



**Nigerian Breweries Plc**  
RC: 613

**2016 Annual Report and Accounts**

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**Mission Statement**

**“To be the leading beverage company in Nigeria, marketing high quality brands to deliver superior customer satisfaction in an environmentally friendly way”**

**Vision**

**“To be a World-Class Company”**

**Core Values**

**Respect; Passion for Quality; Enjoyment and Performance**

## COMPANY PROFILE

Nigerian Breweries Plc, the pioneer and largest brewing Company in Nigeria was incorporated in 1946 as Nigerian Brewery Limited. In June 1949, the Company recorded a landmark when the first bottle of STAR lager beer rolled off its Lagos Brewery bottling lines. This first brewery in Lagos has undergone several optimisation processes.

In 1957, the Company commissioned its second brewery in Aba and the name became Nigerian Breweries Limited. This was followed by Kaduna Brewery in 1963 and Ibadan Brewery in 1982. Following the coming into effect of the Companies and Allied Matters Act in 1990, the name of the Company was changed to Nigerian Breweries Plc to reflect its public limited liability status.

In 1993, the Company acquired its fifth brewery in Enugu and in 2003, a sixth brewery (Ama Brewery), sited at Amaeke Ngwo in Enugu State was commissioned. Ama Brewery remains the biggest brewery in Nigeria. Operations in the old Enugu Brewery were discontinued in 2004 following the completion of Ama Brewery. An ultra-modern malting plant was acquired in Aba in 2008.

In October 2011, the Company acquired majority equity interests in two companies, Sona Systems Associates Business Management Limited (Sona Systems), with two breweries in Ota and Kaduna, and Life Breweries Company Limited (Life Breweries) with a brewery in Onitsha (now used as a Distribution Centre). Sona Systems and Life Breweries were merged with the Company in the middle of 2012. Another malting plant was acquired in Kakuri, Kaduna as part of the Sona Systems acquisition. At the end of 2014, an enlarged Nigerian Breweries Plc emerged from the merger with Consolidated Breweries Plc. Three breweries at Imagbon, near Ijebu Ode, Awo-Omamma and Makurdi were added to the existing eight breweries as a result of the merger.

Thus, from a humble beginning in 1946, the Company now has ten fully operational breweries from which its high quality products are produced and distributed to all parts of Nigeria, in addition to the two malting plants in Aba and Kaduna. It also has Sales Offices and Distribution Centres across the country.

Nigerian Breweries Plc has a rich portfolio of high quality brands: **Star** lager beer was launched in 1949, followed by **Gulder** lager beer in 1970. **Maltina**, the nourishing malt drink, was introduced in 1976, followed by **Legend Extra Stout** in 1992 and **Amstel Malta** in 1994. **Heineken** lager beer was re-launched into the Nigerian market in 1998. **Maltina Sip-it**, packaged in Tetrapaks was launched in 2005, while **Fayrouz**, the premium non-alcoholic soft drink, was launched in 2006. **Climax**, a herbal energy drink was launched in 2010. Following the acquisition of Sona Systems and Life Breweries in 2011, **Goldberg** lager, **Malta Gold** and **Life Continental** lager, were added to the brand portfolio. The Company increased its portfolio of brands in 2014 with the addition of **Ace Passion** in addition to two line extensions of the **Star** brand - **Star Lite** and **Star Radler**. Also in 2014 as a result of the merger with Consolidated Breweries, "**33**" **Export** lager beer, **Williams** dark ale, **Turbo King** dark ale, **More** lager beer and two malt drinks, **Maltex** and **Hi Malt** became part of the Company's product offering. In 2015, the globally acclaimed premium apple cider, **Strongbow (Gold Apple)** was launched. **Star Triple X**, a further line extension of the Star brand in addition to two line extensions of the Ace brand – **Ace Roots** and **Ace Rhythm** were added to our portfolio in 2015.

The Company has an export business which dates back to 1986. The current export destinations are the United Kingdom, the Netherlands, United States of America, other parts of Africa as well as part of the Middle East and Asia.

As a major brewing company, Nigerian Breweries Plc encourages the establishment of ancillary businesses. These include manufacturers of bottles, cans, crown corks, labels, cartons, plastic crates and service providers such as those in the hospitality sector, distributors, transporters, event managers, advertising and marketing communication agencies.

