



# JOGOO®

## MARKET

Kenyans love their ugali. As evidenced by the jaw-dropping revelation that the average Kenyan consumes 98kg of maize annually. When Kenyans think of ugali they automatically think of Jogoo. The Jogoo brand has been synonymous with the product for over 100 years.

Jogoo has a 93% of the market share and a majority of the shelf space in most supermarket chains. While consumers' tastes and preference are always changing, their love for Jogoo® Maize Meal has always stayed the same, thanks to UNGA Limited's belief in innovation and continuous improvement.

## ACHIEVEMENTS

UNGA Limited has been producing Jogoo® Maize Meal for over 100 years. They have done so with the highest standards of quality and hygiene.

Hazard Analysis and Critical Control Points (HACCP) Certification:



Guarantees that food safety control measures are observed and maintained at all times.

**ISO 9001 Quality Management System:** Assures that Jogoo® Maize Meal is a quality, hygienically produced brand.

**Re-Packaging:** In 2012, Jogoo repackaged Maize Meal to update the products look and include the information that the maize was now fortified with vitamins & minerals.

## HISTORY

UNGA Limited is one of the oldest companies in Kenya. The company was incepted in 1908 to meet the milling needs of the fledgling wheat industry. The first mill was built in the Rift Valley in 1909. However the brands success necessitated a new mill in Njoro in 1921.

By the 1970s, UNGA Limited was the largest grain miller in East Africa with operations in Nairobi, Eldoret, Nakuru, Iringa, Dar es Salaam, Arusha and Jinja. In a public show of our commitment to the Kenyans, UNGA

Group Limited became a publicly listed company in Kenya in 1956. Today, the UNGA Group is headquarters are in Nairobi and is the holding company for their four operating companies:

UNGA Limited (with mills in Eldoret & Nairobi), UNGA Millers (Uganda) Limited, Ennsvalley Bakery and UNGA Farm Care, with manufacturing facilities in Nakuru and Nairobi, supported by well equipped analytical laboratories.

## PRODUCT

Jogoo® products stand for quality and excellence. From the packaging to the product you are guaranteed a premium Maize Meal that is fortified with nine vitamins and minerals. The Jogoo logo is a personal guarantee to every customer of a top quality product that can be trusted.

Jogoo Maize Meal comes in 1kg, 2kg, 5kg and 10kg packs.

In addition to that you can also find Jogoo® Wimbi (made from Sorghum) and Jogoo® Extra (maize meal with extra fibre).

## RECENT DEVELOPMENTS

Jogoo® has been one of key champions of fortification of maize meal in Kenya, the leading other brands in this category category. They encourage other brands to be a part of Vision 2030 and reduce widespread prevalence of vitamin and mineral deficiencies, particularly

# Touching Lives Through Quality Nutrition



## Human Nutrition

As one of the largest millers in East Africa with a heritage of over a century in grain milling, we strive to provide a variety of superior human nutritional products ranging from wheat flour products to maize meal, porridge, pulses and rice. Our range of wheat and maize products are versatile to suit the needs of our customers. They are made from the finest and carefully selected grains to ensure that they offer superior nutrition to our customers. Our range of pulses and rice products are well preserved to ensure that they maintain their natural richness and nutrition right from harvest to packaging. We accomplish all this by paying attention to detail and striving to ensure quality consistency so that we offer the very best to our customers.

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among vulnerable groups such as children and mothers.

## PROMOTION

Jogoo believes fortification without communication would have been pointless. They focus their promotions on print media, advertising in all leading dailies and magazines to inform Kenyans about the increased vitamin and mineral content in their favorite Maize Meal. Letting them know that not only are they getting the best maize meal in the market but also now with additional health benefits. Jogoo supports these campaigns with below-the-line marketing activities throughout the country with the endorsement of the Ministry of Public Health and Sanitation.

## BRAND VALUES

Jogoo® is synonymous with superior, premium, consistent quality, value and availability.

The brand is committed to:-

### Quality:

it has invested in the best machinery and a fully equipped quality control and assurance laboratory.

### Value:

product offerings that always deliver value.

### Range:

variety of products to meet different consumer needs.

### Innovation:

leads the market through continuous improvement, in store activations and design.

## Things you didn't know about JOGOO

- Jogoo is the flagship brand for UNGA Limited and the leading national maize meal brand in Kenya.
- Jogoo is Swahili for Cockerel
- Jogoo's parent company, UNGA Limited, have been in existence for over 100 years.
- Jogoo's market research shows that each year, the average Kenyan consumes 98 kilograms of maize.
- Jogoo and UNGA Limited have been one of key champions of fortification of maize meal in Kenya.
- Jogoo follows the First In-First Out (FIFO) policy, we go all out to ensure only the freshest Jogoo® products are available in the market through stringent supply chain.
- Jogoo is there to fill the huge appetite for maize in the country, maize one of the leading cash crops in the East Africa, and Jogoo provides a source of livelihood to hundreds of thousands of farmers.