



MARKET

With the rapid increase of change within the 21st century, the need to meet consumer's demands is rising and food items are being designed to cater to taste, freshness and convenience. Bread is no exception to this trend. Bread is one of the most commonly consumed foods in East Africa and the steady growth of the Kenyan economy has influenced its consumers to appreciate the variants of specialty breads and baked goods within the sector.

Supa Loaf is a brand of bread under a company known as Mini Bakeries Ltd. The brand is a leading player in the Kenyan food market and has demonstrated its stability over the test of time and stiff competition. The consumers of the brand range from all socio-economic groups and are popular across all age brackets. The various packaging sizes ensure that consumers have 'the right product at the right price'.

The company was established with the key objective of manufacturing and distributing bakery products and has become the market leader in just over three decades. Supa Loaf can be found on most supermarket shelves, shops and kiosks across the country and the company boasts a diverse product range as well as timely deliveries of their products. To achieve sustainable growth, the company is growing its customer base to increase its supply to various schools and institutions across the region.

ACHIEVEMENTS

Mini Bakeries Ltd. has grown to become successful over time due to humble beginnings. It



was the first bakery in Kenya to have its vehicles branded as well as one of the first companies to have branded bus shelters and billboards in many parts of Kenya. Supa Loaf was the first bread-manufacturing brand to have a commercial advert in electronic media.

With the increasing demand of bread, Mini Bakeries Ltd was the first company to set up manufacturing units in almost all the major towns in Kenya and the brand is the only bread with a market representation in three East African countries.

In 2001, the brand was also the first to market with a combo pack, known as Supa Bandika, in partnership with the multinational company Unilever. In 2011, the company partnered up with Nescafe to promote the brand, which proved to be a very successful campaign.

HISTORY

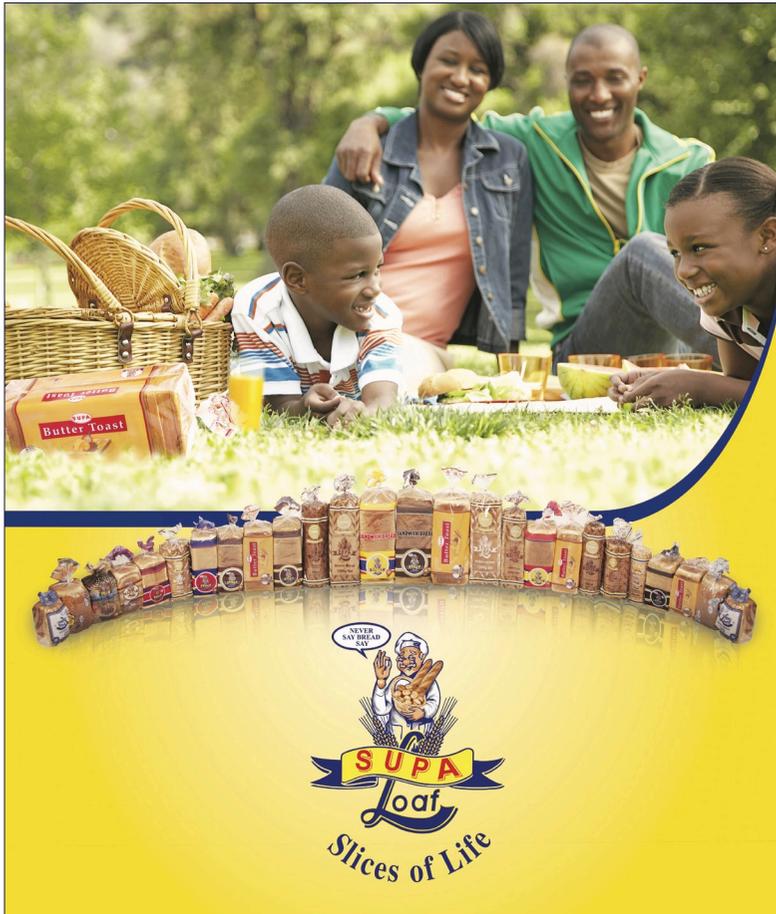
Mini Bakeries, incorporated in 1983, with its roots in Mombasa, is the company behind the successful brand, Supa Loaf. The company was started by the famous "Mama Kubwa", who started baking from home and expanded operations over the years. Majority of the recipes today are still the original recipes and the group is still focused on increasing its product range with time to come.

PRODUCT

Supa Loaf is a fast moving consumer food product that is consumed by its customers throughout the day. The product is packaged in 200g, 400g, 600g, 800g, 1200g and 1500g sizes and has become a common brand in many homes across the countries it serves. The product is known for its unique taste, freshness, softness and increased shelf life. The bread can be consumed on its own without any accompaniment, making it convenient and the preferred brand in many households today. For the more health conscious, a healthier brown bread option is available.

Supa Loaf is fortified with folic acid, calcium and vitamins for nutritional value, thus increasing





health benefits to consumers. All of the company's products are packaged in multi layer polythene/polypropylene bags, which preserve freshness, thereby increasing the shelf life and quality of the final product.

PRODUCT RANGE

- Supa Loaf produce a range of varieties which include:
- White Bread
- Brown Bread
- Milk Toast
- Butter Toast
- Whole Meal
- Barrel Bread

RECENT DEVELOPMENTS

Mini Bakeries Ltd strives to meet the demands of its consumers by staying updated with new trends and innovations within the industry. The company is constantly updating its plants, machinery and bake ware with the latest modern technology in all of its manufacturing sites.

The company hopes to also starting a test bakery with a training centre for increased expertise with other international companies within the sector. This will help in training and development of staff and provide various baking

courses to students who want to make baking their choice of career.

New product development is one of the values the company upholds and in order to cater to a more niche market. look out for our upcoming Diamond Jubilee range of products whereby the company plans to include multi-grain bread and develop various other types of artisan breads within its product range.

PROMOTION

The brand's popular tagline, "Never say bread, say Supa Loaf" is a hit within the region and is at the tip of all its consumers' mouths. The television jingle created some years ago was played across the country and has been

etched in all the viewers' minds till today. The company engages in all forms of advertising for the brand, including outdoor advertising, such as promotional banners and billboards and other promotional giveaways, such as branded t-shirts, umbrellas, bicycles and caps, just to name a few.

Supa Loaf is largely promoted by a fleet of branded vehicles that distribute bread to all parts of Kenya. Billboards and bus shelters on main highways and shopping centre's are also used as part of their promotional campaigns. The company also engages in road shows from time to time to promote the brand. Mini Bakeries Ltd has frequently carried out promotional events and offers with leading supermarkets and institutions, which have proved to be successful for the brand.

Educational factory tours offer consumers and groups of school children a glimpse into the production of baked goods and these highly educational tours have supported the company's endeavour in promoting lifelong learning.

The group provides employment to many individuals in the region, including bicycle vendors and distributors. It provides direct employment to over 2500 Kenyans and indirectly to another 2500 people.

Mini Group of Companies participates in numerous corporate social responsibility initiatives, making it part of their mandate to improve the lives of fellow human beings around the world. The group provides food for the less fortunate and is a regular participant of social events, such as lending a helping hand to clean up the city and providing for orphaned children.

BRAND VALUES

Having various manufacturing units around the country, Supa Loaf reaches consumers through reliable distribution channels and timely delivery of goods, while still staying fresh. The brand promises consumers an enjoyable taste, consistent quality and freshness. It is the most trusted bread brand amongst many households as it is readily and easily available.

The brand is committed to a number of values:

Quality – The Company is committed to producing consistent quality to satisfy its consumers.

Value – The Company is determined to give the best value to its consumers.

Range – The Company offers a wide range of products to meet the needs of each consumer within all market segments.

Innovation – The Company is dedicated to constant innovation and research for new product development.

Lifelong Education – The Company is devoted to lifelong education by providing constant training and development to its entire staff within the group.

The brand is committed to remain the bread of choice in every household within the region, providing value for money. Mini Group of Companies is confident of staying relevant in the bread-manufacturing sector as it continues to transform itself for greater things to come.



Things you didn't know about SUPA Loaf

- Supa Loaf produces over two billion slices of bread each year.
- Supa Loaf is supplied to over 20,000 shops and kiosks in Kenya.
- Supa Loaf donates around 13,000 loaves to various charitable institutions.
- Supa Loaf / Mini Bakeries Ltd is the first bakery to establish an in-house test bakery and training centre for bakers.
- Supa Loaf is part of a larger group of companies, known as Mini Group of Companies.
- Supa Loaf's daily production is already on the shelves of supermarkets and kiosks countrywide by 7am.

