



GROWING  
VALUE  
TOGETHER

# Celebrating 15 years of Senator Keg



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Find out how KBL is improving livelihoods by working with  
sorghum farmers, Senator Keg retailers and other partners  
to provide safe and high quality beer to consumers.



Excessive consumption of alcohol is harmful to your health. Not for sale to persons under 18 years.





## Creating shared value through Senator Keg



By Jane Karuku

As a responsible business in Kenya, we measure our success by more than financial targets, important though they are. We believe in sharing value with the local communities. This way, as we grow, our communities grow too – and Senator Keg beer value chain is the epitome of this.

In this insert, you will read about how Senator Keg beer started in 2004 in partnership with the Government of Kenya to provide a high quality and safe alternative to the often lethal illicit brews. Senator Keg is a truly high quality beer brand, made in Kenya using local raw materials and talent, for Kenyans! Every barrel of Senator Keg beer sold means that various players in the value chain are earning an income – from our over 45,000 farmers, 20,000 Keg retailers, the government (in form of taxes), among others.

Our business purpose is “celebrating life every day, everywhere.” This calls us to operate responsibly and sustainably every day, everywhere by supporting our communities, protecting and preserving the environment and ensuring alcohol plays a positive role in society.

One of our major projects is the KSh14 billion Kisumu brewery; one of the biggest private sector projects in the last decade in the region. It is proving to be a catalyst for economic development and growth in the Western Kenyan. This investment will not only increase Senator Keg beer production to meet consumer demand, it will also make direct and indirect contribution to the economy.



**We are passionate about ensuring alcohol has a positive role in the society and are committed to playing our part in addressing misuse**

In the last one year, we also made other major capital investments to improve operational efficiency at our Ruaraka plant, among them KSh823 million in a second keg line; KSh410 million for a water treatment plant; KSh1.7 billion for a warehouse expansion and KSh823 million for a canning line among others.

Our aim is to increase sorghum production in the country and set a best practice for value addition. We are working closely with our farmers to double the market for sorghum as a cash crop, from the current 20,000 metric tonnes to around 40,000, in the next five years. Last year, farmers were paid KSh1.1 billion.

We work to empower youth and women in order to shield them from the illicit brews trap. This is why we launched project *Heshima*, an entrepreneurship and vocational training programme, to impart skills to over 2,000 youth and women in 10 counties in the next two years.

We are passionate about ensuring alcohol has a positive role in the society and are committed to playing our part in addressing misuse – so far we have recruited over 50,000 responsible drinking ambassadors through our programmes such as *DrinkIQ*, *Utado* and *Under 18 Asipewe*. We market our brands responsibly adhering to a strict marketing code and provide information to consumers to help them make informed decisions about their choices to drink (or not to drink). We believe that responsible drinking can be a valued, enjoyable part of life. We will continue to contribute to the government's Big Four Agenda and the sustainable development goals in line with our agenda of Growing Value Together.

Mrs Jane Karuku is the Managing Director at Kenya Breweries Limited



(L-R) KBL Supply Chain Director Patrick Kamugi with Tom Mboya Ongere, a sorghum farmer.

## With sorghum, there is value beyond the farm

By Patrick Kamugi

Every time I go out to the field, I relish the opportunity to meet and interact with the farmers who grow the sorghum we use to make our value beer, Senator Keg.

These farmers are an important cog in Kenya Breweries Limited's sorghum value chain.

At a personal level, I am happy to see the impact our business has on the farmers who have taken up sorghum farming.

When we started using sorghum to make beer, little value was attached to the crop. Among her neighbours, Kenya ranked last in sorghum production.

Statistics from the Kenya Plant Health Inspectorate Service show that between 1970 and 2006, there were only 25 varieties of sorghum released in Kenya – three in 1970, five in 1981, 10 in 1998 and 15 in 2006. But due to increased investment in developing superior varieties, 120 have been released cumulatively between 2012 and 2017.

According to a 2015 study, sorghum production has been increasing progressively since 2012 in arid and semi-arid lands (ASALs). National production of the crop stood at 1.9 million bags in 2014, with the Eastern and Nyanza regions recording the highest production with 761,414 and 757,862 (90 kg) bags respectively.

With the increase in sorghum farming because of the guaranteed market offered by KBL, we have seen these areas spring to life. Those of us who go to the field regularly

can testify to how lives have been transformed.

KBL is happy to be playing its role towards improving livelihoods and increasing agricultural productivity in the country. This will help the government attain food security, which is one of the pillars under the Big Four agenda.

Attaining food security is very critical for a country to thrive. A nation that cannot first feed itself can't achieve economic growth and prosperity. For many years, the Kenyan farmer has over relied on a certain set of food crops despite of declining yields.



**As KBL, we are happy to be playing our part to improve the economic status of the communities where we work.**

To change this narrative, we need to encourage people through education, to diversify their foods. For example, sorghum is a highly nutritious grain which fetches better prices than maize and which can withstand long periods of drought unlike traditional food crops.

From what we have seen in the field, there is a lot of potential of planting sorghum in the arid and semi-arid lands, which consist 84

per cent of Kenya's land mass.

Kenya can also borrow a leaf from countries like Israel on how, through irrigation, a small amount of water can be used to produce a large amount of food and help Kenya become food secure.

According to the Kenya Institute for Public Policy Research Analysis, Kenya has an estimated irrigation potential of 1.3 million hectares of arable land but only about 125,000 hectares, less than 10 per cent, is currently under irrigation.

Working with county governments, since the bulk of agriculture falls under devolved functions, the national government can help make strategic investments in irrigation to increase food production.

Another area that requires government intervention is in training of farmers in agriculture best practices especially with relation to post-harvest storage. In Kenya, about 28 percent, more than a quarter of produce is lost post-harvest.

Even as we seek to produce more, there is a need to have a better way of storing the produce. This is an opportunity for innovation and for organisations that have developed affordable solutions to come forth with them.

As KBL, we are happy to be playing our part to improve the economic status of the communities where we work. This is in line with our sustainability agenda of Growing Value Together.

Patrick Kamugi is Kenya Breweries Limited Supply Chain Director



# Sorghum is the new cash crop for Western region

**W**ith demand for Senator Keg beer growing, sorghum farmers in Western region are set for an economic boom that will not only improve their livelihoods, but boost the region's economic growth.

The KSh14 billion KBL Kisumu brewery is engaging small-scale sorghum farmers from Kisumu, Homa Bay, Siaya Migori and Busia counties.

With KBL absorbing their produce, about 17,000 farmers will not have to worry about sourcing for markets. This has become possible thanks to the reopening of the Kisumu Brewery.

However, today, with the revival of the brewery, the farmers are upbeat that they will sustain the capacity of the Kisumu plant and quench the thirst of thousands of Senator Keg lovers while earning a living.

This is the promise that recently saw Nereah Chan leave her job in Cairo, Egypt to try her hand in sorghum farming.

"I had travelled back to the country to attend a funeral during which a KBL officer urged farmers to plant sorghum assuring them of ready market and timely payments," she said.

Chan tried to convince her siblings to make use of their 12-acre land and plant sorghum but they were not interested. She decided to take up the challenge and

introduced the crop on one and a half acre piece of land.

"I worked in a farm in Egypt where the owner relied on water from River Nile to irrigate his land, I knew that the lessons I gathered would be useful as I ventured into sorghum farming," she said.

She prepared her land in January 2018 and after KBL provided the seeds (Gadam and Silla variety of sorghum), she planted in February.

Chan says she does not regret her decision. She got a bumper harvest and hopes to expand the acreage under the crop.

"The harvest cannot be compared to other crops like maize and beans which we have planted over the years. Sorghum matures fast and what's better, KBL paid KSh37 per kilo after delivery," she said.

Buoyed by success, her three brothers have had a change of heart and are willing to take up sorghum farming.

"I expect to harvest up to 20 bags from one acre. This is much more compared to the seven bags of maize harvested in the last planting season," she said.

Her sentiments are shared by Sam Hillary Ouma, who has planted sorghum on a six-acre piece of land at Kadinda Village. Ouma's healthy plantation is inspiring his



Rosemary Adhiambo, a sorghum farmer from Homa Bay County.

**“I expect to harvest up to 20 bags from one acre. This is much more compared to the seven bags of maize harvested in the last planting season**

neighbours to till their idle land.

The retired computer analyst says the ready market and good returns provided by KBL are enough motivation to increase the area under sorghum.

"I intend to plant sorghum on my entire 30-acre piece of land and make maximum returns out of it," said the farmer who has inter-cropped with green grams and beans.

Like Ouma, Mildred Adero, a

member of Mbugra Farmers Group from Kajimbo Rachier in Nyakach, is confident that the good returns she hopes to get from her crop will cater for the education of her five children.

"From 10 farmers, we have grown to 25 members and we continue to receive overwhelming requests from others who want to join," she said.

Adero also hopes to use the first proceeds to complete the construction of her house.

## KBL partnership changes farmers' fortunes

When Douglas Mugambi decided to work with KBL to increase his sorghum production, he had faith that his harvest would increase. What he did not know was just how lucrative the partnership would be.

Mugambi, a sorghum farmer from Imenti Constituency, Meru County, began farming the crop in 2012.

Back then, he sold his produce to women who sold porridge. A kilo of sorghum then, would fetch between KSh22 and KSh25.

The 27-year-old soon joined hands with other farmers and then an opportunity came knocking at his door. KBL offered to buy sorghum from the farmers.

With the new partnership with the brewer, he now sells his produce for between KSh30 and KSh35.

He says other than good prices, KBL is prompt in making payments which encouraged him to lease a 16 acre piece of land.

"After high school, my parents could not afford to take me to university so I decided to venture into sorghum farming even though it was not very common in the area. On my first harvest, I got KSh65,000 from one acre. The following season I got KSh102,000," he says.

Since then, his yields and profits have kept growing.

With this partnership, farmers are now venturing into commercial farming of sorghum.

Mugambi is optimistic that this year, he will earn about KSh500,000 in profits from his 16 acres.

"I have purchased boda bodas, bought a piece of land and opened a shop in Kwangombe market," he says.

**“Other than good prices, KBL is prompt in making payments.**

"My life is transforming slowly and if KBL continues to provide a ready market, my financial status will change."

KBL has contracted 30,000 farmers in Siaya, Migori, Kisumu, Homa Bay, Kitui, Makeni and Tharaka Nithi to meet the 20,000 metric tonnes annual demand of the cereal.



Andrew Mugao, a sorghum farmer in Tharaka Nithi

Andrew Mugao from Tharaka Nithi Constituency, who began sorghum farming in 2014, says sorghum has changed his life.

"I started with two acres but now I have 14 acres under sorghum," says Mugao who quit his job after his first harvest.

"Thanks to the good earnings, my sister enrolled in a teacher's college and my brother joined Kenyatta University," Mugao says.

Mugao and Mugambi's success stories are a result of the demand for sorghum needed to sustain the Kisumu Brewery.

East African Malting Limited (a subsidiary of EABL) General Manager Lawrence Maina encourages farmers to plant white sorghum, the main raw material for Senator Keg.

Maina says to ensure a steady supply of sorghum to the plant, they are looking to encourage farmers to increase the acreage under sorghum.

To achieve this, KBL took farmers from Nyanza and Western on a visit to sorghum farms in Meru and Tharaka Nithi counties.

"It was a good exchange programme. Farmers met and discussed how to increase their yields, challenges they face and how they have solved them," Maina says.





## Partnership

In November 2004, Kenya Breweries Limited in partnership with the Kenyan Government launched Senator Keg beer, to provide a safe and affordable alternative to alcoholic beverage.



In 2006, government introduced excise tax incentive (remission) for beers manufactured using locally-sourced sorghum, millet or cassava. The remission has helped KBL maintain a low price for Senator Keg making the drink affordable to consumers.



Senator Keg offers a **high quality** lager, brewed by Kenya Breweries Limited, the makers of award winning beers like Tusker Lager, Balozi and Tusker Malt Lager. Senator Keg complements government's fight against production and consumption of illicit brews.

## KSh1.1 billion farmer earnings

KBL is committed to the economic empowerment of farmers and uses **locally-sourced sorghum** in the production of Senator Keg beer. Last year, sorghum farmers were paid KSh1.1 billion.



# Growing Value Together

## Through Sustainable



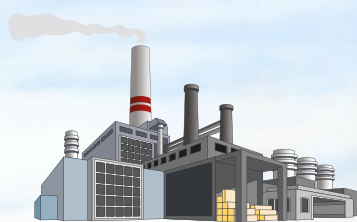
## 45,000+ sorghum farmers

Across the country, KBL works with over 45,000 sorghum farmers from counties such as Kisumu, Busia, Tharaka Nithi, Kitui, Homa Bay, Siaya, Meru and Migori.



# Growing Value Together

## Sustainable Business



### KSh14 billion state-of-the-art brewery

KBL is establishing a KSh14 billion state-of-the-art brewery in Kisumu County. KBL carried out a test of the production process ahead of the official launch of the plant this year. Once commissioned, the plant will have the capacity to produce one million hectolitres of Senator Keg.

### 100,000+ livelihoods impacted



Once operational, the brewery will provide over **100,000 direct and indirect jobs** across the value chain.

Last year, KBL launched an **entrepreneurship and vocational training programme targeting 2, 000 youth and women** in the next two years, who are at risk of falling prey to illicit brew consumption and production. The project has been rolled out across ten counties: Nairobi, Kwale, Kiambu, Murang'a, Nakuru, Makueni, Machakos, Homa Bay, Migori and Kisumu.



### 20,000+ Senator Keg retailers

KBL is currently working with over 20,000 Senator Keg retailers and over 100 distributors across the country to supply **high quality beer** to customers and is looking to expand this by an additional 4,000 retailers in the western region, with the establishment of the Kisumu Brewery.

KBL has also made major capital investments to **improve operational efficiency**, among them KSh410 million for a water treatment plant, KSh1.7 billion for warehouse expansion and KSh823 million for a canning plant among others.



Through the establishment of the Kisumu brewery and introduction of contractual farming for smallholder sorghum farmers, KBL is **supporting manufacturing and food security pillars** under the government's **Big Four Agenda**.





# Senator Keg gave us new lease of life

Moses Gichia is a Keg distributor in Baba Dogo. Every day, he moves between 180 and 200 barrels of Senator Keg Lager, and between 30 and 40 barrels of Senator Dark Extra which is becoming popular.

Moses, the proprietor of Wanjii Ventures, says he has been enjoying great sales of the value beer because Keg “ni beer ya watu” as it is a quality pocket friendly drink.

“People are not going blind because of drinking Senator Keg and there isn’t too much rowdiness or disorderliness when drinking Keg as you would find with chang’aa. Keg is a clean beer, it’s actually the same quality as any other beer. The only difference is the subsidised price,” Moses says.

Unlike Keg, home brewed chang’aa is not made under standard or hygienic or controlled conditions, and in some cases is laced with lethal chemicals like methanol or brewed in rivers contaminated with sewage.

For Moses, it all boils down to helping people get their dignity back and feeling better about themselves.

One way this has been achieved is by building Base Poa, which is akin to a regular bar, only that it’s branded Senator Keg. This way, consumers enjoy their drink in clean and well-lit pubs.

“As distributors, we provide clean merchandise like mugs and we enforce cleaning the pipes regularly,” he says.

While Keg has restored dignity to transformed chang’aa consumers, it has also provided a source of livelihood for many like Jane Wanjiku who owns Sweetwater Pub in Kiambu.

“Selling Keg has made my life better, I have two children in high school and we live a good life,” she says.

She sells two barrels of Senator Keg every day and makes a profit of KSh2,000.

Until the introduction of Keg, Jane used to sell chang’aa. And when she began selling Keg, most of her customers made the move with her. She reckons that this is because it is affordable and they no longer have problems with the law.

“I don’t have problems with the police, Keg is legal and clean. I open the pub at 5pm. With chang’aa customers would start drinking in the morning, until evening, and they were smelly and dirty,” she says.

Keg has also brought back dignity to Brian Muigai’s life who for four years, was hooked to chang’aa, a popular and cheap outlawed drink.

Sitting on a high stool at Sweetwaters Pub, Brian recounts the days he spent inebriated in chang’aa dens.

From 2009 to 2013, chang’aa was his “poison of choice”. Brian often missed work, was unruly and unkempt and the few hours, if any, he would be sober, he was unhappy about his state. Often, he would be at loggerheads with his employer and would sometimes be forced to go home for three days or more without pay.

Even without money, his friends would contribute money and buy each other rounds of chang’aa. He lost his appetite for food and as a result developed ulcers.

His big change came when he realized that dependency on the brew was taking a toll on his life and health and he decided to switch to Senator Keg.



Senator Keg retailer Jane Wanjiku.



**Keg is affordable; I only spend about KSh300. It does not give me a hangover or leave me feeling lethargic the following day.**



Senator Keg distributor Moses Gichia.



Senator Keg consumers Polycarp Okello and David Othembo from Kisumu County.

“Keg is affordable; I only spend about KSh300. It does not give me a hangover or leave me feeling lethargic the following day,” he says.

David Athembo too says Keg is better than the cheap brews he used to take.

“The hangover I get after taking Keg is nothing compared to what I used to get. I can perform my regular chores including working on my farm to provide for my three children,”

he said.

Mr Omondi who lives in Ombeyi in Ahero expressed optimism that the setting up of a brewery in Kisumu will change the economic fortunes of the county.

Polycarp Okello shares Omondi’s sentiments saying the new plant will make Keg readily available, which will go a long way in fighting illicit brews.





Senator Keg retailer Vincent Omumbo.

## Senator Keg business is transforming lives

**W**hen not playing football, you are likely to find Vincent Omumbo managing his Senator Keg outlet in Kisumu. He is particularly happy about the opening of a new brewery in Kisumu, which he says is good for his business.

"As a footballer, I wanted something that could support me after hanging up my boots," says the former Tusker FC player.

He says that setting up a business in a place he grew up, coupled with his fame, has enabled his business to compete favourably against other well-known establishments.

"My customers love Keg because it is legal and they do not have frequent run-ins with police," he said.

The former defender says the fact that KBL delivers Keg at his doorstep has helped in reducing the cost of transporting the product.

Sally Cheptoo Kimaiyo another Senator Keg retailer joined the beer business after her sister's business, where she used to work, collapsed.

With the little savings, she set up a bar at Kisumu. Cheptoo says she began by selling spirits before introducing Senator Keg due to constant demand from her patrons.

Initially, she would sell a barrel of Keg for two days. Now, close to one year into the business Cheptoo says sales have grown tremendously which has enabled her meet her financial obligations.

"I always wanted to open a Keg bar because I had realised that people in my neighbourhood preferred taking Senator Keg," she says.

"Since I could not afford the Keg equipment, a friend of mine offered me a barrel and KBL provided the pump," she said.

Riding on the popularity of the brand following the ban on second generation drinks in 2015, Cheptoo says her bar was a hit.



**My customers love Keg because it is legal and they do not have frequent run-ins with police.**

"My customers prefer Keg because it is an affordable quality drink," she says.

She is also optimistic that the re-opening of Kisumu Brewery will ensure steady and timely supply of the popular drink.

Another retailer, Mashler Omondi, the manager of Ahero Resort Club in Ahero Town, says the high demand of Keg has enabled him to employ seven people.

He says on average, he sells 20-25 barrels

## Achieving our sustainable development targets



By Jean Kiarie Ngumo

A responsible corporate citizen is one that recognizes the importance of running a sustainable company and now more than ever, companies are taking a strong stand on sustainability.

We have realised the value of running a sustainable business in improving operations and financial performance, we believe in its power to provide solutions to many of the social and environmental problems facing the world.

While it is commendable that most companies are now adopting this model of doing business, we have to pay attention to the implementation of the goals we have committed to and keep tracking the progress against the set targets.

At Kenya Breweries Limited, we are constantly evaluating our achievements and strategically looking at where we desire to be in the future.

We have made great strides in reducing our water consumption and by 2017 we had cut the amount of water we use per litre of beer by 40 percent. By 2020, we aim to reduce this further to 10 percent.

We attained our energy conservation targets for 2017 by reducing our consumption by 50%, thereby decreasing GHG emissions in direct operations by 40%. Come 2030, we aim to procure 100 percent of our electricity from renewable sources. Our carbon emission is also expected to reduce by 10% by 2022.

Raw materials are crucial in the manufacturing sector and for us local sourcing is paramount to our production. Currently, 80 percent of our raw material is sourced locally; by 2020, we aim to source 100% of our raw materials locally.

We are also keen in promoting diversity and inclusion within the organization. To this end, we have ensured that one in three employees in KBL are women. We are targeting a 50-50 male and female representation in shortlisted candidates when recruiting for all positions by 2020.

KBL is firmly committed to ensuring the safety and well-being of our employees. Our goal is for all the aspects of KBL businesses to be conducted in compliance with applicable health and safety laws and regulations. Each year, we aim for zero fatalities at our production sites.

We are also ardent on creating a culture that demands integrity, has established a good corporate governance framework, and promotes compliance for both staff and contractors.

As an alcohol manufacturer, we want to make a significant and sustainable impact on creating a more positive role for alcohol in society and making responsible drinking a valued, enjoyable part of life. By 2018, we had recruited over 50,000 responsible drinking ambassadors through our training programmes such as *DrinkIQ* and *Under 18 Asipewe*. By 2020, we aim to reduce alcohol related harm by 10 percent.

As a company, we also believe in the power of partnerships, not only with other corporates and the government, but also with other key players in our value chain including farmers and retailers.

We continue to press for results in attaining the development goals and believe that the success of our business, communities and the country is hinged on realization of the SDGs.

*Jean Kiarie Ngumo is the Head of Sustainability and Engagement at Kenya Breweries Limited*



40%

**We have made great strides in reducing our water consumption and by 2017 we had cut the amount of water we use per litre of beer this by 40 percent. By 2020, we aim to reduce this further to 10 percent per litre of beer.**



50%

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50,000

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# Celebrating dignity in communities



**Maryanne Nderu**  
KBL Sustainability Manager

"Project Heshima is a vocational and entrepreneurship training programme for youth between the ages of 18 and 35. We came up with Project Heshima because we wanted a program that will impact more than a 1,000 people susceptible to illicit brew. The courses that we are providing include entrepreneurship, masonry, plumbing, hairdressing and catering."

We have rolled out Heshima in 10 counties: Nairobi, Kwale, Kiambu, Murang'a, Nakuru, Makeni, Machakos, Homa Bay, Migori and Kisumu. We believe in self-sufficiency as the key to ensuring the youth and women keep off the trade of illegal brews. This is why we launched Heshima. We equip them with practical skills that enable them to earn a living through productive and dignified work. In partnership with our mobilization partner, Africa Initiative for Rural Development (AIR), we believe that Heshima will complement various programmes being implemented by the national and county governments to fight illicit brews."



**Purity Mumbi**  
Caterer

"I love cooking and when a friend told me about Project Heshima and the courses that they offer, I decided to take up catering to kick-start my dream. Ever since I joined Project Heshima I have developed unique cooking skills and I feel confident."



**Florence Anyango**  
Tailor

"Since I was young, I dreamt of becoming a designer but because of financial challenges, I did not think my dream would become a reality. I am very proud to be called a fashion designer. I am not the same person I was before enrolling for a tailoring course under Heshima."



**Elizabeth Aluoch**  
Business Woman

"I heard about Project Heshima at the DC's office in Kibra Constituency. I decided to join enroll for a business management and entrepreneurship course to help me run my business well. Through this training I'm now run my business more efficiently and keep records."



**Blastor Orimba**  
Mechanic

"When you are passionate about something, you give it your all and are even willing to train others to be as good as you. That is why when I was approached by Kanyakwar CBO about Project Heshima and how KBL wanted to help train youths, I decided to play a part and help impart what I have learnt to the next generation."



**Emmaculate Awour**  
Hairdresser/Beautician

"I have always had a passion in beauty therapy but never had an opportunity to pursue the course due to financial constraints. I heard about Project Heshima through a friend and decided to take up the course. Through this training, I have gained skills that have changed my life remarkably."



**Cynthia Ayoo**  
Hair Dresser

"Since the introduction of Heshima, I have acquired a skill that is earning me an income. Just the other day, two ladies approached me and asked me to plait their hair. I knew that I was not very good but still I decided to take on the challenge."



**Samson Owiti**  
Mechanical Engineering

"I heard about Project Heshima through my grandmother who is a member of the Community Based Organization. When she told me that they were offering a course in mechanical engineering, I decided to take it so that I could become self-sufficient and even support my grandmother."



**Jeconiah Otieno**  
Mechanical Engineering

"I wanted to become a mechanic so when I heard about Project Heshima through a friend and the different courses they were offering, I decided to take it up. Project Heshima has given me an opportunity to better my life."