



THE MARKET

Filipinos absolutely love to snack, with a good cross-section of the population eating and snacking as often as six times a day. Even before the introduction of western snacks, there already existed hundreds of native delicacies to munch on. And one of the most popular, truly Filipino snacks is cornick.

Cornick is made from real corn kernels, which are fried with oil and garlic in large frying pans until they become crunchy and golden brown. Salt is added as additional flavoring. Cornick is so popular it's sold along almost every street and enjoyed by almost every consumer in the Philippines. Kids snack on it after school. Women dip it in vinegar. Teenagers eat it with rice. And men devour it in impressive quantities with beer.

Yet the quality and cleanliness of cornick is often compromised, since most of it is produced by vendors on the streets. This lack of innovation and standardization in the cornick food segment, aggravated by the aggressive entry and market presence of western snacks, relegated cornick to the level of a boring and "traditional" snack. Fortunately, such a reputation didn't last long.

In 2003, KSK Food Products launched Boy Bawang, a cornick brand that would literally redefine the snack's reputation as part and parcel of the "backyard" and "street" snack industry. By introducing Boy Bawang, KSK revolutionized the cornick industry and even changed the landscape and market of the Filipino snack category.

ACHIEVEMENTS

In a span of less than three years, Boy Bawang has made its distinctive mark on a snack industry dominated by local and international giants. It contemporized and drummed up affinity for cornick, transforming it from a "traditional" to a "cool" and "classy" snack. Despite being dependent solely on peddlers and getting minimal advertising support, it was able to penetrate every *sari-sari* store in the country, winning the hearts of Filipinos and becoming the leading cornick brand in the market. Now, a simple Internet search generates thousands of articles from consumers voluntarily talking about how they love and crave for the Boy Bawang cornick brand.

Over a very short period of time, the phenomenal growth of Boy Bawang gained the respect of consumers and industry authorities alike, both of which have heaped upon it the title of "Most Outstanding Corn Snack Brand". To date, it has received honors from the Consumer's Choice Awards, National Shopper's Choice Awards, National Product Quality Excellence Awards, Philippine Marketing Excellence Awards and People's Brand Awards.

Boy Bawang has also established loyal consumer bases in North America, Europe, the Middle East, and the rest of Asia, where the brand is exported regularly.

HISTORY

KSK Food Products, the manufacturer of Boy Bawang, was established in 1990 as a manufacturer and distributor of snack foods. A family-owned company, KSK began operations by buying snack products in bulk, repacking them into 50-centavo and one peso packs and selling them in the wholesale market. Family members did everything themselves, from buying to repacking to delivering to customers.



In impressively short order, the experience and expertise gained from doing hands-on work in the industry gave the family enough confidence to start their own manufacturing business, with cornick as their main product.

Determined to redefine cornick's reputation as a product of the "street industry", KSK industrialized the entire cornick production process, thus ensuring consistently superior product quality and hygiene. From the very beginning, KSK aimed to manufacture and distribute a wide array of high quality, nutritious, and delicious snacks for the entire family. Thus it committed itself to maintaining a long-standing reputation of trust and integrity with customers and suppliers alike.

THE PRODUCT

The success of Boy Bawang is primarily due to its superior products, namely Boy Bawang Garlic Flavored Cornick Snack, and Boy Bawang Chili Cheese Flavored Cornick Snack. All of its products are manufactured using the following:

- Premium raw materials - Boy Bawang is made from 100-percent top grade corn and garlic. The corn variety used for Boy Bawang snacks is a great source of dietary fibers that promote better digestion. The garlic, meanwhile, possesses the best possible aroma and is rich in calcium, phosphorous and potassium. The use of these materials results in a visibly better finished product, as evidenced by Boy Bawang's appetizing aroma, taste, and crunchiness, unequalled by any other brand in the market.
- Modern equipment - Being a pioneer in the cornick snack industry, the company takes pride in its own engineering capability. Unlike other brands, Boy Bawang is manufactured

using industrialized equipment and production processes to ensure consistently superior quality and adherence to strict cleanliness standards.

- Uncompromising quality standards - KSK's in-house Research and Development (R&D) and Quality Assurance (QA) departments work together to ensure that all products, both current and forthcoming, conform to the highest quality standards set by the company.

Unlike other brands that achieved growth by producing multiple product types and categories, Boy Bawang managed to build a formidable brand by simply strengthening its flagship product, cornick. It has done so by consistently meeting its consumers' high standards of quality and catering to their varying preferences by introducing different sizes and flavor variants of cornick in the market.

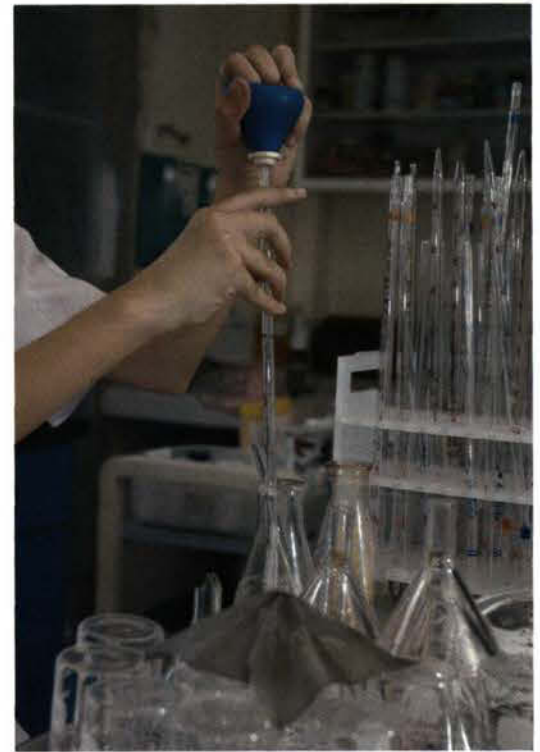


RECENT DEVELOPMENTS

To sustain the momentum and growth of the Boy Bawang brand, KSK introduced other variants of cornick, each of which was meant to cater to different consumer preferences. The new variants that came out were Boy Bawang Barbecue Flavored cornick snack and Boy Bawang Adobo Flavored cornick snack which capitalized on the most loved flavors of Filipino consumers. It also implemented major changes in its distribution network and beefed up its organization so that it could take advantage of market opportunities. In line with the company's thrust to bring Boy Bawang into the world market, it established an export division to tap into the tastes of millions of Filipinos overseas. Currently, Boy Bawang is being sold in more than 20 countries worldwide. It also set up a website, www.boybawang.com, where consumers can get updates on what's new with the brand.

PROMOTION

The best advertisers of Boy Bawang are its satisfied consumers. The company's success is attributable to profuse word-of-mouth endorsements based on consumers' satisfaction with the variety of Boy Bawang products. Despite not having embarked on any major marketing program since it started,



KSK has nonetheless been able to successfully penetrate the market, thanks to consumers who eagerly talk to their families and friends about how much they love the Boy Bawang brand. Because the introduction of the brand came from people they trust, many people are eager to sample its products. And, once they've tried it, they stick to it and tell other people as well.

Frequent product recommendations also stem from the strong connection between the consumer and Boy Bawang. The catchy "Boy Bawang" name, which is very Filipino, very casual, and very colloquial, has made it very easy for consumers to recall and feel a special affinity toward the brand.

BRAND VALUES

Boy Bawang aims to provide fun and healthy snacks for the entire family and become a global brand every Filipino can be proud of. As such, KSK uncompromisingly ensures the delivery of superior value, high quality, and most competitive pricing to consumers.

Boy Bawang likewise aims to continually make traditional Filipino taste relevant to contemporary consumers. Thus, it will persist in reaching out to each and every consumer, convincing them to make Boy Bawang snacks an integral part of their every day life. It will also ensure that cornick – a "traditional" Filipino snack – will be passed on from generation to generation in constantly improving versions and ways.

THINGS YOU DIDN'T KNOW ABOUT BOY BAWANG

- Cornick is so Filipino that there is no existing equipment company anywhere in the world selling a production line for it.
- It takes 14 hours to produce a batch of Boy Bawang cornick.
- Filipinos living and working abroad frequently request their visiting relatives and friends to bring them Boy Bawang products as "pasalubongs" or gifts.

