



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 thirty refrigerated vehicles and over 2,000 freezers. Manufacturing and packaging machinery are constantly upgraded to remain at par with international standards

The brand commands 40% of the local ice cream market and turnover is expected to grow substantially in the next few years with a lot of focus on expanding the market share regionally.

ACHIEVEMENTS

The company's ultra-modern facility in Nairobi ensures all quality and food safety standards are maintained. The company is FSSC 22000 certified by SGS. FSSC 22000 is one the highest accreditations in food safety systems. The company places 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. 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 the 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 worldwide.

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 maintain 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

The story of Dairyland starts in a small family owned ice cream company that comprised a basic ice cream manufacturing plant, a very small

office, two distribution vans and three young visionary entrepreneurs with great determination. Their vision was to have a very wide variety of high quality ice cream offered to a large ready market at very affordable prices.

However the challenges of running an ice cream factory in those early days were many. With a staff of just twenty people at the time, limited technology and storage space, Dairyland was only supplied to a few select outlets in Nairobi. Furthermore 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. In addition 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 spite of all these challenges, the directors were even more determined to see their vision come to pass and they would work harder to see to it. Even more amazing is that in those days their MD, in his determination, would also go and deliver ice cream to outlets and repair factory machines whenever they would breakdown!

But all the hard work and perseverance in the humble beginnings did not go to waste. In meeting these challenges head on, the brand has more than survived; it has thrived. The Dairyland team has been, and still is, 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 and Dairyland's vision of having the widest range of quality ice cream has been realised.

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 has over 200 employees and a fleet of over 30 refrigerated vehicles to service the whole of East African region.

PRODUCT

With the changing market patterns and emerging trends, frozen treats consumption has become a norm and lifestyle for people of all social classes and age, rather than a preserve for the affluent.

Dairyland brand recognises this need and has filled the gap by providing a wide range of exciting products to suit palates in different market categories i.e. Regulars, Ripples and Exotics.

The sizes offered range from 100ml to 200ml cups and 250ml to 4 litre tubs.

The product categories are distinguished by the unique packaging, making each family stand out and be easily recognisable.

Other products under the Dairyland brand include whipping cream, sauces, compound and real milk chocolate.

RECENT DEVELOPMENTS

Trading in growing and highly competitive markets calls for a need to constantly invent products and services that will resonate, and be at par with the dynamic environment and consumers.

Some of the recent additions to the brand include:-

Dairyland Extruded range

This exhilarating product range offers an expression of taste and individualism, and caters for all social classes.

- Fiesta Salted caramel - salted caramel flavour ice cream covered with chocolates and peanuts.
- Fiesta caramel with nuts - caramel flavoured ice cream covered with chocolate and cashew



nuts.

- Fiesta classic - vanilla flavour ice cream covered with chocolate.
- Zapp! - vanilla flavour ice cream with tangy raspberry coated with chocolate crisps, coated with chocolate.
- Mega cone - vanilla flavour ice cream coated with chocolate on a biscuit cone.
- Trio - vanilla and strawberry flavoured ice cream.

Dairyland Chocolart

'The purpose of art is washing the dust of daily life off our souls - Pablo Picasso'

Dairyland Chocolart is not your ordinary chocolate. Rather it is a therapeutic, guilt free indulgence that provides a sweet momentary escape from the hustle and bustle of daily life.

The current Chocolart range includes:-

- Real milk and cookies
- Mint crunch
- Orange crunch
- White with cookies
- Real milk
- Hazelnut and raisin

Rebranding

The company has undertaken a re-branding exercise for Dairyland, which is their anchor brand. The new modern look is meant to communicate the key values associated with the brand namely value, fun and innovation, and will reward customers by providing them with a quality product in premium packaging at a regular price.

Distribution

The company, earlier in the year, opened a new distribution centre in Arusha with a large cold

storage facility to serve the Northern and Lake Region of Tanzania. It has further doubled the size of its Nairobi distribution centre. 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 the exciting range of flavours and give valuable feedback that is later used to improve the products.

Experiential marketing through road shows, food fairs, malls and schools activations.

The brand sponsors social function and sports as part of CSR

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.glacierproductsltd.com

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.

Dairyland brand promises to consistently innovate a wide variety of high quality, affordable product while ensuring that the customer has fun, gets value for the money and loves the experience.

www.glacierproductsltd.com



Things you didn't know about Dairyland

Dairyland ice cream was first known as Glacier ice cream.

Dairyland distribution started with two VW Combis.

The new Dairyland chocolates are inspired by art.

The Dairyland extrusion line is the most sophisticated in Kenya.

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

The parent company of Dairyland is the first ice cream factory in Kenya to be awarded the Food Safety System Certification (FSSC) 22000 which is one of the highest food safety certification in the food industry.

