TAMIS-ANGHANG
The No. 1 Catsup.

THE MARKET

Universal Food Corporation (UFC) manufactures and markets a wide range of high quality condiments. These includes Catsup, Sweet Chili Sauce, Hot Sauce, Vinegar, Soy Sauce, Oyster Sauce, Barbeque Sauce, as well as powdered flavorings of Tamarind and Guava, so essential in all Filipino dishes.

But what UFC is most famous for is Banana Catsup. A product unique to the Philippines that caters the Filipino palate as proudly described in the brand name – UFC Tamis Anghang - meaning sweet and spicy. In fact, only here in the Philippines you will find banana catsup being more preferred over tomato catsup.

So popular is UFC Tamis Anghang Banana Catsup that ever since its inception, it has retained the number one position in the catsup market. The taste is just the very best, yet it is always affordable. UFC consumers know that they are getting real value for their money.

The popularity of UFC Tamis Anghang Banana Catsup continues to grow. The brand leads the category in sales growth every year.

Fortunately, what was the world's best kept secret - Philippine produced UFC Tamis Anghang Banana Catsup - is being discovered by others. UFC now exports to the U.S., Middle East, Europe and other Asian Pacific Countries, where it is enthusiastically received.



ACHIEVEMENTS

From a its humble beginnings in 1960, when UFC Holdings, a company owned by the Reyes family, basically distributed and marketed another catsup brand, the company has become the largest catsup manufacturer in the Philippines, and the world's largest manufacturer of banana catsup.

Ask any Filipino coming from broad C homes what his catsup brand is and the most likely answer one will get is UFC. In fact, UFC has been very synonymous with catsup that almost 7 out of 10 households will be in favor of the brand if asked the question what's the brand they used most often.

Aside from banana catsup, which accounts to almost 95% to total sales, UFC markets other popular red sauces namely Sweet Chili Sauce and Hot Sauce.

HISTORY

Although using bananas as a catsup base was developed by Dr. Magdalo Francisco as early as 1942, the intervention of the American occupation and post-war problems, made banana catsup a generally accepted product only in the late 50s.

In 1960, the Reyes family of Bulacan incorporated UFC Holdings as a marketing and distribution company for the catsup brand Mafran developed by Dr. Francisco.

In 1969, UFC decided to manufacture and market its own brand of catsup, made to its own unique recipe that combined the sweetness demanded by the Filipino palate, with the spicy aftertaste of chili. They named it UFC Tamis Anghang Banana Catsup. UFC became an instant hit to the Filipino consumers since then.

In 1974, the Reyes family sold their interest to Bancom Development Company represented by Augusto Barcelon. Under this new management, UFC continued to be one of the fastest growing food manufacturers in the country. Other condiment-related products were introduced, expanding the range.

In 1996, UFC was acquired by Southeast Asia Foods, Inc. (SAFI), a company owned by a group of Filipino businessmen led by Mr. Joselito D. Campos Jr.. The result of this acquisition was the merger of these two companies. Thus, SAFI-UFC became the biggest managed company of condiment products boasting big name brands in the market like Datu Puti, Mang Tomas, and Papa Catsup among others.

THE PRODUCT

UFC Tamis Anghang Banana Catsup is a sweet, spicy sauce based upon the Philippine invention of using banana puree as base for catsup. The Philippines produces bananas in abundance. For centuries, they have been used as a staple food, either as a raw fruit or cooked. Bananas, when used in catsup, provide a rich, creamy base that has a natural sweetness. The bananas used in UFC Banana Catsup are the Saba variety (Musa Sapientum), which are only available from Southern Mindanao. Its unique flavor is the main ingredient of UFC Banana Catsup. To this base is added





the specially selected spices, chili, sugar and vinegar, all blended to give that rich sweet-and-spicy flavor that is perfect for dipping, adding to cooked dishes, or mixing in the recipe itself. It is perfect as a base for spaghetti sauce, and other red-sauce dishes.

The fact that UFC Tamis Anghang Banana Catsup is the largest selling catsup in the Philippines is a clear indication that it is the best. Not only is it better tasting than others, but it is also affordable. Consumers purchase UFC Tamis Anghang Banana Catsup mainly because it tastes so good, a great many do not yet realize that it is also doing them good. UFC fortified their catsup with two essential vitamins. Vitamin A is one, lack of which produces blindness and affects body resistance. The other is vitamin B6, very much needed to reduce the body's cholesterol levels, thereby reducing the probability of heart disease.

RECENT DEVELOPMENTS

In May 2000, a most exciting development took place with the signing of a joint venture agreement with the global food giant, H.J. Heinz of the US. The joining of hands of the world's number one manufacturer of tomato ketchup and the world's number one manufacturer of banana catsup ensures a very strong position in the market in the years to come.

This joint venture, known in the Philippines as Heinz-UFC Philippines includes technology transfer agreements that will allow UFC to remain in the forefront of manufacturing processes and product innovation.



PROMOTION

Tri-media is used extensively with Television as the primary medium of advertising as it effectively reaches the target market.

The brand had a major re-launch in 1999, which introduced UFC as the "Healthy Catsup" given its fortification of two essential vitamins - Vitamin A and B6.

Aside from the fortification story, UFC also heavily promotes its versatility as the dipping and cooking catsup. The cooking campaign has dramatically altered the perception of consumers to the brand being just a dipping sauce by clearly demonstrating its superb qualities when used in cooking. A series of advertisements were shown, demonstrating the use of UFC Banana Catsup in four of the most common dishes Filipinos cooked. The selected dishes were Spaghetti, Menudo (pork stew), Afridata (chicken stew) and Caldereta (beef stew). The demonstrations clearly showed that by adding the unique "tamis-anghang" flavor, any of these simple dishes could be elevated to a gourmet standard.

BRAND VALUES

For over thirty years now, UFC Tamis Anghang Banana Catsup has been a familiar kitchen icon, available in supermarkets, grocery stores and sari-sari stores all over the Philippines.

The UFC distinctive logo ensures that UFC Tamis Anghang Banana Catsup is easily located on crowded shelves despite fierce competition.

Millions of Filipinos demonstrate their love of the taste by keeping UFC Tamis Anghang Banana Catsup the market leader, year after year.

UFC Banana Catsup has already earned the trust of the Filipinos that no dining table will ever be complete without it. Indeed, UFC is the catsup of the Filipino and no other brand can claim that. For many years, UFC has been a Superbrand in the Philippines and soon it will be the world.



UFC Catsup Old Bottle

THINGS YOU DIDN'T KNOW ABOUT UFC CATSUP

- The Philippines is the only country in the world where banana catsup outsells tomato catsup.
- UFC Banana Catsup is not only number one in the Philippines, but also the world.
- In the year 2000, UFC used 7.3 millions kgs of bananas to manufacture catsup .
- Filipino consumes average of 2.5 bottles each of banana catsup every year.