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# nibrewnews

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## IJEBU-ODE CLINCHES AMEE SUPPLY CHAIN AWARD



SHAREHOLDERS APPLAUD NB'S  
PERFORMANCE, APPROVE DIVIDEND

MUSIC MEETS FOOTBALL AT  
STAR'S #STARMUSICTHEFUSION

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## WE ARE IN THE NEWS AND IT'S BIG!

**I**t's the second quarter of the year and we have been a big item in the news and for good reasons too! We announced a change of leadership at the top of our business as Mr Johan Doyer becomes our Managing Director/CEO taking over from Mr Nicolaas Vervelde who has been assigned a new role by HEINEKEN in Asia Pacific region. Just before then, news had made the rounds when our shareholders commended our very resilient showing in 2016 at the 71st Annual General Meeting of the company.

Interestingly, we are also in the news for another big reason in Africa Middle East and Eastern Europe region of Heineken because Ijebu-Ode brewery is the winner of the region's Supply Chain award for 2016. We lead with that amazing story in this edition. Our foremost brewery, Lagos brewery has earned the TPM Bronze certification, joining Ibadan, Kakuri-Kaduna and Ama breweries which achieved the coveted bronze prize in the Heineken league of breweries in 2010, 2013 and 2014 respectively. Our flagship brand, Star lager beer is creating a lot of buzz

all over the news with its first-of-its kind Star Music the Fusion that combines music and football on one platform. With a treat to some of its consumers to see the FA Cup final in Wembley and the activation of its NPFL Star Fan Park for local league matches, Star is exciting beer, football and music lovers nonstop.

Across other segments of the market, Life Lager and Flavour, its brand ambassador, embarked on a search for a new King of High Life music with a new sponsorship platform, Hi-Life Fest. We celebrate the winner of the maiden edition of the contest. Goldberg is deepening its connection with Yoruba culture with Ariya Repete, its expanded indigenous talent hunt show for Juju and Fuji music wannabes.

Several other brand and location stories feature in the news as we report our engagement with Nigeria. Sit back and have a happy read.

*Patrick Olowokere*  
EDITOR

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# My first words to you



**I** am delighted to use this platform to communicate with you as we begin a new chapter in the history of our great company. I would like to first thank Nico for his long years of service and the immense successes recorded in his time as MD/CEO of this company and wish him many more successes in his new role in Asia Pacific.

I take over the mantle of leadership at a time when the Nigerian economy is still grappling with the challenge of a recession, the toughest in the last quarter of a decade. But I am confident that as the results will eventually show, our resilience and commitment will outlast the recession.

As I made the rounds across the company's footprints upon resumption as MD/CEO, I was struck by the level of passion, commitment and dedication you put in your jobs. It is without doubt that the proverbial 'Nigerian spirit' is more than mere say. From production through the chain to sales, I am inspired by the zeal shown in the daily execution of tasks in the company. The level of tenacity you put in to deliver the astounding results the company achieved over the last years point

to your passion for the company and it drives home the fact that you are the greatest asset of Nigerian Breweries Plc. I can say without doubt that Nigerian Breweries has the best people working for its success. So I am certain we will weather the storm and continue to build a great future for the company.

I must add that in the face of the challenging economy and increased competition, we need to adapt our ways of working to ensure we do not lose critical market share to competition especially in the growing mainstream segments of the market.

As things stand, we shall continue to drive our ambition to win in the market place with our strategy of Cost Leadership and Market Leadership supported by innovation. The success we have recorded with this strategy has ensured that we have maintained our industry leadership in spite of the difficult business environment.

As we advance towards the close of the year, all hands should be on deck to ensure that gaps identified from the first half of the year are filled and that we close the year on a high. I am confident that we shall win in this regard.

Let me assure you that Nigerian Breweries occupies a pride of place in the Heineken world and there is yet a great future awaiting it. The fundamentals of the Nigerian economy - its large population and young demography - are strong and it will continue to remain a haven for foreign direct investment from around the world.

Even though my time with you is relatively short, I believe that together we shall make a positive difference in the history of this company.

JOHAN A. DOYER  
MANAGING DIRECTOR/CEO

# Shareholders Applaud NB's Performance, Approve Dividend

**S**hareholders of Nigerian Breweries Plc have lauded its 2016 financial performance and approved the dividend proposed by the Board. The shareholders who spoke at the 71st Annual General Meeting of the company held in Lagos noted that the company's performance in spite of the very challenging operating environment, stood out as a shining example for other manufacturers to emulate.

The shareholders stated that the 2016 results and the dividend pay-out are strong signals of the resilience of the company in the face of the apparent challenges of the economy.

Mr. Sola Abodunrin and Chief Shotunde Shopeju, both shareholders, expressed confidence that the company remains in good stead to weather the present storm and deliver good returns to shareholders in the future. "I congratulate the company for remaining strong even in the storm. The shareholders are happy that the company is always coming up with new initiatives to bring good harvest and returns," Shopeju said.

Pastor Williams Adebayo from Abeokuta, Ogun state, another shareholder, congratulated the company

for the 70th year anniversary and lauded it for creating jobs for thousands of Nigerians through its local sourcing initiatives. Theophilus Adegboye from Oshogbo, Osun State urged his fellow shareholders to commend the company for proposing a 100% dividend payout at a time many quoted companies were unable to pay dividend to their shareholders.

The shareholders equally approved an increase in the authorized share capital of the Company from 4billion to 5billion Naira by the creation of additional 2

billion ordinary share of 50kobo each.

In his remarks at the meeting, the chairman of the company, Chief Kola Jamodu, CFR informed the shareholders that the company has declared a total dividend of N28, 386, 181, 179 (Twenty Eight Billion, Three Hundred and Eighty Six Million, One Hundred and Eighty One Thousand, One Hundred and Seventy Nine Naira only). This amounts to N3.58 per share and 100% earnings pay out. Shareholders had the option to choose between a cash payment or the conversion of their dividend to ordinary shares with the approval of the scrip issue.

He maintained that the operating environment in 2016 was very challenging especially from an input cost, FOREX and purchasing power perspectives. Our volume growth was in the mid-single digit region, coupled with the price increases that we implemented positively impacted our revenue growth.

He added that the "the positive results we achieved in 2016 were helped in no small measure by our Cost Leadership Agenda through which we focused on being better with revenue management, optimizing costs and a continuous process of consumer value engineering."

**“**  
**I congratulate the company for remaining strong even in the storm. The shareholders are happy that the company is always coming up with new initiatives to bring good harvest and returns**  
**”**



Shareholders of Nigerian Breweries Plc



(L-R) Mrs Ifueko Omoigui Okauru, Non-Executive Director, NB Plc; Mr Nicolaas Vervelde, former MD/CEO, NB Plc; Chief Kola Jamodu, CFR, Chairman, NB Plc and Mr Uaboi Agbebaku, Company Secretary/Legal Adviser, NB Plc at the 71st Annual General Meeting of the company in May.

# New MD resumes



| Mr Johan Doyer, Managing Director/Chief Executive Officer, Nigerian Breweries Plc

**O**ur new Managing Director/Chief Executive Officer, Mr Johan A. Doyer has fully resumed. Mr Doyer replaces Mr. Nicolaas Vervelde who has moved on to take up a new role as Cluster Managing Director of Heineken's Asia Pacific region.

Mr Doyer joined HEINEKEN Netherlands in 1978 as Product Manager. Thereafter, he held increasingly senior Marketing management positions in different regions. He became Managing Director of HEINEKEN Vietnam and subsequently, Managing Director of HEINEKEN's operations in La Reunion, Burundi, Democratic Republic of Congo, Chile and South Africa. From South Africa Mr Doyer was appointed as the pioneer Managing Director/CEO of HEINEKEN

Ethiopia where he helped to build the new organisation and integrated two acquired Breweries. He also supervised the construction of a greenfield brewery and successfully launched new brands. In a relatively short period of time, he tripled the volume of the HEINEKEN business in that country thus setting the stage for the tremendous growth that HEINEKEN Ethiopia has recorded since its inception.

Our company's Board is confident that Mr Doyer's background, wealth of experience and track record stand him in good stead to further consolidate our twin strategy of Cost Leadership and Market Leadership to sustain our position as the undisputable leader in the Nigerian Beer market.

## PUBLIC AFFAIRS TEAM ENGAGES LOCAL COUNCILS IN ABA

**I**n line with non-crisis stakeholder management strategy, the Nigerian Breweries public affairs team (south region) recently embarked on a stakeholder management drive across key local councils in Aba. The visits, led by Mr Uzodinma Odenigbo, Public Affairs Manager, South, NB Plc, were to further strengthen relationship and discuss shared areas of interest between Nigerian Breweries and the local councils in Aba.



Mr Uzodinma Odenigbo (right) standing with Hon. Prince Stanley Ogbonna, Chairman Aba North, LGA.



Mr Uzodinma Odenigbo (right) sitting with Hon. Sunday Amarachi Hanson, Chairman Obingwa, LGA.



Mr Uzodinma Odenigbo (left) standing with Hon. Emmanuel Emeruwa, Chairman Aba South, LGA.

## Ama Brewery donates Safety Jackets to Enugu State Ministry of Environment

**A**ma Brewery recently donated Safety jackets to the Enugu State Ministry of Environment and Mineral Resources in line with extending our Safety culture beyond the boundaries of our work place.

In his remarks at the presentation ceremony, the Public Affairs Manager, East, Nigerian Breweries Plc, Mr. Isaac Nwabuzor said Nigerian Breweries is committed to global standards of Safety, Health and Environment. “We are continuously building a positive SHE culture that goes beyond our organization and as such, we are always ready to partner with other institutions on matters that involve Safety, Health and Environment.”

While receiving the jackets of behalf of the ministry, the Director of Ecology in the ministry, Mr. Chigbogu Nnaji thanked Nigerian Breweries for the donation and said the jackets will enhance the field operations of the ministry and create an awareness of its commitment to the environment.



Mr. Isaac Nwabuzor, Public Affairs Manager, East, NB Plc making the presentation to Mr. Chigbogu Nnaji, Enugu State Ministry of Environment and Mineral Resources

# CHIBEST DAVID WINS HI-LIFE FEST COMPETITION



Chibest David being crowned by Flavour and Bright Chimezie



All finalists with their cheques



Flavour performing at the grand finale



Guests at the grand finale



Judges at the grand finale

**C**hibest David has emerged winner in the grand finale of the Hi-Life Fest organized by Life Continental Lager Beer. Hi-Life Fest is a talent competition aimed at discovering, training, and coaching upcoming artistes using key music industry players.

The grand finale which held at Sonia Resorts in Onitsha, Anambra saw several regional audition winners vying for top spot as the new Highlife sensation of Nigeria.

The finale followed five regional auditions held in Owerri, Port Harcourt, Enugu, Aba and Nnewi with contestants Umunakwe Nwayiaku, Roseline Akpan, Chibest David, Onuoha Kingsley and Ogbonaya Stephen emerging winners.

Judges such as Highlife legend, Bright Chimezie, OAP Tony Mbeki, and music composer, David Jones selected the overall winner of the Hi-Life Fest after watching the contestants perform.

Chibest, a student from Enugu expressed his joy after winning the competition saying: "I am so elated right now. I auditioned just like every other contestants and I still can't believe I won. I am

grateful to Life Continental Beer for this opportunity to showcase my love for Highlife music."

Speaking at the grand finale, Emmanuel Agu, Portfolio Manager, Mainstream Lager and Stout, NB Plc. reaffirmed the brand's commitment to the progress and culture of the people of the South-east while expressing his delight at the successful completion of the competition.

"We are happy to have organized a successful Hi-Life Fest competition. This competition started in April with over 150 contestants vying for the top prize, and today we are happy to say the best contestant has won. Highlife music remains an essential part of the Igbo culture, and we believe it is important to constantly remind ourselves and the younger generation of this," Agu said.

One of the highlights of the grand finale was a performance by Life Continental Lager Beer brand ambassador, Flavour who thrilled the crowd with his music.

Cash prizes were later presented to the runners-up in the competition.



# LAGOS BREWERY JOINS THE LEAGUE OF TPM BRONZE CERTIFIED BREWERIES



Team LB with TD, HBO, BM and Frank Rohmer, GSC Bronze auditor after the declaration of results

**T**here was wild jubilation across Lagos Brewery on Thursday April 6th 2017, when the news emerged that it had passed the certification audit and achieved the Total Production Management (TPM) Bronze Certification. The declaration was made by the Group Supply Chain TPM Auditor and out-going TPM Manager for Africa & Middle East and Eastern Europe (AMEE) Mr Frank Rohmer. The good news was coming after over two and half years of rigorous preparation to ensure that NB's pioneer brewery finally becomes bronze certified.

Mr Rohmer, during his comments at the end of the audit praised the brewery leadership noting that the brewery achieved great performance results with a very committed and energetic team driving the TPM program together. He charged them to make sure that the bronze keeps shining in Lagos Brewery.

Lagos Brewery joins Ibadan, Kakuri-Kaduna and Ama breweries which achieved the coveted bronze prize in the

Heineken league of breweries in 2010, 2013 and 2014 respectively.

The TPM Bronze Certification award is not just a prestigious award but it is a clear measure of a brewery's advance towards true world class performance. It is directly linked to the Heineken TPM Roadmap and recognizes a brewery progressing from 'Expansion Phase' to 'Accelerate Results' which is perfecting restoration to basic condition/expansion and moving to the leverage of complimenting results (Silver).

According to Mr Chris Okolie, Lagos Brewery Manager, the journey to the bronze certification came with its own challenges, "We had to deal with entrenching ownership on the shop floor, restoring basic conditions of plant and machinery and bringing shop floor TPM knowledge up to speed. Limitations of waste management were also a challenge we needed to work around on our journey to being certified."



T&E Pillar making their presentation during the bronze audit for Lagos Brewery



PM Pillar team making a presentation during the Lagos Brewery Bronze audit earlier

# ENUGU, UYO, ABA COME ALIVE WITH LEGEND REAL DEAL EXPERIENCE



| Timaya performing



| Orezi

**A**fter a spectacular opening of its 2017 tour in Nnewi, Legend Extra Stout has taken its premium music and comedy concert, Real Deal Experience to Enugu, Uyo and Aba.

In Enugu, Nigeria's Dance Hall King, Timaya, treated the audience to a great performance, dishing out back-to-back hits as he engaged the audience in an unending sing-along. The "Dem Mama" crooner didn't disappoint his fans who had turned up en masse at the Polo Park Mall, Abakaliki road, to meet their idol. And true to his street credibility, the "Egberi Papa One of Bayelsa" did not disappoint.

At the end of the show, an overwhelmed Timaya said: "Wow! I feel loved. It's not my first time of performing in Enugu but tonight I feel even more special. I want to say a big thank you to my fans. I really appreciate you guys. And also to Legend Extra Stout for this opportunity to interact with my fans on a face-to-face level every year. Big ups to Legend."

In Uyo, Orezi headlined the concert, thrilling the locals to his many hit songs. The excited party goers could not have enough of the artiste and kept asking for more. Orezi who promised to never stop doing music said after the show: "Uyo surprised me! Everyone was very excited and we all had a good time. I'm grateful for all the love and support and I can't wait to come back again to party with them. The Real Deal Experience was a fun show and I'd like to thank Legend Extra Stout for the opportunity."

In Aba, Harrysong and Orezi provided a double treat at the



Dr Patrick Ifeanyi Ubah (middle) receiving legend honorary plaque from Mr Emmanuel Agu Portfolio Manager, Mainstream Lager & Stout Brands, NB Plc at the Nnewi concert with them is Ken Maduakor, MD/CEO, Ken Maduakor & Son Nigeria Limited, a distributor of NB Plc



| Harrysong



| Emmanuel Agu, Portfolio Manager, Mainstream Lager and Stout brands, NB Plc presenting a prize to a lucky consumer



| Seun Lawal, Brand Manager, Legend Extra Stout, NB Plc presenting a prize to a lucky consumer

Real Deal Experience held at the C.S. Park. The singers performed their biggest hits, "Rihanna", "You Garrit", "Shoki", "Shuperu", "Better Pikin" and "Ofeshe" to name a few, before performing their only collaboration "Reggae Blues" as the guests freely took to the dance floor to 'dig it out'.

Speaking on the performance, Harrysong commented; "Legend Real Deal Experience is really an 'experience'. The fans had a great time and I did too. I loved the energy and I can't wait to be back here again soon. I always love performing for my core fans as it brings back so many memories. I had a great time, all thanks to Legend."

At the events, which were hosted by popular comedian, De Don, lucky consumers won amazing prizes ranging from generators, refrigerators, t-shirts, free drinks, and other exciting giveaways. Across the different locations, live band, Topsy Kelvano kicked off the concerts to a great start with renditions of hit songs from Reggae to Afro beat, high-life and contemporary Nigerian pop songs.

According to the Portfolio Manager, Mainstream Lager and Stout Brands, Nigerian Breweries Plc, Emmanuel Agu; "The Real Deal Experience has had four stops so far and the consumers have in every location enjoyed the experience. We are very happy with the turnout at the events and we're sure the other cities will be great. We'd like to congratulate the winners tonight and thank Timaya, Harrysong and Orezi for bringing their A-game to the concerts we have had."

The Real Deal Experience, which kicked off on February 12, 2017, in Nnewi will still visit other major cities in Nigeria in the coming months.

As part of the event, the brand identifies individuals who have contributed to the progress of the society from the state where each concert is held and honours them as legends. Speaking on why the brand is recognizing and celebrating Legends, Portfolio Manager-Mainstream, Lager and Stout brands Nigerian Breweries Emmanuel Agu said: "We believe there is a legend in every man and by celebrating achievers who have made valuable contributions to their communities, we can inspire other men to come out of their shells and be real men. It was a great honor meeting Dr Patrick Ifeanyi Ubah in Nnewi and I'm glad the people came out to not only celebrate him but to also have a great time at the Real Deal Experience".

The 45-year-old CEO of Capital Oil and Gas Limited and Chairman of Ifeanyi Ubah FC, "It's a great honour to be celebrated by Legend Extra Stout in this way. I am grateful for the award and for the fact that my Nnewi people get to unwind. It's a good thing to take the evening off to just relax."



| Guests at the event

# MUSIC MEETS FOOTBALL AT STAR'S #STARMUSICTHEFUSION

**W**hen Star Lager Beer, Nigeria's No. 1 beer brand, announced the launch of its one-of-a-kind music and football platform in March, not a few asked questions about how the brand was going to pull it off. What would happen to Star Music Trek and Star Super Fans Show? What will the concerts look like? Will there be live musical performances during live football games or what?

Fast-forward to April when Star began sending out invites to Nigeria's first ever music and football concert. Indeed, many, looked forward to the novel event. The expectations were undeniably very high and true to Star's trademark of always delivering top notch football and music experience to fans, the #StarMusicTheFusion concert was a mega hit; call it a concert of concerts and you would be spot on.

## **Eko for show!**

Where else to host the first ever #StarMusicTheFusion concert than in Nigeria's Centre of Excellence? The concert which held at the Balmoral Marquee of the Federal Palace Hotel, Victoria Island, Lagos on Saturday 6th May 2017 had in attendance some of Nigeria's most accomplished and celebrated football stars, musicians and DJs who made the event one to remember for years with their memorable performances.

Also in attendance were many football fans and music lovers who got exclusive invites to hang out with their favorite stars in an ambience of unending fun, friendship and plenty music. While the DJs, musicians and football stars competed to win the fans over with their thrilling performances, the fans clearly

were not going to be bought over that easily as they asked for more and more.

Commenting on the Lagos concert, legendary afro pop artiste, 2Face Idibia and a member of said: "Star never disappoints. Trust me, it's not easy to pull off this kind of event especially when it has never been done before, but Star, really impressed me. And not just me, you can see how much fun we all had here tonight, we practically brought down the roof."

"Nigerians love music, Nigerians love football and StarMusicTheFusion is Star Lager Beer's unique way of giving Nigerians both passions brewed exactly how they love it. Star Lager Beer is big on delighting our customers who coincidentally are millions of football and music lovers in Nigeria and #StarMusicTheFusion is a further show of commitment on our part to going the extra mile to giving our customers what they want even if we have to break new grounds as we have done with #StarMusicTheFusion which is the first of its kind in Nigeria," said Franco Maria Maggi, Marketing Director, Nigerian Breweries Plc, said:

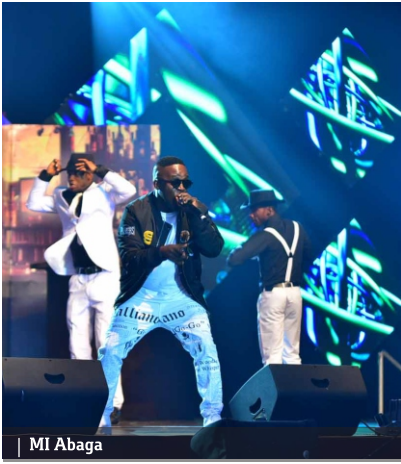
## **A little more info on #StarMusicTheFusion**

#StarMusicTheFusion by Star Lager Beer is a series of music and football concerts that combine the fun and excitement of Star Music Trek and Star Super Fans Show on one platform.

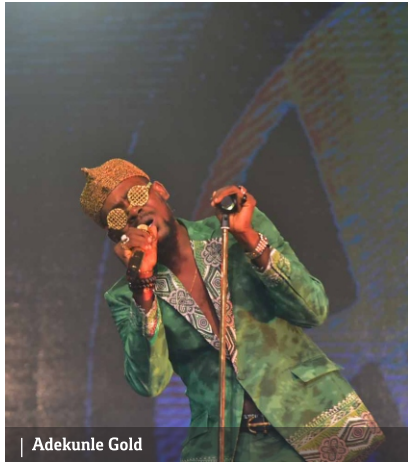
Six (6) teams comprising of two top music artistes, a DJ and a football star competed against one another during the concerts, with the eventual winner decided in a vote by fans.



| Group photo of Star the fusion team member



| MI Abaga



| Adekunle Gold



| Falz and Reekado Banks performing

“Nigerians love music, Nigerians love football and StarMusicTheFusion is Star Lager Beer's unique way of giving Nigerians what they love and exactly how they love it.”

- Franco Maria Maggi,  
Marketing Director, Nigerian Breweries Plc

Some of the celebrities who competed in the various teams at the #StarMusicTheFusion concerts included 2face Idibia, Kanu Nwankwo, Wande Coal, Yemi Alade, DJ Switch, Jay Jay Okocha, Victor Ikpeba, Davido, Reekado Bankz, Falz, DJ Lambo, Colin Udoh, Ann Chiejine, DJ Sose, DJ Consequence, Kiss Daniel, Humble Smith, DJ Big N, DJ Neptune, Ycee, and Adekunle Gold among others.

If you could not attend the Lagos concert, not to worry, there will be two more #StarMusicTheFusion concerts before the year runs out.



| Kanu Nwankwo, Franco Maria Maggi, Yemi Alade and Victor Ikpeba



| Guests at the event



| Colin Udoh, Franco Maria Maggi, Zbaba, Anne chiejine, Jayjay Okocha



| Kiss Daniel

# 5 LUCKY STAR CONSUMERS WITNESS ARSENAL'S THIRTEENTH FA CUP WIN



The Nigerian Breweries contingents with Arsenal representative at the stadium during the match

**I**n May, Arsenal Football Club against all odds, won the FA Cup for the third time in four seasons, as five lucky Star Lager Beer consumers and football lovers experienced the golden moment live at the Wembley Stadium.

The Gunners surprised many and played a very resilient match at Wembley, much to the delight of its ever-loyal fans. The 2 - 1 score-line was enough to earn the London side their 13th trophy - the most won by any team since the competition began in the 19th century.

Commenting on the record breaking feat, Udoka Oyeka one of the lucky five football fans sponsored by Star Lager Beer to see the match, said: "Even though I'm not an Arsenal fan, I have to admit that it was a great game from the gunners. Despite the odds stacked against them, they had a good outing and I congratulate them on this win. Plus I've thoroughly enjoyed myself all through my stay here. The folks at Star made sure we were very comfortable and I'm really glad I made this trip. Big Ups Star Lager Beer!"

Premium beer brand, Star Lager Beer, became Arsenal FC's official beer partner in 2016 thereby offering Star beer consumers and football fans in Nigeria a range of club-related benefits and an improved football experience which includes sponsoring its consumers to go see live football matches involving its partner football clubs.



Consumers on a tour of the Wembley Stadium



Celebration as Arsenal is crowned FA cup champion

# NB Celebrates 2017 World Health and Safety Day

**T**he annual week long Safety Health and Environment week and the World Safety and Healthy day was celebrated recently across our breweries, Sales region and depots. This year's celebration was with the theme "Embedding LSR Excel Best Practices". It was a continuation of driving compliance with the 12 Heineken Life Saving Rules from last year. Below are the pictures from the company-wide celebration:



# Farewell Nico

Nigerian Breweries recently bid a well deserved farewell to former Managing Director/CEO, Mr Nicolaas Vervelde at a bar party and a corporate dinner event. Nibrewnews brings you highlights from the engagements.





# INDUSTRIAL TRAINING FUND HONOURS NB WITH AWARD



| Mr. JK Ayo, a Deputy Director in ITF presenting the award to Niyi Alabi, Head, Employee Relations, NB Plc

**T**he Apapa Area Office of the Industrial Training Fund recently honored Nigerian Breweries with an award as Best Contributing Employer in Human Resources and Development in 2016.

The award was presented at the Fund's Annual Interactive Stakeholders' Forum held recently in Apapa, Lagos. Mr Niyi Alabi, Head, Employee Relations, NB Plc received the award on behalf of Nigerian Breweries Plc.

# IJEBU-ODE CLINCHES AMEE SUPPLY CHAIN AWARD

**W**hen news filtered in late last year that Ijebu-Ode brewery was on the verge of winning the Africa Middle East and Eastern Europe Supply Chain award for 2016, many people were surprised. The reason was simple. Prior to the integration of the brewery into the new NB after the merger in 2014, the brewery was not among the class of breweries competing for a position on the podium in the AMEE region.

Yet, as at December 2016, it was exactly two years after the consolidation and the brewery had come up to speed with the performance required to emerge as champion in all of Africa, Middle East and Eastern Europe region! Fast forward to early 2017, and the Supply Chain Director, Mr. Henk Wymenga confirmed that Ijebu-Ode Brewery outperformed the other 46 breweries in Africa, Middle East and Eastern Europe to clinch the 2016 Supply Chain award.

Mr. Collins Ejaife, Brewery Manager, Ibadan and Ijebu-Ode Breweries gives us insight into the amazing story of transformation: “It was in 2015 the Supply Chain leadership team, Mr. Henk Wymenga, Supply Chain Director and Mr. Eduardo Quintana, then Head of Brewery Operations, West, shared the vision they had for the brewery. They wanted us to come back to them with what we needed to turn the brewery around by upping performance and winning the award. I cascaded the vision to the team in the brewery. The HODs reviewed with their teams and after which the steering committee of TPM,





| The Ijebu-Ode team celebrating the award



| Collins Ejaife, Brewery Manager, Ibadan & Ijebu-Ode Breweries

made up of the HODs came up with the 'big four' using the 20/80 principle - Productivity, OPI Packaging, Combined Energy Consumption and Fixed & Variable Costs. We knew that if we focused on these 'big four', achieved and surpassed them, there was every likelihood we would win the award because success on the 'big four' would impact on every other aspect of overall brewery performance. We also went further to stretch the already high targets given to us by the Supply Chain leadership team."

### Ijebu-Ode Brewery - the history

Ijebu-Ode brewery was established in 1979 as Continental Breweries. Sometime in the 1980's the company merged with Eastern Breweries and became Consolidated Breweries Plc. In 2000, Heineken bought shares in the company and one year later bought majority shares to have controlling interest in the company. Heineken managed Consolidated Breweries separate from Nigerian Breweries where it also had controlling interest until the merger of the legacy Nigerian Breweries and Consolidated Breweries in December 2014. Mr Ejaife gives some perspective on the state of the brewery on the eve of the merger: "In terms of infrastructure, prior to the consolidation, about 70 million Euros had been spent to upgrade the brew house, buy a brand new packaging line, upgrade utilities and the entire production chain. But the results were not there. We had that much investment and productivity was still not impressive. That's where we



| Entrance to Ijebu-Ode Brewery

“

**We knew that to translate the huge resources we had to results, we needed to get the people along. We had to embark on motivational projects - We built a brand reception, a new clinic, and a new changing block. We also built a new canteen that served everybody in the brewery, regardless of grade, that's management and non-management inclusive.**

”

- Collins Ejaife  
Ijebu-ode, Brewery Manager



**WORLD-CLASS NEW INFRASTRUCTURE**



| Reception



| Canteen



| Clinic



| Bar



| Sports Area



(Front row) Kolawole Abatan, TPMC; Collins Ejaife, BM; Shola Lawani, PM; (back row) Desmond Ogwu, ICM; Christopher Okwuegbu, PKM; Whyte Amadi, BSM; Anulika Akuagbazie, TC; Kamal Tripathi, BBC; Ayo Boyede, RLM; Mutairu Salami, EM; Kuphrey Eshiet, HRBP and Kayode Giwa, BSO

came in and made the change. We translated the resources into results.”

### The people connection

“When we came in, we had to embark on some “people projects”, Mr. Ejaife continued. “We knew that to translate the huge resources we had to results, we needed to carry the people along. We had to embark on motivational projects - We upgraded the Brewery Reception, Employee welfare block, built a brand new clinic. We also built a new canteen that served everybody in the brewery, regardless of grade, that's management and non-management inclusive. Hitherto, we had management dining area different from non-management; Not NB style! Both canteens had to be merged. Same story for toilets, management different from Non-management. This we also had to merge. We provided a new car park and walk ways as well. But we also needed to be tough on our people. The goal was to pull up performance and we needed the people to drive the high targets we were chasing. So the fine balance of meeting the needs required to

deliver and staying disciplined to deliver those targets was fully met.”

### The Dream Team

For the Brewery Manager, the successes recorded in the change management speaks volume about the leadership team that delivered on the transformation of the people. “We could not have delivered on the results we achieved if we did not have a great team with the set of HODs that did the turnaround of the brewery. Just like you have in football and basketball teams, I call them the dream team. I make bold to say that Collaboration and Empowerment captured in our New Ways Of Working campaign recently introduced by our immediate past MD- Mr Nico Vervelde, was already running full swing in Ijebu-Ode brewery prior to its introduction to the wider business. It's amazing how the goals and objectives are shared and the teams support one another to achieve them. The passion and commitment amongst the members of the team is unrivalled.

“  
**One of the critical elements we decided we had to make a quick impact on was the people. We decided to satisfy and motivate the people so we could get them to meet the targets cascaded. Our quick wins was on welfare.**  
 ”

- Kuphrey Eshiet,  
 Human Resources Business Partner, Ijebu-Ode Brewery

Kuphrey Eshiet, former Human Resources Business Partner, Ijebu-Ode Brewery, speaks on the changes which led to the spike in performance: “One of the critical elements we decided we had to make a quick impact on was the people. We decided



| Ijebu-Ode Brewery team celebrating 1million Hectolitre on a single line

to satisfy and motivate the people so we could get them to meet the targets cascaded. Our quick wins was on welfare. The infrastructural changes and upscaling the knowledge and competence of our employees. We could not achieve the vision to be the best brewery in the region with the level of knowledge and competence of our employees at the time. We also needed to draw parity and alignment on their job grades with similar jobs in other locations. It's amazing how these changes in welfare, training and development and career brought about a complete turnaround in performance.

Eshiet supports Ejaife's view that Ijebu-Ode Brewery epitomizes Collaboration and Empowerment in Nigerian Breweries: "Empowerment came by way of training and coaching - and employees had the knowledge, skills and competence to work, to make the most effective decisions that impacted performance. For Collaboration, we had to unify the vision for the brewery. It was no longer a case of working in silos where the different units



| Chinyere Oguale, Head Brewer, Ijebu-Ode Brewery



**The One Million Hectolitres milestone was the foundation on which the Super structure in this case the AMEE award was built on. We took the entire volume and split it into weekly and monthly volume targets backed up by a robust reward system once the targets were met.**



- Chinyere Oguale,  
Head Brewer,  
Ijebu-Ode Brewery

had their separate objectives and targets. At the table, we shared the same agenda and were fully aligned on the vision. So a staff in Packaging could easily share insights on the KPIs of the brewing department for example, and highlight challenges and possible solutions there as well. We started building cross functional teams and got people to understand that we are not competing amongst ourselves. When we set these in motion, employees took flight! They let loose and it was remarkable the number and quality of ideas we started getting. People felt empowered to contribute to the overall success of the brewery. It was not enough that they had access to good leadership to contribute, but we took their contributions seriously. We evaluated them and gave feedback on achievement and reasons why we couldn't execute in the event that the projects could not be implemented at the time.

Engineering Manager, Mutairu Salami throws light on how the brewery optimized productivity. "We did a lot of gap analysis

“

We have good systems in place to maintain standards but more importantly also people who have been well trained and who are motivated and disciplined to maintain sustainability of their result. Time will tell but it is not impossible.

”

- Henk Wymenga,  
Technical Director, NB Plc

during our brain storming sessions and came up with various scenarios to optimize productivity as far back as 2015. We understood clearly that to win in 2016, we had to start planning in 2015. Based on the volumes allocated to us, we knew we could achieve our targets with just one line if we optimized its efficiency. We have two lines, Lines 2 and 3. Line 3 was relatively new and full of potential. So we moved all resources towards ramping up the performance of Line 3. Our analysis also revealed gaps in water, electricity and thermal energy consumption. 50% of those gaps were taken care of with the complete shutdown of Line 2. We cascaded the targets to our teams on the need to ramp up the OPI of line 3. This will create corresponding push and pull effect on logistics and brewing department. 2015 was the year of preparing the ground for 2016 because we started recording the gains early enough before the decisive year.”

It was a complete turnaround for the brewery as the results started coming in. Packaging Manager, Christopher Okwuegbu emphasized the upswing in performance with the changes made. “Our OPI pre-merger was hovering between 46 and 50 percent and that was in spite of the fact that we had a relatively new line (Line 3) in addition to Line 2. However, with the changes made and achieved, we closed 2016 with OPI of 72.2%.”

### One Million Hectolitres packaged on Line 3

Mr Okwuegbu proudly recounts the making of history when the brewery successfully produced one million hectolitres on the optimized Line 3. “It was almost too good to be true. But the changes we had put in place had ensured we saw this remarkable feat coming. Week after week, we kept delivering and surpassing our stretch targets.”



| Henk Wymenga, Supply Chain Director, NB Plc

Chinyere Oguala, Head Brewer, Ijebu-Ode brewery who also doubled as the Technological Controller of the brewery during the period lends her voice to the achievement. “The One Million Hectolitre milestone was the foundation on which the super structure, in this case the AMEE award, was built on. We took the entire volume and split it into weekly and monthly volume targets backed up by a robust reward system once the targets were met. This translated to certain Number of brews/day and Cu Packed/day. The enterprise spirit of our people were unleashed as people started brainstorming to improve OPI, Number of brews per day, drive for empties etc. We moved from making 9 brews/day to 11-12 brews/day and packing 50,000cu/day to 57,000cu/day. Healthy competition developed across the shifts as they strove to beat the record of the previous shifts. All these were achieved in a sustainable way without cutting corners!”

Toward the last quarter of the year, when empties availability threatened to derail the plan; with the unalloyed support of the then- HBO - West Mr Eduardo





| Packaging Hall



| A toast to a brilliant team

Quintana, we proactively engaged HQ and sister locations in the west region who supported us enormously with empties to deliver the volume.

She also highlights other key milestones that ensured the brewery clinched the AMEE award: Our Excellent Taste Test Score is key because once the quality is right, it creates the ambience to focus on other KPIs to deliver the award. The extract loss reduction from double digit to sub 5% provided the driving force to unlock efficiencies needed for the other KPIs. Achieving our monthly base volume was also important, we were consistently hitting high levels of brews per month. It is at this critical volume that KPIs like Productivity, Energy & Water are positively impacted.

Kolawole Abatan, TPM Coordinator, Ijebu-ode brewery clarified that the news of the big win was no surprise to the team. "From the outset, we already set our sail. We knew our targets and we knew what we had to do to get there. On a monthly basis, we did our simulation using the Brewery Comparison Systems (BCS) and adjust our strategy where necessary. With the level of shopfloor team involvement and collaboration within the entire team, it was not a surprise to us when the news came that we had won."

### How sustainable the feat?

It's no secret that no brewery has won the award twice. It will become a remarkable feat if Ijebu-Ode Brewery can win it back

to back. Brewery Manager, Mr Collins Ejaife says "We won it in 2016 and we have told ourselves that for this year, we want to be top three at the minimum; and that's a high target! This is because after winning the award, your improvement margins, which amounts to 50% of the total score is reduced. However, with the simulation and progress we have made, we are confident the Top-Three ambition for this year is very achievable.

Supply Chain Director, Henk Wymenga corroborates the Brewery Manager's stance "We have good systems in place to maintain standards but more importantly also people who have been well trained and who are motivated and disciplined to maintain sustainability of their result. Time will tell but it is not impossible. However it is a well-known secret that there is another brewery very eager to win the AMEE cup. I will not reveal its name but it is located in Imo."

### What is the next big ambition for Ijebu-Ode Brewery?

Mr Ejaife says the next big ambition for Ijebu-Ode Brewery is to be bronze certified. In his words: "Bronze certification is a measure of the level of perfection you have taken a brewery to. But we do not plan to achieve that this year because we still have some infrastructural investments to make to take us to that level. It's the next big thing for us in the very near future."

### The Vox Pop

Anwuli Akobazie - Technological Controller, Ijebu-Ode Brewery

Ijebu-Ode Brewery won the AMEE SC award without a substantive Technological Controller. I'm here as the Technological Controller now and you will understand when I say it's a lot of pressure to work with this team. I have to contribute to improve on the performance of the brewery than I met it. They don't just achieve performance on paper, they do so on the shop floor. This is where I have seen Daily Control System (DCS) and Morning of the Shop floor (MOS) work effectively. The changes are sustainable and people oriented. It's an amazing team! Collaboration is great and with the lean organization, because of our volume size, you cannot get the kinds of results Ijebu-Ode turns in without empowering the people on the shop floor.

### Aanu Adeyemi Automation Engineer, Brewing and Utilities, Ijebu-ode Brewery

The level of collaboration and support here is fantastic and how hierarchical tendencies are not a factor to consider. People have access to leadership and feedback is effective. The model we have for collaboration and empowerment in this brewery is something I trust we should roll out across all our locations in the nearest future.



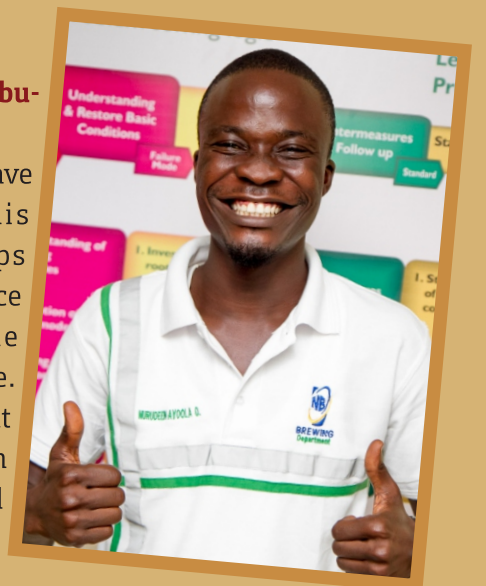
### Kuyegba Omotola Boladale Brewery Panel Operator, Ijebu-Ode Brewery

From a brewery with almost 25% extract loss to a brewery with less than 5% extract loss. It takes a lot of hard work and knowing what to do, when to do it, how to do it and why you are doing it. We have structures to ensure continuous improvement. The quality of training we have received has upped our skills. Today, we know that a drop of water wasted impacts our overall performance. We are a different people and that's why we could deliver a result that is a departure from our historical antecedents.



### Nurudeen Ayoola Filtration Operator, Ijebu-ode Brewery

I'm a changed man. I have done 5 years in this brewery and the gaps filled in my competence level since after the merger has changed me. I know a lot better about the impact of my job on overall goals and objectives and through the guiding team of the brewery I can make contributions on any aspect of overall brewery performance.



# “33” EXPORT UNVEILS ‘CITY OF FRIENDS’



Nfom Bassey, Brand Manager, “33” Export Lager Beer; Franco Maria Maggi, Marketing Director, NB Plc; Emmanuel Agu, Portfolio Manager, Mainstream Lager & Stout Brands and Patrick Olowokere, Corporate Communication/Brand PR Manager at the launch.



| Franco Maria Maggi, Marketing Director, NB Plc



| Guests at the launch

**“33”** Export Lager Beer, the number one friendship beer, recently unveiled ‘City of Friends’ at a press conference in Lagos. The City of Friends is a platform to encourage friends to celebrate one another, and highlight the time-tested values of friendship. The three day event will bring together friends from across the country to celebrate the values of friendship in an atmosphere of music, dance and fun.

“We are taking advantage of this globally recognized day of friendship to deepen the brand’s core proposition to its consumers by unveiling the City of Friends,” said Franco Maria Maggi, Marketing Director, Nigerian Breweries Plc., while speaking at the launch. “For three days, consumers and friends of “33” Export will come together to celebrate the values of friendship - loyalty, fun, companionship, and goodwill - in a festive atmosphere courtesy of the number one friendship beer.”

Artistes include 2Baba, Timi Dakolo, Wole Ojo Mfon Ekpo, M I Abaga were among celebrities that turned out for the grand finale of the “33” Export ‘City of Friends’ held on the 30th of July, 2017. The event, was a celebration of friendship that started on Friday, 28 July, and was held at the BeachFront, Behind Landmark Event Centre, Oniru, Lagos.

Hosted by actor and presenter, Gideon Okeke, the grand finale featured performances by the Afrobeat legend, Femi Kuti, Africa’s biggest rapper M I, 2Baba and Phyno, as friends hosted at the event were also entertained with games and competitions in an atmosphere of fanfare.

The ‘City of Friends’ experience, a 3-day event to celebrate the World Friendship Day with consumers and lovers of “33” Export Lager Beer, provided thrilling musical performances from other top artistes and Disc Jockeys such as

9ice, Orezi, Ycee Flavour, Seyi Shay, Cynthia Morgan, Small Doctor, DJ Neptune, DJ Lambo among others.

Celebrated every July 30, the World Friendship Day is a day set aside by the United Nations to promote the role of friendship in fostering peace in many cultures across the world. “33” Export Lager Beer, the No. 1 Friendship Beer, is leveraging on its essence to promote solidarity, mutual understanding, and reconciliation amongst friends.

“33” Export Lager Beer is a national premium beer brand committed to the values of friendship.

# SMALL DOCTOR ENTERTAINS IBADAN FANS

## AS SHOOTING STARS PLAY IFEANYI UBAH AT THE LEKAN SALAMI STADIUM



| Guests at the Star fan park

**F**ast rising music star, Small Doctor, treated fans of Shooting Stars of Ibadan and Ifeanyi Ubah FC to an afternoon of music and fun during Sunday's NPFL match between the two teams.

The popular Agege-born artist known for his energetic stage presence and street-inspired lyrics brought an exciting experience to fans at the Lekan Salami Stadium in Ibadan.

Small Doctor's beautiful Sunday performance follows a similar one by Falz the bahd guy at the Agege stadium in March and Reekado Banks' surprise appearance at the Liberation Stadium during the match between Enugu Rangers and Rivers United in Port Harcourt earlier this year.

An obviously excited Small Doctor said: "Lagos to Ibadan, Abuja to Enugu, you can't deny the obvious energy and fun spirit of my fans. Normally we, artistes, meet our fans at music shows, but this new platform by Star and NPFL makes it all the more unique and interesting as I get to entertain my people during and after a live football match. It's a great experience and I'm glad to be part of this. So I say a big thank you to Star and my many fans for always supporting me."

The music appearances at NPFL match venues demonstrates Star Lager Beer's support for a complete football and music experience during live matches in the domestic football league.

In addition to giving the football fans an



| Small Doctor performing at the stadium

unforgettable fun experience, Star Lager beer also rewards fans with exciting prizes.

Speaking about STAR's decision to partner with NPFL to bring music and fun to live football matches, Portfolio Manager, National Premium, Nigerian Breweries Plc, Tokunbo Adodo stated that; "As you know we've already been to Port Harcourt with Reekado, Agege with Falz the bahd guy, and now we brought Small Doctor to thrill Football and music fans in the historic city of Ibadan. Star Lager Beer is always committed to everything Nigerian which is why we partnered with the NPFL to bring live music performances to football matches. And you can see the fans had a swell time irrespective of whether their team won or lost. It is that spirit of brotherhood, sportsmanship and excitement that defines Star's fun park."

The fun and excitement of the Star fun park will come to a stadium near you in the course of the NPFL league season. Keep rooting for your local team as Star Lager Beer's fun park will be visiting other NPFL matches in the coming weeks.



| Shooting Stars FC



| Ifeanyi Ubah FC



| Small Doctor thrilling fan at the park



| Guests at the Star fan park

## Awo-Omamma Brewery Host 2017 Conference of National Technical Managers (NTM)

**T**he National Technical Managers (NTM) recently converged in Awo-Omamma for their annual conference. The Team led by the Technical Director; Mr. Henk Wymenga in accompany of Head, Brewery Operation East, Mr. Samson Aigbedo stormed the brewery for their 2017 1st quarter conference. They were welcomed by the entire management team of Awo-Omamma brewery led by the Brewery Manager, Mr. Babatunde Jinadu.



| National Technical Managers

## NB TEAM VISITS CUSTOMS AREA COMPTROLLER, IMO/ABIA COMMAND.

**A** team from Nigerian Breweries paid a courtesy call on the Customs Area Comptroller Imo/Abia, Comptroller Aliyu Mohammed. The NB team was made up of the Head Government Relations, Mr. Vivian Ikem, Tax & Treasury Manager, Sola Ismail and the Public Affairs Manager South, Mr. Uzodinma Odenigbo. The visit was aimed at sustaining the strong relationship with the Nigeria Customs Service.

While welcoming the visitors, Comptroller Aliyu Mohammed commended NB Plc for its contribution to the Nigerian economy and particularly for partnering with the Nigeria Customs Service on several platforms. He emphasized that he was always pleased to welcome NB Plc because of its outstanding commitment to nation building. Comptroller Mohammed urged the Company to embark on expansion project in the breweries to increase production lines which will ultimately lead to the increase in revenue for the Service.



| NB teams with Custom Officials during the visit



| Burna Boy performing at the event

# UEFA CHAMPIONS LEAGUE PORT HARCOURT, L #CHAMPIONTHEM WITH HEINEKEN



| Guests at the event



| Guests at the event

**H**eineken, the premium beer brand and sponsor of the UEFA Champions League ensured that football fans in Nigeria had an unforgettable final match with a VVIP UCL experience at Higi Haga Bar, Trans Amadi, and Bay Lounge, Lekki in Port Harcourt and Lagos respectively.

Leading up to the final, the 2016/2017 UEFA Champions League had produced several nights of breathtaking football with fans across Nigeria being part of the exciting campaign.

“The Champions League is the most watched club football competition in the world, and some of the most magical moments in football have been created during the competition,” said Ngozi Nkwoji, then Senior Brand Manager, Heineken. “Heineken’s goal is to ensure football fans express their love for the game by championing the match, and enjoying an



# FINAL: AGOS FANS MATCH



| Happy guests at the event



| Guests at the event



amazing end to another season of top class football.”

The atmosphere at both locations in Port Harcourt and Lagos was supercharged as excited fans trooped in to champion the match and witness the end of an exciting Champions League season. The final match between Real Madrid and Juventus was filled with several moments of quality and magic with the Spanish team winning the title for a record 12th time.

The Heineken VVIP UCL experience continued with a fun-filled after-party featuring exciting performances by artiste, Burna Boy, and superstar DJs, Big N and Neptune.



| Guests enjoying the music

# N-WOW: PROJECT CLIMAXES WITH WINNERS EMERGING FROM COMPANY WIDE COMPETITION

**T**he project (was birthed at) a Key Managers Workshop that reviewed the company's strategy and its continued relevance to the future of our organisation. During the workshop, it was recognised that Silo Mentality and Hierarchical Tendencies were the top two (behaviours identified) that could prevent our company from leading into the future, (Bureaucracy and Recognition were the other two).

Following the workshop, employees were invited to participate in the Vision and New Ways of Working (V-WOW) Challenge in the different brewery locations and sales business units of the organisation including Head Office. The challenge gave everyone the opportunity to contribute to the strategy by coming up with ideas on what the company should do to improve our ways of working.

The recurring conclusion from the presentations at the grand finale of the challenge was that our strategy of Market Leadership, Cost Leadership supported by Innovation are relevant to winning in the future. However, there was a general consensus again amongst all employees on the need to review our ways of working to correct Silo Mentality and Hierarchical Tendencies. At the end of the challenge, Makurdi Brewery came out tops followed by Head Office and Ijebu Ode Brewery in that order.

The summary of feedback from the challenge prompted the Exco of the company to set up a working team, to drive the New Ways of Working Project. Collaboration and Empowerment were adopted as replacements for Silo Mentality and Hierarchical Tendencies in portraying the desired future of working relationships.



| Former MD/CEO, Mr Nicolaas Vervelde with the Makurdi Brewery team after Makurdi Brewery was announced winner of the V-WOW Challenge

The project commenced with Give and Get sessions between the core departments: Sales and Marketing, Sales and Logistics and Logistics and Technical. Members of the leadership teams of the departments took feedback from their teams and shared same with the other departments. Shared Key Performance Indicators (KPIs) were also agreed on by the various departments.

After the Give and Get Sessions, a company-wide cascade on the new behaviours was conducted to ensure the understanding and buy-in of all employees. Change champions were nominated across all locations, departments and business units. The champions converged in Lagos for a one-day train the trainer session to agree on the common message to be shared with all employees.

These drivers of change held multiple sessions in their locations and from those sessions, actions were agreed about what specifically could be done to further entrench Collaboration and

Empowerment in the company.

Following the cascade, the "Tell your N-WOW story" competition was launched and it involved employees recording a video to demonstrate their experience of Collaboration and Empowerment in Nigerian Breweries. At the end of collation period, the judges selected the best eight videos based on set criteria including: Understanding of concept and action taken, Result of action, Impact/reach of action and Creativity and conciseness of video.

**The winning entries:**

**Osasu Oviawe - Awo-Omamma Brewery-Empowerment**

Osasu empowered shop floor workers by encouraging them to anchor and facilitate monthly KPI meetings. He also assigned First Line Managers as mentors to these employees. He ensured that each employee's KPIs is aligned with brewery objectives; not more than 7 KPIs in work plan to place more emphasis on what is





| Photo from one of the sessions



| Another photo from one of the Cascade sessions

important. He set up a system to reward collaborative behaviours monthly.

The outcome of his idea improved ownership, focus and motivation of employees in the achievement of brewery KPIs.

#### **Olakunle Olatuja - Ijebu-Ode Brewery - Collaboration**

Olakunle developed a plan for the maintenance on the waste water treatment plant which he shared with his line manager. Once approval was given to go ahead, he worked closely with his colleagues in the execution of the plan. With the idea, Olakunle impacted Cost savings in the brewery as the maintenance work is now carried out by employees and not external consultants.

#### **Idris Oseni - Lagos Brewery - Collaboration**

Idris was able to resolve a breakdown on the line through a collaborative effort with the Information and Communication Manager and Automation Engineer. With their collaborative effort, they were able to restore the Presco Machine (empty can inspection machine) on Lagos Brewery Canning Line 8 - a downtime which lingered for more than 2 days.

#### **Zechariah Ogunbushola - Awo-Omma Brewery - Empowerment**

Zechariah empowered a direct report

who had just completed his mechatronics training to carry out a HeiQuest compliance project on a Packer/Unpacker machine. He gave adequate information about the project and provided necessary guidance. The direct report was able to complete the project with minimal supervision. As a result of the project, Packer/Unpacker on line 3 are now HeiQuest compliant.

#### **Kadu Ondiok - Aba Brewery - Empowerment**

Kadu empowered the Store Assistant by initiating and supervising a skills development plan. The Store Assistant is now able to compile reports and also understands these KPIs and how they contribute to overall performance of his department and brewery. His idea led to a seamless operation in the department as all team members irrespective of level are able to compile and interpret the departmental report.

#### **Luke Ezima - HQ - Collaboration**

Luke worked closely with his colleague in the Lagos Region in achieving incremental growth in the sale of Climax (PET & Can) by capitalizing on a promo. They ensured the delivery of products to stores without NB products often crossing territories in support of each other. The teamwork ensured incremental growth in climax in the Lagos Region.

#### **Oladugba Afolabi - Ama Brewery - Collaboration**

Afolabi ensured a fault in the labeller was corrected by getting two other colleagues to work with the technician fixing the problem. The collaborative effort of the team ensured that the machine was promptly restored to production. Their efforts minimized losses due to the prompt resolution of the fault on the labeller.

#### **Okwaraoha Augustine Uche - Ama Brewery - Collaboration**

Augustine organized an informal meeting with other colleagues in the bottle sorting unit to brainstorm on how to improve their operations. The team came up with a number of ways some of which are better communication and teamwork between the sorters. They succeeded in reducing the number of foreign bottles going into the machine.

Although the project is completed, a number activities will continue within the company to promote our new culture underpinned by collaboration and empowerment.

If you would like to share how you have collaborated and empowered others in Nigerian Breweries you can send a testimonial (video or written) to [newwaysofworking@theineken.com](mailto:newwaysofworking@theineken.com)

Editor's Note: The N-WOW project ended successfully in June 2017 and Toyin is now returned to Mainstream HR as HR Business Partner Sales.

# GOLDBERG

INSPIRES INDIGENOUS TALENTS WITH **ARIYA REPETE**



| Fuji and Juju music contestants of Ariya Repete

**O**ver the last years, Goldberg has deepened its bond with the people of the South West Region of Nigeria with its talent hunt competition, Fuji t'o Bam, but the brand recently decided to expand scope to include Juju music, the other indigenous Yoruba music genre in a new and expanded platform, Ariya Repete.

According to Emmanuel Agu, Portfolio Manager, Mainstream Lager and Stout brands, "Goldberg is using the new platform to extend its drive to discover new talents in the two indigenous Yoruba music genres and the move is in line with its commitment to promote the cultures and traditions of the people of South

West Nigeria. It is therefore calling on talented young men and women who aspire to become the future stars of Fuji and Juju to enter for the auditions."

The inclusion of Juju music on the Goldberg music talent hunt platform is also informed by feedback from lovers of the music during last year's Fuji t'o Bam competition, who called for its addition as some aspiring Juju acts tried to pass off as Fuji musicians so as to get a chance to contest on the Fuji t'o Bam platform.

With Ariya Repete, Goldberg plans to bring to its consumers the best of both music genres and an unparalleled experience with contestants from both categories to compete in their respective capacities for a grand prize of One million Naira (N1,000,000) and a recording deal each.

The auditions which has gone across the South West produced 40 contestants in the quarter final stage, with 17 from Juju music and 23 from Fuji.

The semi-finals would take place on July 14th in Abeokuta with the grand finale scheduled for July 21st in Ibadan, Oyo State.



“Goldberg is using the new platform to extend its drive to discover new talents in the two indigenous Yoruba music genres and the move is in line with its commitment to promote the cultures and traditions of the people of South West Nigeria.”

In the quarter finals, 32 artistes selected from the auditions would be reduced to 10 and this would be further pruned to five for the grand finale.

At the grand finale, Onimama Fausiya and Leye Williams both emerged overall winners in the Fuji and Juju categories respectively at the event which took place at Trans-Amusement Park, Ibadan. Each received a grand prize of One Million Naira (N1, 000,000) and a recording deal. We will bring you a full story of the grand finale in the next edition.

## ICAN PRESIDENT VISITS IBADAN BREWERY

**T**he President of the Institute of Chartered Accountants of Nigeria (ICAN), Deacon Titus Soetan, FCA, recently paid a familiarization visit to members of the institute in the Oyo State District of the institute.

During the visit, the President encouraged ICAN members in the brewery to be dedicated and diligent money managers.

The President and his team were taken on a tour of the facility during the visit.



The group photograph with the brewery management team and the ICAN Team

# Building our Community

## ...as a company and an individual.

**O**ur Communities bring a wealth of benefits to our company and as a person. If your community is corrupt, there's a high chance of you being corrupt too. A community is a small or large social unit (a group of people) who have something in common, such as norms, religion, values, or identity. As a company, Growing with Communities (Community Empowerment) is the focus of our Corporate Social Responsibility initiatives and it is aligned with our philosophy of "Winning with Nigeria". Over time, we have done several projects to improve our community such as our construction projects through the Nigerian Breweries-Felix Ohiwerei Education Trust Fund (NB-ETF) where we have built over 280 classrooms, Libraries and toilets, our employee volunteer program, Brewing a Better World Challenge where we cleaned, painted, and counselled secondary school students on various career options, Beyond the School, Golden Pen Awards to promote objective reportage of journalism, National Arts Competition, Maltina Teacher of the Year and so on.

### Impact of developing your community

A community-minded business (and individual) will reap the benefits in the long run. Some of these benefits include Good reputation, High self-esteem, high employee morale, improved connections and even positive PR. These areas aid in long-term profits for individuals and organizations.

#### Individual

- Enhances the social connections between different sectors, builds the bridges for governments, enterprises and employees
- Builds a more cohesive, safe and stronger community
- Increases the social network between communities and neighborhood
- Promotes civic engagement
- Increases self-esteem
- Enhances various skills such as interpersonal and communication skill
- Makes a significant contribution to the global economy company

#### Improved employee morale

One prominent benefit of a business giving back to the community is the response from employees. Typically, if employees see that their employer is committed to giving back to the community, they will gain more respect for them. A work environment with a highly respected leader results in more communication and efficiency, since morale is likelier to be improved in a work environment where the

leader is trusted and respected.

#### Positive PR

People love feel-good stories, so it's a good thing for willing community-minded businesses that they are easy to create with them at the forefront. It's easy for a business to use giving back as an incentive to appear in news outlets positively. Positive news (and even negative news) has a tendency of being shared in the media. A lot of times, these help in building a good reputation for the company.

#### More connections

Philanthropy can be a wonderful gateway into a network of professionals and leads alike that can help elevate a business from obscurity to prolific success. Similarly, giving to their local community can provide a business with connections to local leaders — such as government or religious figures — who can rapidly make a business the local "go-to" for that specific niche with their endorsement.

### Tips on how you can contribute to your community

#### Promote Local Businesses

One of the best ways to support your community is to help out other businesses in your area. Buy local as often as possible

#### Hold a Contest

You can support your community while also encouraging your colleagues to have fun by holding a contest. Each employee chooses a local charity and instead of prizes, money goes to the charities chosen by the winners.

#### Offer Your Skills

In your industry, you likely have an area of expertise that's of value to others. Consider teaching classes to local residents or offer to teach a specialized skill that could be of value to those who have been out of the workforce for a while.

#### Take a garbage bag while walking through the neighborhood.

Pick up any litter along the way. As a by-product, you can get some exercise built into your day.

#### Plant Trees in your home or in the community garden

When your home or area looks spruced up, it makes the whole neighborhood and the community to look better as well.

# Digital Day in NB - and Launch of Heineken's Digital Awareness Learning

**O**n May 10th, Nigerian Breweries organised a “Digital Day” where representatives of all business functions came together to explore digital opportunities.

The day was filled with inspirational speakers and exhibitions of different digital technologies. The theme was to have all NB employees become 'digitally aware'. The event started with opening remarks by the Finance Director (Mark Rutten). After which the Jan Derck van Karnebeek (Chief Commercial Officer) gave a speech on the digital ambitions in Commerce and launched the “Digital is Now” learning.

## “Digital is Now” Learning

All employees of Nigerian Breweries have access to the learning. The objective is to build a basic understanding and a common language on 'Digital', and inspire us all to find the opportunities that digital can bring to NB.

As well as up to date and relevant content on digital topics, “Digital is Now” encourages users to learn, collaborate and re-apply real life examples of digital initiatives from across Heineken. “Digital is Now” is mobile first, accessible on any device (incl. smart phones) and is made up of short interactive e-magazines, videos, info graphics and games.

## When can you start?

The Digital Awareness Learning is Open.

Log on to <https://digitalawareness.heiway.com/global/>

Employees are expected to conclude the Learnings by June.

More details on this will be communicated.

Want to know more or about the Digital Day in Nigeria?

Contact **IT Dept** on **1010**



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