

## **KBL launches new B2C ecommerce marketplace to grow online sales**

**Nairobi, March 31, 2022:** Kenya Breweries Limited (KBL) has launched a cutting-edge direct-to-consumer digital marketplace to meet customers' demand for quick, easy, and convenient shopping.

KBL's *thebar.com* is an adaptation matching the worldwide Diageo brand for the online platform '*the bar*' (<https://www.thebar.com/en-gb>) following a successful test in the Kenyan market following Covid-19. It replaces the previously popular *Party Central*.

The upgraded platform connects online consumers to Diageo's hero products – including beautifully assorted drinks such as smooth whiskies, award-winning gins, and select world-class spirits – as well as mainstream distributors, wholesalers, supermarkets, and key retailers, making it the first of its kind in Kenya.

Through the site, KBL customers will have access to well-priced, high-quality products directly from the breweries and distilleries where they are produced, personalized activations, special offers and tiered packages offers suited to their needs.

It's part of KBL's accelerated digital strategy to reach new audiences and enhance sales and profitability – reflecting changes in buying behavior and increasing ecommerce awareness as a result of Covid-19.

KBL Managing Director Joseph Musunga said: “This innovation will not only help us achieve our long-term financial goals, but it will also highlight our need to adapt and build outstanding digitally driven home drinking experiences for our customers. By inspiring, educating, and ensuring that they have access to everything in our portfolio, we are embarking on a new journey with our customers.”

According to xxxxxx, *Thebar* will expand market advantages to its resellers through a zero-rated marketplace positioning powered by the brand. “Our resellers will receive a free additional route to reach their customers across the country, as well as relevant support from EABL employees, access to all of our brands' items, and a one-of-a-kind opportunity to showcase their businesses using *TheBar's* marketplace positioning opportunities.”

In the medium and long term, KBL will use *TheBar's* extensive capabilities to establish a database of its customers and understand their behavior and preferences through e-commerce

Kenya's beverage shopping is predicted to be driven by the growth of mobile internet use, an increase in smartphone usage, led by a young population, and the expansion of on-demand deliveries.

Kenyans account for a sizeable number of mobile money accounts and payment solutions in Africa. According to the Kenya National Bureau of Statistics (KNBS), the number of newly registered motorcycles climbed by 16.2% from 2019 to 2020, securing the last mile delivery industry.

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