe's raw materials are tested on the spot prior to production and

at the end of a production process prior to releasing it in the market.

[www.pembe.co.ke](http://www.pembe.co.ke)



## Things you didn't know about PEMBE

Pembe initially started with the maize meal brand in 1989 and later went on to produce wheat flour, animal feeds and porridges.

Pembe has been manufacturing animal feeds since 1997. It produces feeds that range from poultry, cattle, horse, rabbit, turkey and breeder feeds.

Pembe has the latest Buhler Technology, commissioned in 2012, a Unit that incorporates the processing of Wheat, Maize, Millet, and Sorghum.

The word Pembe is a Swahili word that means Elephant Tusks.

Pembe plants are spread across seven countries in East and Central Africa (Kenya, Uganda, Tanzania, Rwanda, Zambia, Mozambique and Burundi).

**Superbrands**