

## MARKET

The products and services provided target a very specific market in the hospitality and retail sector: (hotels, lodges, restaurants, coffee shops, corporates, institutions of higher learning, schools, lodges, camps, hospitals, caterers, serviced apartments and resorts) with customers from East to West Africa.

Sheffield believes in providing customised and tailor-made solutions to all its clients regardless of their size or stage they are in their industry, whether they are start-ups or established brands. We don't just provide a product, but provide customised solutions with a continued relationship and support. Sheffield believes in 'investing' in companies and often helping start-ups in the belief that with a little help they too can grow and become established brands and compete in the global arena. After all, it was the trust; support, good will and faith in Sheffield that helped make it the success it is now.

## ACHIEVEMENTS

From its humble beginnings, Sheffield has grown exponentially into a brand that is recognised world over. They are known all over the African region for end-to-end turnkey projects and have offices in Kenya, Ethiopia, Tanzania and Rwanda.

Since its inception, Sheffield has installed over 7,000 kitchens in the East Africa region and beyond in countries like Zambia, Nigeria and South Sudan.

The company has continued to relentlessly provide the best products, services and standards. Due to this the following achievements have been achieved:-

**ISO Certification:** Sheffield is ISO 9001-2008 certified on 28th October 2011. This was awarded by Bureau Veritas, an indicator of the Company's competence in rendering quality

services that match international standards.

**Best Enterprise:** Sheffield was voted Best Enterprise by the Europe Business Assembly from 2014 -2019.

**Top 100:** Sheffield has been voted as one of the Top 100 Organization in the SME category from 2008 starting at number 98 and by 2016 Sheffield had moved up notches higher to reach no. 19 in the same category.

**Rational® Service Gold Partner of the Year:** Sheffield emerged no. 3 in the Rational® Service Gold Partner of the Year 2016 out of all the 64 Rational® distributors worldwide and was ranked no. one in Africa.

## HISTORY

Sheffield was set up in February 2003 by Suresh Kanotra, who recognised a need in the African market for services of products for the food and beverage industry in Kenya. His engineering background gave him an understanding of why the imported equipment often failed, and was not fixed due to the unavailability of parts and services. Sheffield started as a service provider in its first year of operation and had its humble beginning in a 1000 sq. ft. space offered by a friend to Dr. Kanotra along Bondo Road Industrial Area.

Sheffield's reputation and client loyalty grew steadily; within a year they started taking orders to supply equipment. A massive order from Panari Hotel was the turning point for Sheffield. Unfortunately, they did not have the resources to supply the order. Thankfully, the customer offered to help them with finances and Sheffield repaid them by giving extra value additions and services.

Within the third year, Sheffield was thriving and was serving markets in Nairobi, Mombasa and Nakuru.

In 2005 they moved to a 10,000 sq. ft. space in



Kenbelt Industrial and had over 25 employees.

Within three years their workspace was once again insufficient to house their expansion and growing workforce. The demand for Sheffield goods and services increased as they started exporting to other countries and became the agents for international brands in East Africa region. In 2014 Sheffield moved into its own premise, which was 70,000 sq. foot that could effectively manage its growth.

Unlike most companies, Sheffield started with nothing but one man's determination to provide products and services made especially for the region. Sheffield products stand true to their promise of durability, ease of operation, value and quality.



## PRODUCT

Sheffield is set up in a 70,000 sqft space that is divided into four sections: production, showroom, administration and the training academy.

Sheffield are the sole dealers for international brands and also produce their own bespoke products to fit the individuals' needs. Sheffield provides customized solutions even for imported items the solutions offered to the customer are customized and indigenous.

**SHEFFIELD STEEL:** Storage racks, Cooking Range, Buffet Counters, Trolleys, Shelves, Baine Maries, Cocktail Stations, Island Cookers, Food Carts, Food Canteens, Custom Fabricated Items just to name a few.

**RATIONAL:** Combi Ovens - Rational Self Cooking Centre, Combi Masters, Rational XS, and Rational Accessories.

**RANCILIO/EGRO:** Coffee Machines - Coffee Grinders, Semi and Fully Automatic Coffee Machines

**COMENDA:** Dishwashing Equipment :Glasswashers, Front -loading dishwashers, Hood type, Pot & Pan washers, Rack conveyor machines, Flight machines Tray washing equipment, Racks and Customized Dishwashing Machines.

**CARPIGANI:** Gelato Machines: Pasteurisers, Soft Serve Machines, Batch Freezers .

**FAGOR:** Commercial Laundry Equipment: Washer Extractors, Ironers, Flat Ironers and Dryers.

**MARENO:** Heavy Duty Cooking Range: 700 and 900 Series.

**BERJAYA:** Refrigeration Products: Counter Chillers and Freezers, Back Bar Coolers, Confectionery Showcases.

**SKYSEN:** Food Processors: Bone Saw Machines, Gravity Slicers, Mincer, Commercial Blenders, Food Processors, Potato Peelers.

**PRISMAFOODS:** Pizza Equipment:: Pizza Ovens, Pizza Press Machines, Spiral and Fork Mixers and Slicers.

**BOXCOLD:** Cold-rooms – Cold-rooms panels

**CREM:** Coffee Brewers, Coffee Dispensers

**TECNODOM SPA:** Supermarket Refrigeration: Upright Fridges and Freezers, Refrigerated Meat Displays, Upright Display Counters.

**ROLLER GRILL:** Convectional Oven, Fryers, Contact Grill, Rotisserie, Waffle makers.

**INFRICO:** Supermarket Refrigeration- Vertical displays.



**BERTOS:** Cooking Range: Burners, Boiler Pans, Grills, Griddles and Fryers.

**MACPAN:** Bakery equipment, Ovens.

**RIVACOLD** Cold-room machines.

**PADERNO:** Kitchen Utensils, Tableware, Crockery items.

## RECENT DEVELOPMENTS

Sheffield is constantly progressing, adding new territories, products, brands and innovative ideas. All the while, never compromising on their quality and service.

Sheffield opened a factory to manufacture cold-rooms PUF panels designed and customised for the East African, the PUF (Polyurethane Form) panels are suitable for fast food establishments, bakeries, clinics, service centres, food kiosks etc.

Sheffield introduced the following brands Rational XS®, Fagor, Ethos, Boxcold and Airfan.

Sheffield signed an agreement with Panasonic to distribute its air conditioning equipment and white goods in the region

## PROMOTION

Sheffield is committed to ensure that the Sheffield brand and the brands it represents are in the public eye and promise reliability, durability and value for money for its customers.

Massive budgets are spent on brand recognition and the introduction of the latest products. Advertising and promotions are all targeted at a very specific market. Sheffield advertises in the local dailies such as, the Nation Newspaper, inflight magazines Msafiri, Fly 540 and Sax, as well as, professional magazines like Build Design and Construction Review. Their television campaigns include Nation TV and the Trend Show (NTV) to promote the exhibitions and events they host. In 2016 Sheffield was one of the key sponsors of the first Chefs' Cooking Challenge organised by

Supreme Chefs Kenya that was held at the Sheffield academy.

Sheffield in recent times has also incorporated social media to help reach and create an online following to promote events that take place at the Sheffield premises, including Rational Cooking Live, Carpigiani Gelato Making Live and "Sheffield In House Exhibition dubbed,"the October Fest".

## BRAND VALUES

Sheffield's brand values stay true to what Dr. Kanotra's belief that products need to be made with durability, ease of operation, value and quality. Each product, made or sold by Sheffield assures to be of the highest quality, catering specifically for the clients needs, environmentally friendly and technologically advanced. Their commitment continues with award winning after-sales services, maintenance and repair. The Sheffield brand is so much more than selling quality products, it is about building trust and relationships.

[www.sheffieldafrica.com](http://www.sheffieldafrica.com)

## Things you didn't know about SHEFFIELD

- Sheffield is the only organization in its industry to get ISO certification.
- Sheffield was the first organization to introduce Rational®, the world's leading combination oven to the East African market in 2012. Since then cooking has been revolutionized with about 100 Rational units sold within the region
- Sheffield is the only company in the region undertaking turnkey projects.
- Sheffield was also the first in its industry to introduce new innovative product segments like mobile kitchens, scrubber ventilation systems, double action hoods, combined cookers, food carts, and containerized kitchens.
- Sheffield has a fully equipped academy used for: training, carrying out demonstrations and live-cooking sessions.
- Sheffield is the only company in its industry to have a concept based showroom rather than displaying of stand-alone products.
- Sheffield is the only company in its industry that hosts their own international exhibition, once every two years in a bid to give its customers a unique experience.
- The Sheffield academy regularly hosts and sponsors the Chefs' Cooking Challenge.
- Sheffield has undertaken over 7,000 kitchen installation in Kenya, Tanzania, Rwanda , Uganda and Nigeria
- Sheffield has one of the largest service team in Africa of over 40 employees, most of whom have been trained abroad to guarantee the best and most advanced services for your equipment.

