

Festive BREAD

MARKET

Festive Bread is one of the leading bread manufacturers in the country. They have impressive variety breads that are ever growing. Their product guarantees freshness and goodness. They are the market leaders in Machakos county, Nairobi county, Muranga, Nyeri, Nanyuki Naivasha, Nakuru and Narok.

Each product in their range caters to the needs of the individual. The main products are:

Festivita: brown and white this sweet bread is targeted towards the person that's full of life and adventurous with lots of energy, it is also positioned for the kids and teenage market.

Festive Milky White: tasty bread for the mass market and family consumption also takes the sandwich form.

Nature's gold brown and white: targets mature adults and the simple less complicated consumer who takes life easy.

Festive superior quality brown and white: targets the mass market. Curved at the crust bread.

Silinda Bread: Latest entrant for those who love making sandwiches and like to indulge in elegant looking bread.

The brand is constantly evolving and

developing new product lines that will cater to the dynamic changing needs of the consumer. The ever-changing health and economic issues are the main key concerns, Festive Bread products will be aimed at fitting within the dietary and pocket friendly needs of consumers in Kenya.

ACHIEVEMENTS

In 2017, Festive Bread was recognised as one of the top tax payers in Kenya for the last 5 years.

Festive Bread was the first bread manufacturer to introduce sandwich bread for mass consumption.

They were also one of the first to introduce coloured packaging for their products. This beautiful packaging not only makes the product stand out but also gives customers the feel of luxury.

HISTORY

Festive Bread was founded in year 2000 by Mr. Suresh Shah who had a vision of providing different varieties of bread to the masses. The company started with a single Italian made semi-manual machine but the rise in demand and competition warranted DPL festive to increase



their production output. It seemed that the demand for Festive Bread was much greater than what was being produced.

DPL Festive Bread invested in fully automated state-of-the-art production facilities in three locations. The addition of the Kisumu and Nakuru locations not only increased production, but also made it easier to supply brands across the country.

PRODUCT

Festive Bread aims not just to feed people but to bring happiness, fulfilment, enlightenment and festive moments with its products. The Name Festive Bread assures each slice is fresh, healthy and made with the best quality of raw materials.

White Milky Bread

Supreme festive bread has stable slices and rolls easily in the mouth. It is good for block bread and has a big volume. This bread is available in 400g, 600g, 800g and 1500g.

Whole Meal Brown Bread

Supreme festive bread has stable slices and rolls easily in the mouth. It is good for block bread and has a big volume. This bread is available in 400g, 600g, 800g and 1500g.

Festive White Bread And Festive Brown Bread

Delicious slices with a very light centre. You may use butter if you wish but it's super soft nature makes it delicious even without any additives. This bread has a balanced nutritive value. It can also be used to make sandwiches. This bread is only available in 400g.



Festivita White Bread And Festivita Brown Bread
This bread contains Extra Sugar, Extra fat, is richer in recipe and is Extra sweet. The slices can also be used to make a sandwich. It is available in 400g, 600g and 800g.
Nature's Gold White Bread And Nature's Gold

Brown Bread

Nature's gold is tasty and soft. It has stable slices which makes it easier to apply confectioneries. This bread is richer in fibre and its slices can be used to make sandwiches. It is available in 400g, 600g, 800g and 1200g.

RECENT DEVELOPMENTS

New Silinda bread

Festive Bread introduced Silinda bread into the market in market early 2017. The bread derives its name from the English word 'Cylinder' or connotes a basket. The package makes it look like the bread is sitting in a basket on a picnic or dining table. This new product introduction with its innovative design and packaging shows that Festive Bread is constantly evolving and keeping up with the styles, trends and tastes of today's Kenyan consumer.

Re-branding

Festive Bread has rebranded and improved its brand identity with a new logo and packaging. The new look shows the consumer that the brand is modern all the while not compromising on the classic taste.

Expansion

Festive Bread has opened two a new state-of-the-art factories in the Nanyuki Road Industrial Area and Kisumu Area.

Both factories help keep up with the constant demand for Festive Bread. These factories operate 24 hours, 7 days a week 365 days a year.

PROMOTION

Festive Bread uses promotional and advertising methods that create awareness around their product offering. They introduced an animated brand icon chef to reach the younger audiences. Their famous Slogans such as "Inuka, Imarika na Festive Bread" have been instrumental in building patriotism and creating an emotional attachment in hearts of its Kenyan customers.

In addition, to the television and radio campaigns, they reach make sure that they reach additional audiences visa Social Media and Trade Promotions.

The consumers don't just love the new look and animated Chef but also love how the brand interacts with them providing recipes, ideas and cooking demonstrations.

Another favourite is the Festive Bread festive annual calendars that have been a favourite. People eagerly await its arrival and proudly display it in their homes, offices and stores. It not only promotes the brand but also what they stand for unity, family and togetherness. Over 80,000 calendars are distributed throughout the markets annually.

BRAND VALUES

Festive Bread is committed to producing healthy, quality and tasty bread that is consistent with the changing needs of the consumer, all the while ensuring freshness. "From our heart to your home."

Inspiration

We believe success comes down to three things — outstanding bread, customer satisfaction and a clean baking environment. It is easy to say, but it takes a strong commitment to consistently execute. Attention to detail, putting our customers' needs first and a deep desire to be a great company helps make Festive bread food for all occasions.



Our Vision

To be an international producer of choice for quality, nutritious bread and other related bakery products and to be the preferred international producer of quality, nutritious bakery and bakery related products.

Our Mission

To play a major role in developing a healthy and strong community through innovative research of our different products to deliver quality, nutritious and yet affordable bakery products.

www.festivebrands.com

Things you didn't know about Festive Bread

- Festive Bread has a strong community responsibility of always investing in tomorrow's leaders. The company has school visits to its factory; help the children learn the art of baking bread and also teaching them entrepreneurship.
- Festive Bread has always been about supporting the community at all times, more so during catastrophic times. Festive Bread played a very important role in ensuring the security teams and other organisations at Westgate were catered to for the 3 days of terror.
- Festive Bread has also been committed to providing bread to children's homes, as well as street family feeding programs in the Jevanje and Westland areas.
- Festive Bread's operates 24 hours, 7 days a week 365 days a year
- Festive Bread distributes over 80,000 calendars throughout the markets annually.