

Excel[®] QUENCHER[®]

MARKET

Kenya's beverage industry is teeming with different players all targeting virtually the same audiences. Water, alcohol, coffee, tea and fresh juices all compete for a chance to quench consumers' thirsts. Despite the competition however, one brand has stood out from the crowd and proved to be a favourite across all market segments - Excel Quencher.

Excel Quencher is proud to be a market leader in the fruit flavoured drink segment in Kenya and the East Africa region. So well known is the brand that its name has become the generic term for fruit flavoured drinks, especially in Kenya. The fruit flavoured drinks are manufactured by Excel Chemicals Ltd in Nairobi and are available in dilute to-taste and ready-to-drink formats. The dilute-to-taste range is available in concentrated forms and targets home consumers who dilute the product with water to suit their desired taste. To cater for all market segments the drinks are packaged in 500ml, 700ml, 1 litre, 1.5 litre, 2 litre, 3 litre and 5 litre bottles. The ready-to-drink products are available in already diluted form and target consumers on the move or those who aren't able to access clean drinking water. The ready-to-drink range is packaged in 200ml, 300ml and 500ml bottles. The



300ml and 500ml bottles come with different types of caps – the normal screw cap or the sports nozzle cap. The three different types of packaging are designed to target consumers of all ages. For example, the 200ml fits into a lunch box pack for children who carry snacks to school. Excel Quencher comes in six different flavours: Orange, pineapple, tangerine, strawberry, mixed fruit and lemon treat. To target both top and bottom ends of the market, the ready-to-drink format comes in different variations that allows consumers to purchase according to the amount of disposable income they have.

In February 2008 the brand introduced Excel Quencher Life Premium Drinking Water which has, in its own right, become a market leader due to its attractive packaging and quality. Currently Excel Quencher Life is available in 300ml, 500ml, 1 litre, 1.5 litre, 5 litre, 10 litre and 18 litre Pack sizes. The 18 litre One Way (Non-Returnable) concept is the first in East and Central Africa giving consumers guaranteed quality water.

In August 2010 the company introduced Fruit Drinks Enriched with Vitamins under the name Excel Quencher Fruity. The Excel Quencher Fruity range comes in six amazing fruit variants - Apple, Blackcurrant, Mango, Orange Pineapple and Tropical Fruits. Excel Quencher Fruity range is made from the finest pure fruit juices and is full of essential Vitamins and Nutrients. For Apple, Blackcurrant and Pineapple, consumers would be getting 75% of Recommended Daily Allowance (RDA) per litre of Vitamin B5, B6, B7 and B12 of the Fruit Drink consumed while for Orange, Mango and Tropical Fruits they will get 30% of RDA of Vitamin A, C, E. By consuming these healthy drinks consumers are not only getting the nutrients of fruits but also vitamins which enhances the health and wellbeing of the whole family. Initially the product was available in 300ml and 500ml PET Bottles. Now Excel Quencher Fruity Range is also available in 1 litre Tetra Pak and 200ml PET (which is the first time such a size is available for the product category in Kenya).

The Excel Quencher brand has experienced a significant change in both distribution and retailing trends. Hypermarkets, supermarkets and convenience stores have sprung up in most parts of the country and this has translated to more outlets for the products, better visibility of the brand and improved sales. Changing retail trends have also redefined distribution. In the 1980s there were hardly any major distributors in Kenya.

Wholesalers did not offer delivery services, so retailers had to travel to wholesalers, increasing their transport costs. Times have changed and wholesalers now come to retailers doorsteps. With this new model, the number of out-of-stock products on the retailers' shelf has been greatly reduced, increasing turnover. The future of the



Excel Quencher brand looks good: With the economies of Kenya, Uganda and Tanzania on an upward trend, and the opening of the East African Community and Common Market for Eastern and Southern Africa, the brand will be accessible to a wider market. Trade agreements between member countries also look set to improve the brand's accessibility and appeal. Excel Quencher consumers can look forward to more goodies in terms of more flavours and products.

ACHIEVEMENTS

The brand has grown progressively since it entered the market in 1988 and, since 1996, has been a leading brand in its category.

Excel Quencher was the first to introduce, in East Africa, the 500ml, 1 litre and 2 litre size dilute-to-taste bottles; and also the first to introduce 200ml ready-to drink Polyethylene Teraphthalate (PET) bottles.

The brand was the first to use the sports nozzle cap, in East Africa, for its ready-to-drink products in 500ml and 300ml bottles.

Excel Quencher Life was first to introduce a 'No-Deposit No-Return' Bottle Concept for its 18 litre size – thus ensuring safety and hygiene.

Excel Quencher Fruity 200ml is the first such size available for the product category in Kenya.

HISTORY

Suresh Shah is the force behind Excel Quencher. He made a decision to enter the beverage industry in 1987 and began by manufacturing the orange-flavoured dilute-to-taste drink on a small scale in a 30sq m space. Marketing the product was a challenge at the initial stages. Production took place on one or two days a week with

huge stocks piling up in a tiny space. As with the majority of new products, the incubation period is always the most difficult. The company focused on aggressive selling, correct pricing and high product quality. Before long, consumers started noticing and buying the brand. They then came in for repeat purchases and the rest, as they say, is history. Excel Quencher has been on an upward spiral ever since. As brand sales picked up, the company established an appropriate distribution channel and introduced new flavours and innovative packaging. This has seen the brand become a market leader in the fruit flavoured drink segment.

With the introduction of water, in 2008, and Fruit Based Drinks Enriched with Vitamins in 2010 the brand has increased its presence in East African households.

PRODUCT

Excel Quencher products are intended to give consumers a sense of wellbeing when they consume them. Over the years Excel Quencher has been a pioneer in packaging, bringing new concepts to the market and making the brand a trendsetter. Currently the brand is in the Fruit Flavoured Drinks and Water Segment.

RECENT DEVELOPMENTS

In February 2008 the brand introduced Excel Quencher Life Premium Drinking Water. This product has become popular in Kenya due to its attractive packaging and quality.

In August 2010 the company introduced Fruit Drinks Enriched with Vitamins under the name Excel Quencher Fruity. By consuming these healthy drinks consumers are not only getting the nutrients of fruits but also vitamins which enhances the health and wellbeing of the whole family.

PROMOTION

Excel Quencher uses a multipronged technique when it comes to media, as it believes that

there is no single media that can reach out to all target markets. The brand is promoted largely through TV, radio and print media (newspapers and posters).

For the Fruit Flavoured Drinks campaign, the brand uses the tag line "Be Cool - Ask for It". The campaign reminds consumers that Excel Quencher can be drunk at home, office or school throughout the day. It's a Thirst Buster! The campaign also aims to inform consumers of the different flavours available on the market. The brand promise of quality, trust, value and refreshment is also conveyed. The TV campaign is very colourful, full of fun and excitement, and shows consumers of different age groups enjoying the product. The "Ask for it" slogan has been a great success. To reward its consumers the brand has taken the lead in working with both retailers and wholesalers to set up promotional events. Regular activities include price reductions and giveaways. Pro-active marketing through the internet is the next big plan as information communication technology grows, making it possible for more people to access the internet and other communication facilities like mobile phones.

For the Water TV Campaign, the brand uses the tag line "It's my Life... Quencher Life". The campaign educates consumers that, when thirsty, quench your thirst with Quencher Life Premium Drinking Water. The TV campaign shows different age groups enjoying the product while doing different activities.

The Excel Quencher Fruity Campaign educates consumers on the unique product offering of enrichment with essential vitamins and nutrients to enhance the health of your whole family.

BRAND VALUES

The Excel Quencher brand has a very strong association with satisfaction of thirst. Other qualities include: quality, trust, value and refreshment. The brand promises consumers high quality thirst quenching at a fair price. The company's mission statement is: "We are what we repeatedly do. Excellence, then, is not an act but a habit." (Adopted from Aristotle 384-322BC.) Excel Quencher, being one of the most popular brands in Excel Chemicals Ltd, follows the same sentiment and makes excellent value and quality a habit. The Excel logo portrays the word "excellence" from the mission statement and the letter Q stands for Quencher and Quality. The typeface used is very much associated with soft drinks and the use of a simple and clear logo implies trust. The three earth colours - black, green

and white generally signify a food product. The brand ensures the consistency of its products, with quality control procedures in place for both the raw materials used in production and for the final, finished product. Quality is maintained by the most stringent quality checks and GMP standards. Raw materials are sourced from world-class suppliers. The company is extremely proud of its employees, who feel they are part of the product and therefore care about what they produce. Excel Quencher is also a brand that values its consumers, which is why it is one of the country's most loved brands.



Things you didn't know about Quencher

- The brand has become a generic name for fruit flavoured drinks in Kenya.
- Excel Quencher was the first to introduce, in East Africa, the 1 litre, 2 litre and 500ml dilute-to taste bottles to the market.
- Excel Quencher was first to use, in East Africa, the 200ml PET bottles for its ready-to-drink range.
- Bottles with sports/nozzle caps were first used, in East Africa, by Excel Quencher for the ready to drink products.
- Excel Chemical Ltd's mission statement is adopted from Aristotle.
- Excel Quencher fruit flavoured drinks are available in six exciting flavours
- Excel Quencher Life was first to introduce a 'No-Deposit No-Return' Bottle Concept for its 18 litre size – which guarantees safety and hygiene.
- Excel Quencher Fruity was the first in Kenya, and the neighbouring region, to introduce 200ml size for the product category in Kenya.
- Excel Quencher's brand promise is Quality, Trust, Value and Refreshment.

Superbrands

