



UGANDA BREWERIES CELEBRATES 75 YEARS

1946- 2021



By Alex Balimwikungu

UBL CELEBRATES

At the dawn of this year, Uganda Breweries Limited (UBL) announced the commemoration of 75 years of existence with special anniversary celebrations that would last seven months.

The celebrations held under the theme, *Brewed by Uganda* were to highlight the past, present and future of the brewery that has established its mark as the leading manufacturer.

During the launch in Kololo, it was the breweries' rich history highlighted by Juliana Kagwa, the UBL corporate relations director that captured the imagination. As she narrated the 75-year-old journey, guests marvelled at the journey that started in 1946 to date.

Throughout this time, one aspect stood out: The brewery is proudly intertwined with Uganda's social and economic fabric and they are dedicated to celebrating and transforming lives in Uganda, East Africa and internationally.

Alvin Mbugua, the outgoing Uganda Breweries managing director, then put it in perspective.

"UBL is standing on the shoulders of strong giants, both people and brands, who we need to honour and celebrate for they gave us a strong foundation. We appreciate the support and commitment of our different stakeholders including consumers, distributors, farmers, suppliers, service providers, communities and government, who have walked with us on this journey for more than seven decades and we are honoured to continue being of service in the coming years," he said.

He noted that posterity promised more: "You don't thrive in business for 75 years by becoming antiquated and old, but quite the opposite - by staying on the forefront of innovation, and always seeing the next big thing in service, process or operations before it becomes a trend, as Uganda Breweries Limited has always tried to do."

Today, UBL's product portfolio has grown over the years from one brand - Bell Brand in 1950, to becoming the biggest alcoholic beverages company with the richest brand portfolio consisting of 10 beer brands, 42 spirit brands, three ready-to-drink brands and one non-



Sir Michael Blundell

alcoholic beverage. Kagwa reveals UBL was formally started on July 27, 1946. However, the first drink came off the line in 1950. It was called "Bell Brand". For the next six decades, Bell would become the flagship brand of UBL.

THE ESTABLISHMENT OF UGANDA BREWERIES
In 1922, the East African Breweries Limited (EABL) was founded in Kenya.

EABL afterwards began to moot the idea of industrially-produced beer being introduced onto the Ugandan market, thus the birth UBL, which was started in 1946, the year after the Second World War. On the face of it, it did not make any business sense.

However, before the company was launched, a detailed feasibility study had been conducted by EABL. A location was needed in Kampala that was close to an abundant and steady supply of water. That location was Luzira, near Port Bell.

Finally, the company was formally started on July 27, 1946. The first managing director was a Dane and all the first directors of the new company were Europeans.

In 1950, Macclesfield Brewery of Cheshire in England acquired an interest in Uganda Breweries. They then got competition, the Madhvani family in Jinja, saw an opportunity in this growing Ugandan economy and in 1951 founded Nile Breweries.

Uganda Breweries and Nile Breweries would soon become competitors. By this time, despite only being a relatively new company, UBL had started thinking beyond the Ugandan market. In 1954, it applied



Yoweri Museveni, (second-left) presides over the opening of a new bottling line at Uganda Breweries Limited



Alvin Mbugua, the outgoing Uganda Breweries managing director

to be incorporated in Kenya.

THE 1960S

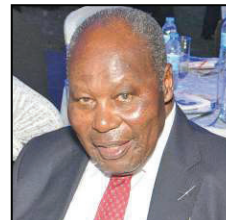
Sir Michael Blundell, a British-born farmer and politician in Kenya, was named

chairperson of the board of East African Breweries Ltd in 1964 and in 1965 also became chairperson of the board of UBL.

Blundell, although British felt strongly that the future of colonial Africa should be put in the hands of indigenous Africans.

A young dentist called Dr Martin Alikor was thus named a member of the board of directors of UBL on the recommendation of his mentor Blundell.

Alikor would go on in later years to become one of the largest Ugandan shareholders of the company and become a perennial personality on the boards of various companies through the years.



Dr Martin Alikor

By 1967, Uganda Breweries was one of the largest companies in Uganda.

In 1970, president Milton Obote announced that the government was going to nationalise the economy.

As a result, large companies, such as UBL were targeted for what was effectively a government takeover.

Following the expulsion of non-citizen Asians in September 1972, scarcity of commodities, such as salt, sugar and beer that had previously been in plenty on the market began to be felt.

The same year, UBL embarked on an extension of sh1.5m (about \$200,000 at the official exchange rate of the time). With this extension, expected to be complete by the end of 1972, production at the plant was projected to increase from 110,000 cases of beer per month to 185,000.

On May 5, 1976, Radio Uganda announced that the government was to take over a number of companies including Uganda

Breweries. The government took full control of Uganda Breweries, running the company more or less like an extension of the civil service. This was the most serious blow to the company since the 60% stake in business corporations first announced by the government in 1970.

To worsen matters, in 1977 the government announced a freeze on the allocation of foreign exchange to businesses wishing to import manufacturing inputs and spare parts.

The collapse of the East African Community and the curb on foreign exchange allocations weakened the Ugandan beer market. Amin's fall caused damage to the economy and UBL was not spared.

At the time of Amin's fall, the managing director of Uganda Breweries was Daniel Kigozi. Kigozi had been an engineer with East African Breweries in Nairobi.

Kigozi, who was a supporter of the Uganda Patriotic Movement party led by Yoweri Museveni in 1980, left the company and fled into exile. When National Resistance Movement (NRM), came to power in January 1986, Kigozi who had returned from exile, was reappointed as managing director.

President Museveni made revival of the Ugandan economy an early priority and one of

1946

Finally, the company was formally started on July 27, 1946. The first managing director was a Dane and all the first directors of the new company were Europeans.

RICH HISTORY

the first companies he visited in 1986 was Uganda Breweries.

What surprised him was how the brewery had managed to stay afloat during the economic decline. In 1987, Uganda Breweries was producing only about 2,000 crates per week. The company produced the Bell, Pilsner and Citizen brands.

In May 1987, Uganda Breweries faced a crisis arising from tensions between Uganda and Kenya.

Over 1,300 tonnes of malt barley belonging to Uganda Breweries were held up in warehouses in Mombasa, causing a further shortage of beer in Uganda.

During these difficult economic times, beer brands from Kenya, like White Cap and Tusker were smuggled into Uganda across Lake Victoria.

Kenya Breweries even built a small factory in the



George Sutton (right), a former Managing Director of Uganda Breweries Limited at a press conference to announce a revamped Bell Lager branding

western town of Kisumu just to supply the Ugandan market. In 1989, Uganda

Breweries announced plans to expand its output to 4.2 million crates of beer per

annum by the end of 1990.

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Red Label global brand ambassador during an event



We salute Uganda Breweries Limited on 75 years and as partners we look towards a future of continued success of meeting the highest standards.



BREWED BY UGANDA

KAKIRA SUGAR



www.kakirasugar.com





Uganda Breweries Limited (UBL) was formally started on July 27, 1946. Today, 75 years on, Alvin M. Mbugua is at the helm of the company. The UBL boss, whose tenure took off in 2019, is set to take up a new role as general manager of Diageo Caribbean and Central America.

He spoke to *New Vision* about the largest Breweries' illustrious 75-year-old journey, his experience, navigating through the COVID-19 lockdown and the company as a whole

Congratulations on your new assignment. You re-joined UBL in 2019, what memories do you take with you?

Thank you. Uganda will always be memorable for the people and the natural environment. Ugandans are such friendly and goodhearted people that, even as a foreigner, you receive such warm and sincere welcomes in the shortest period of time. With Ugandans, you are always a few minutes away from a light-hearted joke.

And then the natural environment, of course. This truly is one of the most beautiful countries in the world. I have marvelled at the different scenic parts of Uganda, such as the rolling hills in Kween and Kigezi.

All of it makes you appreciate the outdoors more. I have also been honoured to climb some of the highest peaks in the country, most recently reaching the top of the Rwenzori Mountains with a team from UBL.

In simple terms, what does the momentous 75-year celebration mean to you and to the company?

It is a testament of being part of a long line of visionaries who have, over the years, managed to stay in tune with and constantly deliver value for all our stakeholders - from the Government, to the communities we source from and operate within and to our consumers.

To us, this means that our contributions to Uganda across multiple initiatives have remained increasingly relevant and we are more emboldened than ever to set targets that will see us create a deeper impact for the future, and perhaps the next 75 years.

75 YEARS AND STILL

What is the company's contribution to the economy in terms of taxes and job creation?

We have been consistently ranked as one of the country's top 10 taxpayers over the years, contributing over sh200b annually and in 2020, we paid sb304b to the Uganda Revenue Authority (URA).

With regard to employment, we are an equal opportunity employer who values diversity and we have created employment opportunities for over 30,000 people, both directly and indirectly.

Uganda Breweries injects approximately sh20b annually into farming communities and value chains to obtain locally grown raw materials for its brewing operations and also supplies our local raw material farmer communities with quality seeds, modern farming equipment, and best practice training throughout the seasons for improved productivity.

UBL defied the closure of bars to post 33% revenue growth. How was that possible in a landscape affected by the COVID-19 lockdowns?

We have been agile in the way we responded to the pandemic to ensure that our customers remained safe while having access to our quality products.

This, we did through staying innovative and realigning our marketing and distribution channels.

On the marketing side, while we focused on physical activations before the pandemic, we pivoted to digital and terrestrial television, as well as supermarkets and other retailers in the market.

With regard to our distribution channels, we strengthened our partnerships with e-commerce platforms, like SafeBoda, Jumia and Kikuubo Online.

In line with the COVID-19 crisis response, how has the company navigated through the lockdown?

It is all about understanding the consumer's needs and being agile enough to adjust when they change.

We have empowered our people to be bold,



Alvin M. Mbugua

WHAT COMPANIES CAN LEARN FROM COVID-19

Can companies leverage the lessons of their COVID-19 crisis response and accelerate the future of work?

Definitely. The lessons taught by the pandemic have shown us that businesses need to be prepared for change and disruption and a great way to do this is by staying ahead of the times and dipping a toe into future trends even before they become mainstream.

For example, online shopping, service delivery and remote working are areas that have been slowly, but steadily gaining a foothold in Africa in the last decade or so, and the businesses that had already started to experiment with these were in a good position to adapt when the pandemic came along.

We have also seen that businesses and their leaders need to be empathetic to their employees' needs. This has been pivotal during the pandemic because there have been a number of socio-economic challenges, like movement restrictions, the need for adequate healthcare cover and various other psychosocial effects.

Once catered to, we can better motivate our employees to continue to deliver the business objectives without demanding that they put themselves at risk, and the benefits of this will be felt long after the pandemic is gone, for example businesses can save the time that would be otherwise spent in traffic jams and on commutes.

OUR RECENTLY RELEASED FY2021 RESULTS TELL A STORY OF RESILIENCE, FORTITUDE AND CONSTANT INNOVATION TO BEAT THE ODDS.

radical and innovative in response to the realities of the marketplace, all with a view to delivering value for our stakeholder and our customers.

Rather than being a deterrent, the COVID-19 pandemic has manifested as an unprecedented accelerator.

It spurred us on to innovate, unlock creative thinking and find unique solutions enabling us to make leaps in several areas.

Our recently released FY2021 results tell a story of resilience, fortitude and constant innovation to beat the odds.

To ensure sustainability and keep customers satisfied, innovation around processes and products has to happen. How has UBL

scored on that front?

We have done well. UBL is a business that is driven by innovation and we are proud of the fact that this is a culture that has been strengthened within our internal processes and customer-facing interventions to increase efficiencies, reduce costs, continue to deliver for our customers and other stakeholders.

Farmers of barley and sorghum are a vital cog in the operations of the brewery business. Over the years, how have you fostered and strengthened this relationship?

We believe that the farming households in Uganda have the potential to catapult the country's economic growth with intentional support and mutually beneficial

partnerships.

We have done this through our robust Local Raw Material (LRM) programme, which, among other interventions, provide quality seeds and agricultural inputs for free or at highly subsidised costs.

This has been coupled with our highly experienced agronomists, whom we deploy in all our farming communities to provide training on best practises and on-ground support whenever needed.

We are also embarking on interventions to modernise and incorporate value-addition capabilities among the smallholder farmers from whom we source our raw materials.

This has led to our consistently increasing the tonnage of raw materials sourced locally over the years, and in turn increasing the number of households that survive off these raw materials.

We are currently working with about 25,000 farming households and spending about sh52b annually therein.

How have you benefited

the communities in which you operate under the CSR initiatives?

Our CSR initiatives are guided by an ambitious programme called Society 2030: Spirit of Progress, under which we aim to promote positive drinking, champion inclusion and diversity and pioneer grain to glass sustainability by improving our energy and water efficiencies, reducing our carbon footprint and supporting communities with Water Access, Sanitation and Hygiene (WASH).

With regard to water and sanitation, we have invested over sh4b and impacted over 2 million people countrywide with various interventions, such as boreholes in farming communities, public sanitation facilities in markets and urban slums, water harvesting systems to regional referral hospitals and restoration of forests in major water catchment areas.

Our forest restoration initiatives aim to contribute to a sustainable supply of clean water resources for the people that live in and around catchment areas

GROWING STRONG

THROUGH OUR INNOVATIONS, WE WILL INTRODUCE NEW PRODUCTS AND EXPERIENCES

while ensuring the benefits of a sufficient tree cover for the nation as a whole.

In May this year, we planted 5,000 trees in Nakaseke district, in addition to the over 300 hectares restored in Navugulu, Gangu and Nawandigi central forest reserves.

These have been done through partnerships with the Ministry of Water and Environment, the National Forestry Authority (NFA), private sector players and the Rotary Club and are part of a wider campaign dubbed, 'Running out of Trees (ROOTS) which aims to plant 40 million trees over a five-year period. The campaign is currently in its second year.



Uganda Breweries commissioning sh335m gravity water project in Bududa

20 more in parts of Lango and Teso sub-regions. We have also constructed water harvesting systems at Entebbe, Jinja and Mbarara Regional Referral Hospitals and a water gravity scheme in Bududa district, as well as clean water initiatives in Western Uganda in Kyamuhunga, Bushenyi and Mbarara.

What are the company's future plans? How does Uganda Breweries plan to consolidate the wins achieved over the past years?

We plan to consolidate our achievements and use them as a springboard to expand our capacity and impact.

Through our innovations, we will introduce new products and experiences to match the tastes and lifestyles of our growing consumers as we celebrate life every day everywhere.

As a contributor to Uganda's economy, we will continue to be the employer of choice creating employment opportunities throughout our value chain and continuing to invest in agriculture, doubling the number of farmers we support in our local raw material agenda.

In the years to come, we want 2021, the year we turned 75 to be remembered as the year we reflected on our heritage and chose a path of creating the 100-Year legacy by advancing our portfolio, re-energising our purpose and raising our brand to visibly connect with Uganda's 2040 NDP journey.

Under its Water of Life initiative, UBL set out to provide clean safe water to different people in the country. How many got

access to clean water? Where?

Our Water of Life initiatives have benefited over 2 million people first in our

immediate vicinity of Butabika, Luzira, Port Bell, Nakawa, Banda and Kiswa. Outside of Kampala, we have drilled over 30

boreholes in farming communities in Amuru, Nwoya, Gulu, Kitgum, Oyam, Lira, Lamwo, Pader, Apac and we are currently drilling

InfraBuild SERVICES LTD.

Congratulations!

Infra Build Services Ltd takes this occasion to congratulate Uganda Breweries Limited on this grand mark of their **75th Anniversary**. We are proud to be associated with you on this journey of making great brands. You brewed Bell, Uganda's first beer, and have continued to consistently produce many more amazing products.

Congratulations on this special day and many wishes for more great years ahead.

Celebrate your Platinum Jubilee with peace, and joy!

OUR SCOPE OF SERVICES OFFERED

- Building and civil engineering, construction including inter alia,
- Electrical and mechanical installation
- Carpentry and joinery
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- Terrazzo, wood parquets and tiling
- Asphalt and Bituminous
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Cheers to

75

More years of driving Uganda's growth

The Chairman, Board, management and staff of Stanbic Bank would like to join the rest of Uganda in celebrating 75 years of Uganda Breweries Limited. We look forward to more years of a prosperous partnership.

#ItCanBe

Stanbic Bank **ITCANBE**

UBL CHAMPIONS POSITIVE

By Alex Balimwikungu

When Uganda Breweries Limited (UBL) reactivated the Red Card responsible drinking campaign, the aim was to inform, sensitise and engage consumers about the dangers of alcohol misuse.

Over the years, the campaign that aimed at reducing incidences of drunk driving in Kampala was replicated in major cities around the country, with major success as individuals have since started making informed decisions about alcohol.

It was so effective. In 2016, the campaign won the award for Best Concern for Consumer Issues at the 2016 Uganda CSR Awards organised by Uganda Manufacturers Association (UMA) and GIZ.

"We recognise that our products are unique, and when misused they can be harmful. Therefore; this campaign is geared at helping people to make informed decisions about alcohol consumption,



During the launch of the Red Card Campaign

including, choosing not to drink." The Corporate Relations & Legal Director UBL, Charity Kiyemba, then said.

The multi-media campaign that engaged society through activations by engaging with consumers in the bars at point of

consumption, before the lockdown intended to appeal to people's good sense by putting the choice into their own hands.

According to an evaluation report by Millward Brown, a global research firm, previous Red Card campaigns have achieved

tremendous success in changing people's attitudes and raised awareness on responsible drinking. It has been the same case with Uganda.

In the most recent Red Card campaign in 2019 dubbed "Be Your Own Ref", Uganda Breweries' Managing Director Alvin Mbugua pointed out the positive response to the campaign.

He said their consumers, as a result of series of previous campaigns, were exercising self-control and self-discipline while consuming alcohol.

He hinged it on the positive campaign, which encouraged responsible alcohol consumption through sharing tips on controlled drinking and highlighting the benefits of responsible drinking.

He said: "Enjoying alcohol is part of life in many societies around the world.

However just like other products, when misused, alcohol can lead to individual and social harm.

At UBL, we would like to see consumers of our

Congratulations!

UGANDA BREWERIES LIMITED

BREWED BY UGANDA

We congratulate **Uganda Breweries Ltd** upon their 75 years of high Quality Production & distribution of peoples favorite Beer brands and Spirits. Thank you for enabling the region to celebrate life Everyday, Everywhere. As Balaam marketing & Promotions Agency we are Proud to be associated with You in both Products Promotions and distribution in Great lake Region for over 17 years and still counting.

We wish you a happy 75th Year Celebration!

Your Partner in Trade
Balaam Barugahara Ateenyi,
 Managing Partner
 Balaam Marketing & Promotions Agency Ltd.

BALAAM MARKETING AGENCY

We are the leading Marketing, Events & Promotions Company in the region.

Balaam Marketing & Promotions Agency Ltd was established in 1997 as Balaam Enterprises that was later incorporated as Balaam Marketing Agency in 2011 and has over the years attained the requisite competence in terms of experience, equipment, manpower and knowledge of the local context to successfully and efficiently design and execute marketing & communications campaigns. We have a wealth of experience in producing work for various organizations in a similar line of business.

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 Contact: 0772-800080 / 0705-800182

LIBERTY
In it with you

75 years is a milestone.

Here's to the lives that you have touched, and the stories you have told. To many you have been a blessing, and to this great nation you are a force to reckon with. A special thank you for the journey that we have walked together, all the accomplishments and wins. Happy 75 year anniversary UBL, here's to many more.

It is at times like this in a Pandemic that you need the full support of your Insurer's peace of mind. With Liberty, all your medical insurance needs including Covid are covered within the full Outpatient limits and full Inpatient limits

*Liberty Life Assurance is regulated by the Insurance Regulatory Authority of Uganda.

DRINKING IN NEW CAMPAIGN

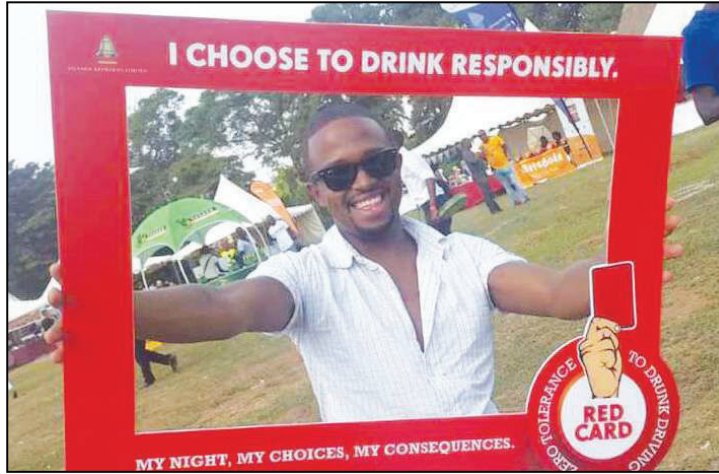
products make responsible drinking a valued and enjoyable part of life.

The positive drinking campaign informs and empowers people to enjoy our products in a moderate and responsible way."

He added: "We want people who choose to drink, to make positive and responsible choices about alcohol. They should drink in moderation, pace themselves, take water breaks and not drive under the influence of alcohol."

To spearhead the campaign, UBL re-appointed award winning musician Vinka as ambassador for the campaign. She led the campaign alongside Comedian Patrick Idringi aka Salvador and media personalities Calvin Kalule and Deedan Muyira.

Previous Red Card Campaigns were championed by Ambassadors like the legendary referee, Charles Masembe, Irene Ntale, media personalities Denzel Mwiyeretsi, Crystal Newman, Siima Sabiti,



Denzel, the Red Card Campaign Ambassador, shows off a drink responsibly placard

Flavia Tumusiime and Business man Innocent Nahabwe. Over the ensuing period, UBL interacted with consumers online in bars, alcohol selling outlets and higher institutions of learning to encourage positive drinking. A total

of 50 bars and four higher institutions of learning were covered under the campaign.

RED CARD GOES TO TAXI PARKS
In a recent report, Kampala Metropolitan deputy spokesperson Luke Owoyesigire said the

total number of accidents recorded by Police within the past decade was 164,425 and a chunk of those were commuter taxi drivers.

In Uganda, it is estimated that about 5% of all road accidents are due to drunk driving. That number more

UBL PARTNERS WITH UBER

It was Uganda Breweries Limited partnership with Uber that proved a master stroke. UBL under the "Red Card Campaign" announced a partnership with Uber where their consumers received free Uber rides to encourage zero tolerance to drink-driving.

The initiative also acted as a way to discourage any driving for people who were drinking during the festive season. It proved a success as the rides were made available through interactive engagements with consumers

Kampala Metropolitan Traffic Commander Norman Musinga then said, "I thank the UBL management for this initiative and request that such awareness campaigns be sustained in order to reduce cases of road accidents related to drunk driving in Kampala and the country at large."

Aaron Tindiseega, Operations Manager Uber Uganda, said that the Uber model was one of the most foolproof ways of monitoring the behavior of drivers because it is a mechanic that is controlled purely by the users.

than doubles during the festive season.

With such glaring statistics, it was good that the UBL Red Card ambassadors stormed the New, Old and Namirembe taxi parks to preach responsible drinking.

While at the park, the ambassadors gave tips on responsible alcohol consumption and urged

the drivers not to get behind the wheel under the influence of alcohol.

Commenting on why they took the training to the public transport sector, Rhona Arinaitwe, UBL Communications Manager, said taxi drivers are involved in drunken driving incidences and can't be left out because public transport is some form of designated driving.



BREWED BY
UGANDA

Ruparelia
Group
Congratulates

UGANDA BREWERIES LTD ON IT'S 75TH ANNIVERSARY

Ruparelia Group would like to congratulate Uganda Breweries Limited on Seventy five years of sterling service to the Beverage industry in Uganda.

We are proud to partner with you and we look forward to continued success.

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ALL PICTURES BY NICHOLAS ONEAL



A reveller enjoys his drink in a gourd at a Roast and Rhyme event sponsored by Bell Lager

By Steven Odeke

Bell Lager has transcended generations since 1950. It was the first Ugandan beer to be brewed in Uganda. It gets its name from the Port Bell pier where it is located along the shores of Lake Victoria. It was also the first beer in Uganda to win the coveted gold medal in the international Monde Selection Quality award in 1992. Today, to be seen pouring a Bell Lager in your glass, giving that clear golden yellow that gets topped by a frothy white head, says a lot about you and your knowledge of Uganda's history.

Bell looks like the typical lager with a mild aroma of some malts and little grains. It is pale gold and clear. When you take in some of it, Bell Lager offers that crisp feel, a decent balance between dryness and grainy smoothness.

Bell Lager's strength (ABV) is 4%. It can be found in almost all hangouts around the country. Bell Lager is currently Uganda Breweries Limited's flagship beer and the number one premium lager in Uganda.



A fun with a Guinness tattoo during celebrations to mark Arthur Guinness' 250th birthday



UBL's UG mix a million competition



Hanging out with a Bell



Revellers at the launch of UBL's Smirnoff Apple Ice brand

QUENCH YOUR THIRST

GUINNESS

Guinness Foreign Extra Stout was first brewed by Arthur Guinness in Dublin in 1759. Guinness has since become the number one stout in the world.

Guinness Foreign Extra Stout is the most full-flavoured of all, singular and striking, uniquely satisfying, brewed with extra hops and roasted barley for a natural bite.

Bitter and sweet. Refreshingly crisp. Pure Guinness. Guinness Foreign Extra Stout comes in a 300ml and 500ml dark coloured bottle.

TUSKER MALT LAGER is 100% malt brewed.

When you pour it in a straight pint glass, it offers that clear yellow with small white heads that eventually dissipates into tiny rings of bubbles. As a premium brand, Tusker Malt Lager was initially launched in the Kenyan market in 1996 after years as an export only brand.

Tusker Malt Lager was introduced in Uganda the same year.

It comes in a 330ml green glass bottle that has the name Tusker embossed on its sides.

I have a 330ml green glass bottle with a BB of March 2012, so it's just out of date, that I picked up last year on a business trip to Kenya.

The bottle is embossed with the Tusker name; the neck label describes it as a 100% malt lager.

TUSKER LAGER

The name TUSKER™ came about as a memorial following the death of George Hurst, a co-founder of Kenya Breweries Ltd who was killed by an elephant during a hunting expedition in 1922.

TUSKER is brewed from 100% African ingredients that are all locally sourced in Kenya; the barley is from the Savannah and the Maasai Mara, the spring water is from the Aberdare Mountains and all the yeast is developed locally which means that you feel closely connected to the brand's origins and roots.

Tusker is available in a 500ml bottle and 330/500ml can.

TUSKER LITE- BIG TASTE LOW CARBS

Tusker Lite was introduced into the East African market in 2011 as a low carb beer uniquely brewed with natural ingredients.

Tusker Lite delivers an easy drinking experience. It's time to take it easy. Easy going is all about a true enthusiasm for life, which enhances shared experiences and camaraderie, a good sense of humour, always has a positive outlook on things.

SENATOR LAGER

Senator was first brewed in Uganda in 2005. A



Uganda Waragi: proudly UBL's, proudly Ugandan



Celebrating Joanita Kawalya (Afrigo Band's vocalist) birthday



Happy Hour times are terribly missed

CHING UGANDANS' ST OVER THE YEARS

masterpiece that Ugandans have enjoyed for the last 10 years brewed here at Port Bell pier. Senator is distinctively brewed from the finest ingredients of the land (cassava, sorghum, barley), carefully grown by Ugandan farmers.



UBL has been a long time sponsor of Afrigo Band over the years



Juliana Kagwa, the UBL corporate relations director at a UBL event



A customer wins a flat TV screen, courtesy of UBL

The two Senator variants are each presented in two SKUs - 500ml and 300ml, hence the four offers to the market; - Senator Extra 500ml - the flagship brand; Senator Extra 300ml, Senator Stout 500ml & Senator Stout 300ml. In the UBL portfolio, this Senator trademark plays in the value sub-category and is UBL's biggest volume beer brand. Each of those SKUs are sold at; - Senator Extra 500ml at sh2,000, Senator Extra 300ml sh1,500, Senator Stout 500ml at sh2,000, shSenator Stout 300ml sh1,500.

filtering the beer giving it that superior liquid clarity and authentic taste. Pilsner Lager comes in a brown 500ml bottle.

NGULE

Ngule is a truly local beer, made from ingredients from the soils of Buganda to deliver a fine, taste that is fit for royalty at 6% ABV for sh1,500 only.

Ngule is inspired by the best of local Buganda culture and expertise, manufactured to high international quality standard. It is made using a core ingredient *muwogo* (cassava) from the fertile soils of Buganda, to deliver an attractive product with a smooth and pleasant taste and royal finish.

PILSNER LAGER

Pilsner Lager's style of brewing is inspired by the original process of brewing the first Pilsner in Eastern Europe.

Through the years, East African brew masters have maintained this unique process which involves cold



UBL staff participate in a ROOTS campaign in Nakasake early this year



By Geoffrey Mutegeki

UBL INJECTS SH3B TO

From responsible drinking campaigns, to environmental protection, to offering scholarships and supporting farmers, Ugandan Breweries Limited (UBL) continues to change the lives of Ugandans.

Over the past seven decades, UBL has played a leading role in transforming business and society driven by the core idea that their business can only thrive in a healthy community environment.

Recently, the company committed sh3.7b to enhance the capacity of bars to adhere to COVID-19 safety protocols.

In November, UBL and the wider Diageo Group launched SOCIETY 2030: Spirit of Progress which is a 10-year action plan to help create a more inclusive and sustainable world.

ACCESS TO CLEAN WATER AND SANITATION

Some communities in Uganda have no access to clean, safe water due to lack of rainfall and poor infrastructure.

In response to this, East African Breweries Limited Foundation has invested



People participating in a run meant to champion conservation of trees

in projects like the Water Gravity Scheme in Bududa district.

In 2018, UBL sank 16 boreholes in Acholi sub-

region, in the districts of Gulu, Nwoya, Amuru and Kitgum targeting over 2,000 of our local raw material farmer

communities.

In 2017, UBL improved sanitation and hygiene for residents of Port Bell and Kirombe by constructing

two public sanitation facilities.

In 2015 UBL in partnership with WaterAid Uganda (WAU) implemented a

three-year water and sanitation project in Bulangira, Kibuku district worth sh1b.

SUPPORT TO HEALTH FACILITIES

In 2014, UBL fully funded the construction of a water reservoir system worth sh630m in Mbarara Referral Hospital

The Jinja Referral Hospital Water Project commenced in 2012, where UBL provided a water harvesting system consisting of a central water reservoir of 100,000 litres and two overhead water tanks of 24,000 litres each.

The project cost sh360m and benefits 360,000 people per year.

Entebbe Referral Hospital in 2013 received three water harvesting tanks of 10,000 litres of capacity worth sh15m and in 2014 the hospital was added an underground water reservoir of 200,000 litres costing sh290m.

In 2014, a total of 15 boreholes were sunk in the three districts of Lamwo,





ONWARD & UPWARD!

UGANDA BREWERIES LIMITED



We congratulate

Uganda Breweries Limited

for 75 years of *'enabling Ugandans to Celebrate Life Everyday, Everywhere.'*

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FIGHT COVID-19 PANDEMIC



Former Speaker flags off the UBL ROOTS RUN, Aa campaign toraise awareness on environment conservation

UBL has trained more than 500 bar tenders under a spirits training initiative called the Master Bar Academy (MBA).

The MBA spirits training has been designed in response to consumer change in taste and preference from beer to spirits.

The winning bar tender at the last stage gets to walk away with \$1,000, an MBA iPad, unique MBA certificate and the right to be called Uganda's master bar tender.

RESPONSIBLE DRINKING

UBL recognises that its product adds enjoyment to life, but can cause harm when abused.

They therefore; encourage responsible drinking through responsible commercial communication and consumption.

They always carry out awareness and behavioural change campaigns so as to promote responsible use of alcohol in accordance with Diageo's CEO commitments

DRINK DRIVING CAMPAIGNS

In November 2011, UBL rolled out the Friends don't let friends drink drive campaign and

In December 2012 UBL launched the Red Card to drink driving which continued up to 2018.

In 2019, UBL launched the 'Be Your Own Ref' campaign with award winning artiste Vinka as the campaign ambassador supported by Calvin the Entertainer and comedian, Salvado as campaign influencers.

to sustainability and responsibility for the last 6 years.

UNDERAGE DRINKING CAMPAIGNS

From 2013 to 2018, UBL partnered with over 40 retail outlets in a campaign to curb underage drinking by discouraging sell of alcohol to anyone below the age of 18 years.

The campaign entailed commitments from the retail stores and branding at the alcohol sections and counters and responsive serve training.

In 2014, Uganda breweries went into partnership with

Straight Talk Foundation undertake a campaign to educate and sensitise young people in schools who are between 10 and 17 years on the dangers of alcohol..

From 2018 to present, in partnership with the Topowa, a youth empowerment organisation UBL continues with the school outreach program educating the youth, peer educators, teachers, parents, guardians and the entire society about the dangers of under-age consumption of alcohol.

In January 2021, UBL in partnership with Topowa

Pader and Kitgum. This project cost sh14m and benefits 15000 people. There were five boreholes in Apac, plus many other sanitation facilities across the nation.

SKILLS FOR LIFE INITIATIVE

Since inception in 2001, the Skills for Life programme has awarded over 40 scholarships to bright and needy students, who in

spite of excelling in their studies cannot afford university tuition.

In 2018, the programme changed and the focus shifted from university to vocational courses between 2018 to-date.

UBL has provided scholarships to 70 students at Daniel Comboni Vocational Institute in Gulu, Kitgum Technical Institute in Kitgum and Datamine

Technical Business School in Kampala and Masaka.

The programme partners with both private and public universities in the region among them Strathmore University in Kenya, Makerere University in Uganda and Mzumbe Universities in Tanzania just to name a few.

MASTER BAR ACADEMY (MBA)

Under the programme



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KAFURE'S JOURNEY AS LONGEST

By Denis Nsubuga

Before CK and Company Limited became a contract distributor of Uganda Breweries Limited (UBL), its proprietor, Christopher Kafure, had worked for UBL as an agent in Rukungiri district, from 1988 to 1990.

As an agent, he would get beer stock and sell it on behalf of the brewery, and wire the money on the company's account.

In 1990, UBL took over distribution, by operating its own depots. However, in 1994, they introduced the model of contract distributors working independently under the brewery's supervision.

In these three-five years' renewable contracts, Kafure says, they demarcated and assigned territories to different distributors.

Besides a distribution point, a distributor was required of a truck, trained manpower, bank guarantee with money sufficient to cover the given territory. Kafure used his



A distributors outlet in the heart of Kampala

experience as an agent to his advantage.

HUMBLE BEGINNINGS

He says with commitment and love for what he does, he was determined to grow.

"I was working in government, but resigned to do business, so this was

an opportunity for me to focus and work," Kafure says.

He rented a place in Wandegeya, where he stationed his first team of six people, including a sales person, driver, cashier, and a truck helper.

"At the start, our territory

was Makerere University, half of Wandegeya and Bwaise," he recalls, adding that their monthly sales then were 4,000 beer cases.

He is quick to add, however, that the production output at the whole brewery was also

around 40,000 cases, meaning that taking 10% of the overall output was still a good deal.

He dealt with two brands, Bell Lager and Pilsner.

Kafure says there was little competition from brands like Nile Breweries Limited and a few foreign

brands.

Fortunately, over time, the brewery grew its capacity in terms of production and portfolio.

In 1998, when the neighbouring distributor of Kawempe, Matugga, Bombo, Luwero and Nakasaogolo left, CK and Company took over the territory.

He says their sales grew to 15,000 cases a month. They also acquired another vehicle.

Nevertheless, Kafure says, the addition came with its own challenges.

"We would spend a lot on some routes. The depreciation on vehicles was also high, but we persisted. Although we were not breaking even, we hoped that time will come when our sales will grow and reflect good profits," he relays.

EXPANDING

As the population grew, production at the brewery also improved, and there was a correlation with the sales at CK and Company

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SERVING DISTRIBUTOR



Uganda Waragi, of UBL's most successful brands in Uganda

Limited. He opened distribution points in Luwero and Matugga in 1999 and 2000 respectively, which helped his company to double the volume of sales from 15000 in 1998 to 30,000 in 2003. New brands like Guinness, Tusker Malt and Senator helped to cater for different clients, grow the market,

and make the company's distribution points to sustain themselves. Over time, Kafure says UBL sent sales representatives, regional and divisional managers who help the distributor in managing and growing the market. In 2004/2005 financial year, UBL awarded his

company as the Best Distributor in the whole country. The same year, 2005, their territory extended to cover the whole of Wandegeya, Mulago, Kisementi, Kololo, Nakasero and Gayaza road, as they took over from another exiting distributor. "The brewery was

impressed with what we were doing, so when the neighbor was going, they handed his territory to us. We happily stepped," Kafure shares. In 2010, UBL awarded Kafure a token of appreciation in form of a fully paid trip to Johannesburg, South Africa to watch the World Cup with his family. He was one of the best four distributors across the country. The same offer came in 2018 for the football tournament in Russia. That is coupled with several other incentives. "I have been to UK and South Africa several times courtesy of UBL," he admits. In 2015, due to its performance, CK and Company Limited were given another territory that covered Nakulabye, Nansana, Wakiso, up to Kakiri. In the same year, UBL again awarded the company

the best distributor. The next year, 2016, he was recognised as the Longest Serving Distributor. By 2017, the sales had grown to 90,000 cases, which Kafure attributes to growing population and the company's consistency. Today, the company has four distribution points in Nansana, Wandegeya, Luwero and Matugga. In Wandegeya, the company shifted from a rented space to owned property. The company has since grown to over 100 employees and expanded to other sectors, including Agriculture and Real Estate. Kafure says the company has also bought a land in Gayaza where they are planning to put a modern warehouse suiting international standards. **MANAGING COVID-19 EFFECTS** Kafure reveals that the COVID-19 pandemic has affected business in many ways.

"All bars, hotels that we supplied are not working. CK had a big number of big bars in Kololo that contributed to 30 per cent of our business. Some routes are currently not working," he explains. Kafure says that before lockdown, they had reached over 100,000 beer cases, but that has since dwindled. He, however, says that UBL came up with a number of innovative ways to reach the customer, which helped them stay in business. These included home deliveries by motorbikes, mainly through online bookings. "They (government) closed bars, but not the distribution points, so customers found means of finding the products. The supermarkets were also open. Some clients would also come to the depot and access what they wanted," he explains. To deal with competition, Kafure notes that they rely on consistency on service delivery and maintaining a strong relationship with customers.

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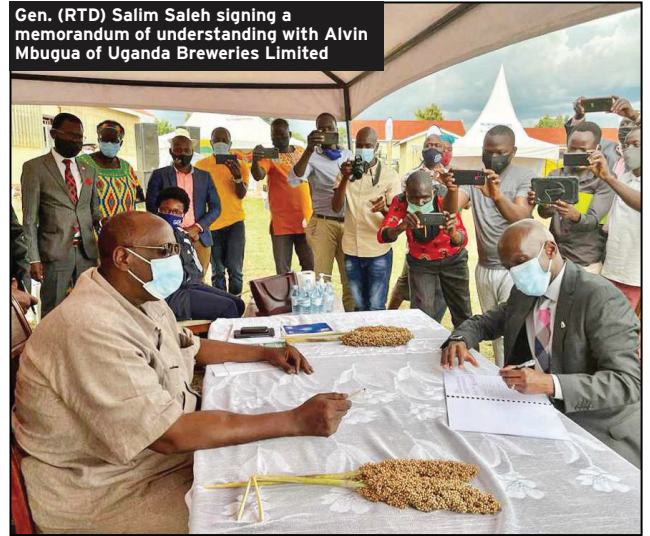
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Gen. (RTD) Salim Saleh (right), the chief coordinator of OWC with officials from UBL in Purongp, Nwoya district



Gen. (RTD) Salim Saleh signing a memorandum of understanding with Alvin Mbugua of Uganda Breweries Limited

UBL, OWC EMPOWER FARMERS

By Cecilia Okoth

Uganda Breweries Limited (UBL) annually spends over sh45b on farming communities in northern, eastern and western Uganda.

This is a significant investment in farming communities, whose biggest challenge is often a steady market for their produce.

In a bid to widen market for barley, sorghum, cassava and fruits used in making a range of alcohol beverages and spirits, the beer company recently entered into a partnership with Operation Wealth Creation (OWC).

The partnership is also intended to raise agricultural production and productivity, agro-processing and value addition with respect to the specific crops and fruits meant to be locally sourced by UBL, for the purpose of expanding the company's range of alcoholic beverages and spirit.

The two parties signed a five-year memorandum of understanding at Purongp Afro-Kai Centre in Nwoya district, northern Uganda on August 10, 2021.

Alvin Mbugua, the managing director of UBL, said joining forces with OWC increases the scope of reach, which the local raw materials have been able to attain thus far.

"As the private sector, sometimes our reach can be limited by resources and teams to manage

mobilisation efforts. Partnering with public sectors, like OWC, significantly increases the farmers that we currently reach, easily moving us from impacting over 45,000 farmers to double or more," Mbugua said.

He said both UBL and the agricultural value chain actors led by OWC will work towards marketing and advancing export promotion of the crop by-products to the wider East African Community (EAC) and the rest of Africa and global markets as a measure to create wealth at household levels.

"As we celebrate 75 years of existence in Uganda, we are celebrating this milestone with our farmers thanks to our partnership with OWC," Mbugua said.

WHY THE PARTNERSHIP

Gen. Caleb Akandwanaho also known as Salim Saleh said partnering with UBL is a great avenue for changing the adverse position of the farmers in the value chains of those strategic crops.

This, he added, can be done by improving their production and productivity and having market from a willing and ready buyer in UBL, one of the biggest manufacturers and exporters in the whole of the East African Region.

"We aim to empower small holder farmers in most of our efforts at OWC. The role of the Private Sector in achieving the Government's



WAS LAUNCHED BY PRESIDENT MUSEVENI IN 2013 TO FACILITATE NATIONAL SOCIO-ECONOMIC TRANSFORMATION FOCUSED ON RAISING HOUSEHOLD INCOMES

development agenda by driving agricultural productivity, opening up markets and facilitating increased private investment in the sector cannot be undermined," Saleh said.

He added: "I am happy that UBL has come on board to support our farmers to improve their lives. It is a win-win situation for all value chain actors. I hope to see more of such Private Public Community Partnerships (PPCPs) for other strategic crops spelt out in NDP II across the country for improved household incomes."

AGRICULTURAL CONTRIBUTION

The agricultural sector in Uganda contributes over 25% of national GDP and employs over 70% of the country's population.

This alone, provides great conduit for economic growth and economic inclusion which both OWC and the local raw materials programme

seek to contribute to in line development priorities that seek to deliver Uganda to middle income status.

The above partnership is also in line with the National Development Plan III goal of increasing household incomes and improving the quality of life of Ugandans under the theme of sustainable industrialisation for inclusive growth, employment and wealth creation.

Considering the potential to create wealth at household levels, OWC shall, under this arrangement co-ordinate other institutions of government, such as ministries, departments and agencies as well other value chain actors, such as the Uganda Grain Council to provide the necessary support and facilities to enable farmers increase their production, comply and maintain quality standards during planting, harvesting

and post harvesting management of all crops.

OWC and UBL shall jointly undertake different exercises, such as capacity building of selected farmers in the use of advanced agronomic practices and technologies, provide inputs, provide crop protection materials, such as pesticides, herbicides and phytosanitary challenges, co-ordinate extension services such as soil fertility management for purposes of increasing the yield per acre for the said strategic crops among others.

This endeavour is in consonance with these aspirations spelt out in the country's development frameworks, like the NDP III, whose signature programme is agro industrialisation.

The major aim of the agro-industrialisation programme is to address the dominant subsistence sector by increasing

commercialisation, competitiveness of agricultural production, agro-processing and facilitating import substitution, export promotion for sustainable wealth and job creation.

OWC LAUNCH

Operation Wealth Creation was launched by President Yoweri Kaguta Museveni in July 2013 as an intervention to efficiently facilitate national socio-economic transformation focused on raising household incomes and transforming subsistence farmers into commercial farmers.

UBL on the other hand Uganda Breweries Limited is Uganda's leading premium adult beverage company that focuses on the development of great brands and great people.

The company's key objectives are delivery of the highest quality brands to consumers and long term value to investors.

As a consumer-driven business, Uganda Breweries takes time to study the market, understand consumer needs, as well as how best to satisfy them, hence the move to invest in innovating and renovating brands to stay at par with dynamic consumer trends.

Uganda Breweries Limited is a subsidiary of East African Breweries Limited (EABL), the region's leading beverage alcohol company in which Diageo is a majority shareholder.

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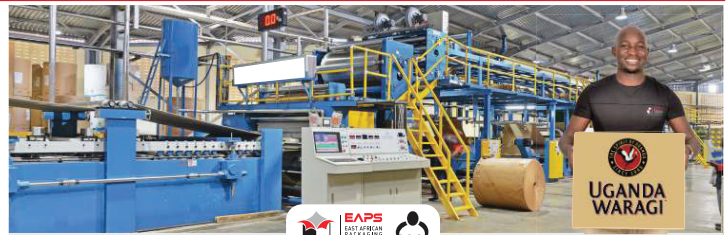
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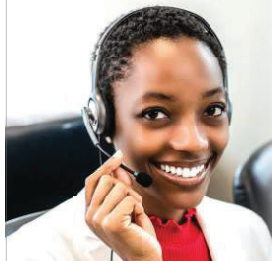
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UGANDA BREWERIES LIMITED

47 BRANDS - AN OFFERING FOR EVERY ADULT.

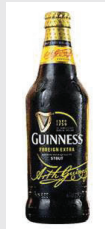
UBL Product portfolio boasts of 47 brands, all expertly brewed to international standards. It also includes some of the world's leading whiskies, stouts, beers, and gins.

OUR BEER PORTFOLIO



BELL LAGER-Live Every Moment

Bell lager was the first Ugandan beer to be brewed in Uganda in 1950. It gets its name from the Port Bell pier along the shores of the great Lake Victoria, where it has been expertly brewed ever since. It is also the first beer in Uganda to win the coveted gold medal in the International Monde Selection Quality awards in 1992 and has constantly maintained its high-quality standard from that time. It is currently Uganda Breweries Limited's flagship beer and the number one premium lager in Uganda.



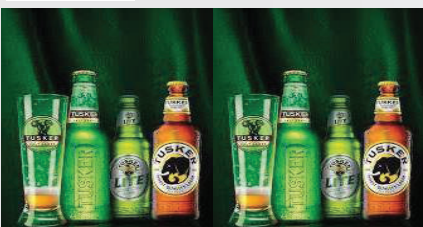
GUINNESS-Made of More

Guinness Foreign Extra Stout was first brewed by Arthur Guinness in Dublin in 1759 and introduced to Uganda in 1995, Guinness has since become the number one stout in the world. Guinness Foreign Stout is the fullest flavoured of all singular and striking, uniquely satisfying, brewed with extra hops and roasted barley for a natural bite. Bitter and Sweet. Refreshingly crisp. Always rewarding. Pure beauty. Pure Guinness.



PILSNER LAGER-Imara Kama Simba

Pilsner Lager like its tagline 'Imara Kama Simba' is a beer that is as resolute as a Lion. Its style of brewing is inspired by the original process of brewing the first Pilsner in Eastern Europe.



TUSKER FAMILY

Tusker Lager

Tusker Lager is brewed from 100% African ingredients that are all locally sourced. Tusker Lager is available in a 500ml bottle and a 500ml can.

Tusker Malt Lager

Tusker Malt Lager is 100% malt brewed. As a premium brand, Tusker Malt Lager was initially launched in the Ugandan market in 1996 after years as an export only brand. Tusker Malt Lager is brewed for longer than other contemporary lagers giving it that unmistakably rich, smooth premium taste that is widely recognized and that consumers have grown to love.

Tusker Lite- LITE THE WAY

First produced in 2011, Tusker Lite is a mild 4% ABV beer with a crisp refreshing taste and 30% less calories than most beers. It has all the bite and refreshment you would want in a beer, with a lot less carbs to deliver an easy drinking experience that won't slow you down or hold you back.



SENATOR LAGER- "Finest Taste of Our Land"

Senator was first brewed in Uganda in 2005. A masterpiece that Ugandans have enjoyed for the last 16 years brewed here at Port Bell Pier. Senator is distinctively brewed from the finest ingredients of the land (Cassava, Sorghum, Barley) carefully grown by Ugandan farmers.



NGULE- "The Royal Taste"

Launched in 2015 in partnership with the Kingdom of Buganda, Ngule is a local gem made from ingredients from the soils of Buganda to deliver taste that is fit for Royalty. Ngule is inspired by the best local Buganda culture and expertise, manufactured to high International quality standard.



OUR SPIRITS PORTFOLIO

Uganda Breweries Limited is proud to be the best custodian of leading global spirit brands; many of them have stood the test of time, spanning several centuries. We offer single malt and blended whiskies, gins, brandies, rum among others. Our global reach is matched by our broad portfolio of international and local brands. We are custodians of the top two largest spirits brands in the world, Johnnie Walker and Smirnoff, and 20 of the world's top 100 spirits brands.

UGANDA WARAGI-The spirit of Uganda



Known as 'The spirit of Uganda', Uganda Waragi, is a bold, vibrant Gin that has over the years taken a leading role in bringing people together since 1965. It is the spirit that binds Ugandans in celebration; so much so that it proudly and organically took on the colours of the Uganda Flag as it is authentic representation of the Ugandan People.

Uganda Waragi Continues to create quality and represent a world class spirit, having won the Monde Selection for 4 consecutive years.



JOHNNIE WALKER

Johnnie Walker is the biggest whisky brand in the world and its slogan has been adopted and embraced everywhere, as a rallying cry for progress, as encouragement in adversity, as joyful expression of optimism and as the best piece of advice you're ever likely to hear. Johnnie Walker comes in different Whiskey blends; Red Label, Black Label, Double Black, Gold Reserve and Platinum Label.



RICHOT

Richot Brandy is a premium, full bouquet, well matured grape brandy meant for the discerning consumer who does not compromise on quality. Matured in a single oak casks in Italy, Richot Brandy is rated 'Perfect Blend' meaning it is a blend of the best grapes matured in wood for at least 5 years.



BOND 7

Bond 7 is a very aromatic whiskey with hints of peat and fruit. The Whisky's scent combines rich, balanced notes of both holiday spice and dark caramel. Robust malt and grain are two main players on the palate whilst hints of sweet spices and ginger can also be tasted. The Whiskey finishes with extended island smokiness and a quick flash of peat. Overall Bond 7 takes the drinker on a journey from sweet toffee, through to peat and leaves them with a drying finish.



V & A

First launched in Uganda in 1995, V&A Sherry is a rich blend of the finest fruity aroma giving a smooth full filling taste, which is unsurpassed in its class. Its lush bodied flavours fill the sense with juicy subtle mouthful and crisp refreshing finish and is considered mainly a female drink because of its mild, smooth taste and sweet aroma.



UGANDA BREWERIES LIMITED

47 BRANDS - AN OFFERING FOR EVERY ADULT.

UBL Product portfolio boasts of 47 brands, all expertly brewed to international standards. It also includes some of the world's leading whiskies, stouts, beers, and gins.

GILBEY'S GIN



A classic juniper-led London Dry Gin from Gilbey's. The brand was founded in London in 1857 by brothers Walter and Albert Gilbey in the basement of a retail shop on Oxford Street. It became such a popular gin throughout the world that a license to produce it in the United States was granted in 1938.

GLENKINCHIE



Glenkinchie is Diageo's only producing lowland distillery. Founded in 1825, the Glenkinchie Distillery Co. Ltd was later purchased and restored by an association of whisky merchants and blenders from Edinburgh in the 1890s.

GORDON'S GIN



Gordon's is triple distilled to guarantee the purity of the gin, and the exact blend of botanicals has remained a closely guarded secret. Today Gordon's is the world's bestselling premium gin.

CAPTAIN MORGAN



Captain Morgan is a blend of pot and continuous still rums from Jamaica, Guyana & Barbados and is aged in oak and has a dark, full bodied colour and distinctive rich taste that are unmistakable.

CIROC



Ciroc Vodka was launched in 2003 and is the world's most sophisticated vodka. Ciroc enthusiasts embrace celebration from the sundried private beaches of Ibiza to the star-studded hotspots of Los Angeles, from the pink beaches of Jamaica to the culturally rich party rooms of Kampala.

VAT 69



The First creation of the Vat 69 blend came to be in 1882. The typical Vat 69 bottle was introduced to the market and was not changed for next hundred years. Despite the name, it is not a vatted malt but a blend of about 40 malts and grain whiskies.

CRAGGANMORE



The Cragganmore 12 years old, Distillers' Edition has a gold appearance with sweet floral fragrance, riverside herbs and flowers with some honey and vanilla with a firm body and malty taste, a long malt-driven finish with delicate aromas and light smoke. Cragganmore Single Malt Scotch Whisky is known as 'The most complex aroma of any malt astonishingly fresh and delicate'.

BAILEYS



Launched in 1974, Baileys Original Irish Cream is a unique marriage of fresh, dairy cream, Irish whiskey, finest spirits, and natural flavours. It is the perfect balancing act of aged Irish Whisky woven with fresh Irish dairy cream, a hint of cocoa and vanilla.

J&B



A mix of over 40 whiskies carefully blended together produce a smooth and complex flavour. Its unique taste and distinctive character and the world's 'party whisky', are its predominant brand characteristics.

SMIRNOFF VODKA



Smirnoff is a brand of Vodka owned and produced by Diageo. The Smirnoff brand began with a vodka distillery founded in Moscow by Pyotr Arsenievich Smirnov (1831-1898). It is now distributed in 130 countries.



Smirnoff Ice Family

Light and refreshing, Smirnoff Ice is a great alternative to beer, utilizing Smirnoff's over 100 years of alcohol expertise to create a citrus flavoured malt. Smirnoff Ice comes in two brands: Smirnoff Red and Smirnoff Black Ice. Smirnoff Ice comes in a 300ml bottles and 300ml can.

Smirnoff Ice Double Black



Smirnoff Ice Double Black is a strong blend of Smirnoff Vodka with a citrus mixer and a hint of Guarana for that extra boost.

TANQUERAY NO. TEN



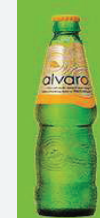
No. TEN is distilled with fresh Citrus for brighter taste. A gin like no other, Tanqueray No. TEN elevates every cocktail. The only gin made using whole citrus fruit including white grapefruit, lime, and orange, along with Juniper, Coriander, and a hint of chamomile flowers.

CAOL ILA



Caol Ila has remained undiscovered by many but has become much prized by malt lovers across the world. Fresh, sweet, fruity and smooth-bodied, Caol Ila 12-year-old Single Malt Scotch Whisky is the colour of pale straw, with a delicate balance of tastes.

ALVARO



Introduced in Uganda in March 2008. Alvaro is a unique refreshing natural malt drink. It is packaged in a stylish embossed green bottle with contemporary metallic labelling giving it that sophisticated and outstanding look.

THE VENERABLE BRAND

PICTURES BY NICHOLAS ONEAL

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In June 1990, the NRM government announced the opening up of the foreign currency market to full, legal participation of the private sector.

This helped the Ugandan beer industry start its first full recovery from the 14 years of decline, a struggle it had faced since 1976.

In 1990, the Irish brewer, Guinness, bought a stake in Kenya Breweries.

That was when the fortunes of UBL began to improve for the first time in 20 years. Kenya Breweries invested in new equipment for Uganda Breweries.

Uganda Breweries now enjoyed a market share in Uganda of over 90%.

The company acquired East African Distilleries, a producer of brands such as Bell Extra and Pilsner Red Top.

In January 1995, UBL became the first Ugandan company to go public.

The introduction of the Guinness brand in March 1995 saw an aggressive radio marketing drive and the stout quickly became a popular beer in the main

THE JUST-RELEASED FINANCIAL RESULTS FOR UGANDA BREWERIES LIMITED INDICATE THAT THE REVENUES FOR THE BEER COMPANY GREW BY 33% IN THE YEAR 2020.

towns of Uganda.

Rumours even began circulating that Guinness had medicinal powers that increased virility in men. About 18% of Uganda Breweries' profits came from Guinness at the time.

They sponsored popular concerts by Reggae star Lucky Dube and another by the British Reggae band Aswad.

Bell Lager was for many years a sponsor of the popular band, Afrigo.

beer. This made it easier for companies like UBL to import brands from partner brewers like EABL that were in demand in Uganda.

In September 1998, UBL began to install eight large storage tanks each with a capacity of 15,300 cases of beer.

It was part of the company's sh55b five-year expansion plan.

GOVERNMENT LIFTS BAN ON IMPORTATION OF BEER

On April 1, 1998, the government lifted a long-standing ban on the importation of



Revellers popping bottles at a Roast & Rhyme event sponsored by Bell Lager

By 1999, UBL was producing 17,000 crates of beer daily at full capacity.

THE 2000S

Uganda Breweries Limited rode on the excitement of the period, a new melina.

Brand managers for beer brands were akin to small gods in the corporate circuit. Bell, the venerable brand, saw a new look launched in 2011.

The new bottle saw sales increase by 17%.

In April 2014, Uganda Breweries started to focus more than ever before on the higher segment drinks, which saw drinks, like Smirnoff Ice, Tusker Malt and Tusker lite trend with urban middle-class consumers.

Fast forward: The upward trajectory continues. Despite the Coronavirus-

induced lockdown that has seen the closure of bars for almost two years now; the just-released financial results for Uganda Breweries Limited indicate that the revenues for the beer company grew by 33% in the year 2020.

According to the company, the tough operating environment has seen the brewery turn to creative e-commerce partnerships to improve distribution channels, as well as embraced e-marketing by channelling unprecedented marketing budgets to online platforms across the country.



A customer wins a motorbike in the Bell Tubbaale campaign



Models at a Guinness Power brand launch



A Bell Lager drink is always worth it



CSR campaign: UBL is passionate about the environment