



## MARKET

Established in 1979, Dairyland is one of the most popular ice cream brands in the East African region. The brand is founded on the core principal of quality provision through a strict adherence to good manufacturing practices.

Decades of market experience have made Dairyland understand the needs and expectations of its growing number of clients, and grown its expertise in product development. This has created brand loyalty and exemplary goodwill in the society. Recently, the Dairyland brand has grown to include real milk chocolate called Chocolart, and cooking compound.

Dairyland customers include all major supermarkets, convenience stores, hotels, schools, hospitals and catering institutions in Kenya, Uganda, Tanzania, Rwanda and South Sudan. These markets are served through branch offices, subsidiary companies and distributors.

Dairyland currently maintains the largest cold chain infrastructure in East Africa consisting of modern cold-rooms, 30 refrigerated vehicles and 3,000 display freezers to ensure proper transportation, storage and display of their products.

## ACHIEVEMENTS

Dairyland has been awarded some of the top accolades and accreditations for quality and maintaining food safety standards. These include:



**FSSC 22000:** This Food Safety System Certification shows that the company observes the highest hygiene standards and stringent procedures to ensure that only safe and quality products are delivered to the customers, and is fully recognized by the Global Food Safety Initiative (GFSI)

**HALAL Certification:** Since 2011, Dairyland has been certified as permissible for Muslims to eat by the Kenya Bureau of Halal Certification (KBHC).

**SUPERBRANDS:** Since 2009, Dairyland has received this award for maintaining brand leadership in the East Africa market.

Dairyland is also the first ice cream company regionally to make the majority of its products using NATURAL COLOURS, is suitable for Lacto vegetarians (i.e. vegetarians who drink milk), and does not contain eggs or gelatin. Also noteworthy is all the stabilizers and emulsifiers used are only plant-based.

## 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 and two distribution vans.

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 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 meeting these challenges head on, the brand has more than survived; it has thrived. The Dairyland team has been, and still is, at the forefront 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 flavors 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. At present, it has over 250 employees.

## PRODUCT

The ice cream and chocolate markets are growing at a very fast rate in Kenya and the African region due to rising disposable income, a shift in consumer preferences, indulgences and introduction of innovative flavours.

### Dairyland Ice Cream

Dairyland has aligned itself with current trends by creating different types and sizes of ice cream, our main categories being impulse and take-home.

The impulse category comprises stick products and cups ranging from 70ml to 175ml that are suitable for consumers who wish to purchase smaller quantities.

The take home tubs offer a wider variety of flavours and sizes ranging from 500ml to 4 litre tubs.



**Dairyland Chocolart**

Dairyland Chocolart is not your ordinary chocolate. This therapeutic, guilt free indulgence comes beautifully wrapped in a package that is inspired by art, and provides a sweet momentary escape from the hustle and bustle of daily life.

Chocolart is packed in 20gms, 50gms and 90gms, and comes in the following flavours:

- Real Milk
- Milk and Cookies
- Mint Crunch
- Orange Crunch
- White with Cookies
- Almond and Raisin

Since its introduction into the market in 2016, Chocolart has gained its own fan base and has become particularly popular with the youth, especially because of its great taste and unique packaging.

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

**RECENT DEVELOPMENTS**

The ice cream and chocolate industries are constantly changing to meet the consumer demands. Some of the recent additions to the brand include:



**New kids' products line with the Warner Bros cartoon characters**

Recognising the need for exclusivity on an ever-growing client base of children, Dairyland has partnered with Warner Bros to use well known and loved characters on their packaging, thus creating brand loyalty from an early impressionable age. After



**CSR**

The brand also sponsors social functions and sports events in schools as part of Corporate Social Responsibility.

**Social media**

Dairyland is constantly engaging and interacting with its followers via Facebook, Twitter and Instagram. As a result, the brand recently won the OLX SOMA awards 2017 - Consumer Product category for its presence, content, customer service, product campaigns, creativity and innovation on its social media platforms.



**Introduction of opaque In-mold labeling (IML) containers**

As part of their commitment to continuously evolve and improve their products, Dairyland recently upgraded their packaging to IML containers. This has exceptionally enhanced the product packaging, ensuring that customers enjoy their delicious treats in beautiful packaging.

**Automation of the ice cream production process**

Dairyland has overhauled its ice cream mix handling system by installing new tanks and automating the process lines and the tank cleaning system. This ensures that quality and consistency is achieved.

all, today's children are tomorrow's decision makers.

**PROMOTION**

Dairyland creates opportunities where consumers get a chance to interact with exciting range of flavours. This is done through impactful below-the-line marketing activities such as special offers, in-store promotions, and sampling drives, as well as through experiential marketing such as road shows, food fairs, and both mall and school activations.

Their famous vehicles and push carts add an aura of excitement to events and, in turn, promote the brand further.

**Educational factory visits**

Dairyland offers students a glimpse into the magical world of ice cream production processes. This fun experience allows visitors to be educated on how ice cream is made, creating a brand connection with the consumers from an early age.

**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 markets at prices that are affordable to all. Dairyland brand promises to consistently innovate a wide variety of high quality affordable products, while ensuring that the customer has fun, gets value for money and loves the experience.

**Facebook: Dairyland Products**  
**Twitter: @Dairyland\_ke**  
**Instagram: @dairyland\_ke**  
**Website: www.dairyland.co.ke**



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

- Dairyland's first ever character was a bear. It was then changed to its famous Cone Man in 2005.
- Dairyland was rebranded in 2016. Its current brand colours are dark blue and gold.
- Dairyland has a kid's ice cream line.
- Dairyland's parent company, Glacier 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.