



**MARKET**

Keringet produce and market very pure mineral water. The source of this exceptional natural mineral water is in Molo, a town 8,000 feet above sea level bordering the Mau forest. This location was carefully selected for its unique geological conditions.

Here, the water undergoes a long natural filtration process through deep strata of chalk, sand and gravel as well as layers of fine porous rock and hard volcanic stone created by the intense seismic activity that formed the Great Rift Valley.

In 1992, after three years of intense geological research and a dedication to continuous testing for consistency, the very first bottle of Keringet was sold. Since then, their award winning water has upheld these pristine standards and aims to exceed the expectations of even the most discerning palate

Keringet is a premium brand only, and therefore its customers are from the top end of the market representing about 11% of total water market for Kenya with a volume turnover of some 35,600,000 litres. Modern retailing has helped grow the brand through availing it through key accounts, which accounts for over half of the distribution channel for the brand.

Keringet will continue to dominate the bulk pack segment and hopes to similarly grow the convenience packs through the modern retailing. These combined possibilities will likely see the growth of the brand's market share to over 20%. These should be aided by the government support of clamping down unscrupulous water vendors and bottles through KRA initiatives.

**ACHIEVEMENTS**

The brand achieved ISO 9001 status in 2007 but migrated to ISO 22000 for the Food Safety Management system. This was driven by the need to establish a sustainable food safety system in view of the fact that the brand required further penetration and to compete among other major water brands and this would be realised by adoption of internationally approved food production standards. ISO standards show commitment of an organisation to adoption of the best practices in the management and other systems the organisation subscribes to.

Keringet was the first Mineral water



brand in the country to partner with Kenya Forestry in the rehabilitation and reforestation of the Mau forest. The brand was also among the first water brands to roll out the plastic light weight bottles that use less material and are 100% recyclable.

**HISTORY**

The brand was started by a self funded entrepreneur, Mr Chandra Gohil through a vast study in the early 1990s led by the vision that bottled water would become big business in Kenya. He foresaw the growth of the brand from small beginnings, making sales from shop to shop and finally realising the dream of a great brand that was made in Kenya for Kenyans.

## Kenya's Preferred Quality Brand

Enjoy Keringet, ranked top quality mineral water brand by Qudal - Quality Medal Research.

Filtered by nature, bottled at source

PREMIUM MINERAL WATER

www.keringet.co.ke KeringetKenya

Major challenges revolved around acceptance of the brand and the fact that bottled water was not viewed as a product for sale. This required extra resources in marketing to establish the market and the uncertainty of the growth of water business in Kenya only compounded to make the venture more risky.

Over the years, the individual efforts of the owner founder, through ingenious marketing initiatives and support to the brand, saw the brand grow into a domestic name and becoming visible in every hotel room and conference hall in the country. The diversification of the packs into the bulk resulted in a faster growth after the venture successfully penetrated the corporate industry through water dispensing facilities.

With time, and due to the awareness and need for clean and safe drinking water, the brand has now found its way into every household's dispenser system and Keringet has become the preferred brand by every family through the Keringet 18.9l water pack. This was also realised through various branding and rebranding initiatives and light weighting initiative which means the brand cares for the environment.

### PRODUCT

Keringet Still was East Africa's first Pure Natural Mineral Water. Bottled at 8,000 feet above sea level, their mineral water has been voted 'best tasting water' for four years at the independent International BBI Awards.

Keringet Sparkling Water has a distinct flavour and balanced blend of minerals. It is no wonder that it was voted 'best tasting water' in 2007 and 2009 at the International BBI Award.

Keringet Finest is the brand's high end

water product that comes in 0.75ltr in both still (aqua blue) and sparkling (blood red) that is exclusive to high-end restaurants and hotels and for those special occasions where customers order directly from Keringet.

Keringet constantly seek to lessen the impact of PET on our environment. As a result of this and a lot of research and development, Keringet is now packaged in recyclable bottles that are better for our world.

The bottle packages use 20% less plastic material for a lighter carbon footprint and the bottle design is unique to give the brand a unique market standing with a unique neck finish topped with a green cap to make it outstanding from the competition.

### RECENT DEVELOPMENTS

Recently saw the launch of the Keringet sparkling flavoured brands – lemon/lime and apple flavoured water. This is to bring a new refreshing product to consumers who would do with a touch of some other flavour to accompany their sparkling water.

Keringet have improved their distribution channels by opening up of a new depot in Ruiru town to supplement sales to the Nairobi and Central areas of Kenya.

### PROMOTION

Keringet mainly involve themselves with a lot of sponsorships eg rugby, golf and more notably official beverage sponsor of the First Lady marathon.

Keringet mainly use their facebook page as a way of promoting the brand.

### BRAND VALUES

Keringet stands for:-

- Healthy active lifestyle
- Safe and clean portable water.
- Advancing environmental initiatives that ensure sustainable availability of clean and safe drinking water to all communities in the country.
- Use of less plastic material, and the fact that the product is filtered by nature and bottled at source to assure the highest standard of quality.

The brand is produced under stringent quality standards according to ISO 22000 standard. The standard provides for guidelines regarding the quality acceptance of raw materials, the water production and bottling process and strict adherence to good manufacturing practices.

Keringet is also certified by KEBS and has attained the diamond mark of quality from KEBS. The production plant is audited on a regular basis to ensure compliance to this standard.

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

TRY THE NEW KERINGET FLAVOURED SPARKLING WATER.

LESS SUGAR, HEALTHIER & TASTIER, WITH A SPLASH OF LEMON.

Lemon

CROWN BEVERAGES LIMITED (P.L.C.) A MEMBER OF SUPERBRANDS

TRY THE NEW KERINGET FLAVOURED SPARKLING WATER.

LESS SUGAR, HEALTHIER & TASTIER, WITH A SPLASH OF APPLE.

Apple

CROWN BEVERAGES LIMITED (P.L.C.) A MEMBER OF SUPERBRANDS

### Things you didn't know about Keringet

Keringet is a Kalenjin word meaning a "water point".

Keringet packaging material uses 20% less plastic material and is 100% recyclable.

Keringet is bottled at source at the plant in Molo, 8,000 feet above sea level.

Superbrands