

## **KBL unveils new Kshs 1.2 billion microbrewery with a new cider innovation brand**

**Nairobi, Kenya, November 30, 2023:** Kenya Breweries Limited (KBL) has kicked off production at its Kshs 1.2 billion microbrewery, a new production facility next to its main plant in Ruaraka created to explore innovation and experimentation.

The company has rolled out its first commercial product brand from the site whose ground was broken in May last year. The first brand off the new production line, Manyatta, is a new 100 per cent apple cider, produced alongside three flavoured variants: Mango & Ginger; Lemon & Ginger; and Pineapple & Mint. They will be available on the market soon.

The spanking new microbrewery in Ruaraka is aimed at helping the business to extend its innovation capability, to meet consumers' changing tastes and preferences. Its construction was part of events to mark the 100-year anniversary of East African Breweries Plc (EABL).

EABL Group Chief Executive and Managing Director Jane Karuku said “While we reflect and honour the past, we are passionate about nurturing categories old and new, and about building authentically crafted, culturally relevant brands. We move at pace with the latest trends, creating products, tastes and experiences for people to enjoy as part of celebrations big or small. This requires focus, precision and investment, in what we call a perfect blend of creativity with precision.

We also upheld sustainability through use of old worn Tusker glass and ensuring that all the site waste will be recyclable. In addition, we can recover 30 percent of the water used in the process – which underpins our deliberate efforts to be sustainable by design. I’m incredibly proud to see our Kenya business unveil this new investment.”

KBL Managing Director Mark Ocitti said: “The Kenyan consumer is increasingly discerning meaning we must be flexible and providing them with the variety they need. With this microbrewery, we can combine data, insights and innovation with the creative flair these consumers expect from us, as the custodian of some of the most iconic brands. This will be a centre of innovation and experimentation and it will liberate master brewers’ craftsmanship to deliver what the consumers need.”

EABL Marketing Director Anne Joy Michira said: “This microbrewery will be an innovation centre-piece not only enabling us to extend our portfolio brands that span the spectrum of time, tastes and occasions, moving at pace but also imagine what the customer of the future will want to enjoy. This space will immerse visitors, from the light-variant beer lovers to cider aficionados to innovative cocktail enthusiast to discover their sensory depths and perfect serves.”

The microbrewery features a taste room where visitors will learn about and sample the various brews on offer, with sensory experts at hand to take them through the processes.

There will also be a taproom, consisting of a bar and restaurant, where consumers can get unique, engaging experiences on new innovations. It also features a world-class beer garden with a scenic view of the Ruaraka area and the environment in which EABL’s founders established the original brewery a century ago.

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