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# nibrewnews

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HISTORY, AS PRESIDENT JONATHAN  
COMMISSIONS  
**EXPANDED ABA  
BREWERY**

Introducing  
**THE GAME  
CHANGER**



COMMERCIAL TEAM HOLDS 2015 CONFERENCE,  
DESIGNS STRATEGIES FOR "WINNING TOGETHER"

NIGERIAN BREWERIES REASSURES INVESTORS  
ON MAXIMIZING STAKEHOLDERS' VALUE









IN THIS  
EDITION  
IN THIS  
EDITION  
IN THIS  
EDITION

## ...and 2015 starts on a high

**2**015 kicked off on a high with the completion of the merger between the Legacy Consolidated Breweries Plc and Nigerian Breweries Plc, a combination which strengthens our position as Nigeria's leading brewer and promises to deliver better value for all our stakeholders. The successful execution of the merger received further applause when the Chairman of our Board led a team to visit the Nigerian Stock Exchange and assured the capital market on maximizing value for all investors. The excitement that greeted the merger was taken a notch higher with the commissioning of our optimized ultra-modern brewery in Aba by President Goodluck Jonathan. The project which gulped an estimated N18 billion was hailed by the President as a commitment to the growth of the Nigerian economy and the well-being of her people.

In February, we took the market by storm with the launch of Ace Roots African Herbs and Spirit Mixed Drink. The drink vaunts low sugar, 14 natural herbal and fruits extract with a good alcoholic kick. It holds great promise for the Nigerian consumer who has long demanded a natural and lower sugar beverage that connects him with his roots.

In this first edition of Nibrewnews for 2015, we also chronicle events from different divisions of the business and engagements with our stakeholders from our different locations. We also highlight our 2015 priorities as a reminder to us all. We start the year on a high note with expectations that we shall also end it on a high. We are optimistic on "Winning together". Welcome to 2015!

*Edem Vindah*  
Editor

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# 2015 AMBITION AND CORPORATE PRIORITIES

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elcome to 2015, a year that brings us a great new opportunity in our journey to building a world class company.

There is no doubt that 2014 was not just a tough year but it was a memorable one for our company. So, let me start by thanking you all for your collective commitment and drive to deliver a creditable 2014 performance despite the huge challenges the entire industry faced throughout the year. On a different note, 2014 was also the year that we successfully concluded the merger between Nigerian Breweries and Consolidated Breweries to create a new enlarged company. It was an 8-month long, laborious and multi-step process but I commend all employees for delivering against our performance targets despite the distracting demands of the merger process.

“

I congratulate our entire workforce for the performance of last year and I hope that collectively surmounting the challenges of 2014 will encourage each employee to commit to the task ahead right from this very first month.

”

Our results for 2014 have now been announced, but it is important to emphasize that we had a good performance despite the challenges in the year. We maintained market leadership across segments and we extracted cost savings to ensure a positive bottom-line without dropping quality. We visibly stepped up our Innovation machinery to serve the market with new offerings in several consumer segments. I congratulate our entire workforce for the performance of last year and I hope that collectively surmounting the challenges of 2014 will encourage each employee to commit to the task ahead right from this very first month.

## 2015 Key Priorities

Following the completion of the merger, this year comes as arrives as a big opportunity for us in the midst of even more challenges. From all indications, 2015 might even be a more difficult year than the last one. The environment is getting tougher, the competition is still unrelenting and the market situation is harsh.

Today, we are a new and enlarged Nigerian Breweries with the advantage of footprint, portfolio and people to win in the marketplace. Merely looking at some indications confirm why I am confident that we have what is required to





Our commitment to collaboration and quality must be unflagging and our focus on winning together must be total. It must involve every employee and every function in every location.

twenty six depots and fifty four SKUs.

The rationale for the merger of our two companies included a lot of synergies. However, we can only achieve these if we are working together and winning together. Our commitment to collaboration and quality must be unflagging and our focus on winning together must be total. It must involve every employee and every function in every location. Our priorities for 2015 shall be twofold: to intensify Cost Leadership and extend Market Leadership, driven by Innovation.

#### Priority 1

**Grow Market Share:** The combination of our two businesses has created a great portfolio of powerful brands for us and we must outperform the market significantly in 2015. We must fight to win market share across all our categories and segments. We must deliver on projected volumes across categories and segments ... and we should do this by keeping alive the twin drivers of consumer satisfaction and customer service. This is a task for every employee irrespective of function.

In this next phase of our Market-Leadership drive, we must not only outsell the competition, we should also out-innovate them. To achieve this, I am asking all of us to focus our minds on Innovation throughout the year because excellence in Innovation will be a critical enabler for our market leadership objective. On Innovation, we must be smarter to see the consumer insight before competition, we must be quicker to market with our ideas and we must maintain the high ratio of Innovation-led performance in our company results. I also look forward to seeing more examples of innovation applied into our regular daily work.

#### Priority 2

**Intensify Our Cost Leadership Drive:** In the past three years, we have proven the importance of Cost Leadership in our drive to win. In 2014, we took out enormous cost from the business across the locations and functions. It was cost leadership that


helped us achieve a positive bottom-line performance despite the fact that the total market was flat for the year. We must not relent now! The challenges of the moment require that we even intensify our focus on cost leadership to ensure that we remain even more profitable as we fight to grow the topline. Cost Leadership is a must-win battle to enable us meet our overall business goal. We need to maintain our focus on this and I hope I can count on contribution in this area.

#### Conclusion:

As we start this new year of Winning Together, I invite you to think of these two priorities and what they require of you in your role. Think of them as you make your periodic plans and think of them as you undertake your daily tasks. As you know, it is the summation of our daily actions that determine whether our costs will further reduce and if we will have the undisputed market leadership that we deserve.

In striving for our priorities, please remember that our sustainability agenda of Brewing a Better World remains the basis of our operations and the Safety of our people stays paramount at all times. I believe that with your support and with staying fully engaged, we shall outperform the market in the year ahead.

It is an exciting opportunity we have and it is a great time for us to make new history. So, let me conclude by repeating that only working together will deliver the promised synergies of our coming together. On behalf of the EXCO, I thank you again for your contributions to the positive performance in 2014 and I look forward to our Winning Together as an enlarged consumer-inspired, customer-oriented company in 2015.

  
NICOLAAS A. VERVELDE  
Managing Director/Chief Executive







Star Bottle Tree



Guests at the event including Governor Babatunde Fashola, (third from right); Kufre Ekanem, Corporate Affairs Adviser, Nigerian Breweries Plc (3rd from left) Commissioner of Police, Lagos State, Kayode Aderanti.

## STAR POWERS LAGOS INTO 2015

**S**tar, Nigeria's favourite beer brightened up the annual Lagos Countdown 2015 as it thrilled over 200, 000 guests to great entertainment, fun and excitement at the Eko Atlantic City, Victoria Island Lagos to usher in the New Year.

Aptly tagged Shine into 2015, the one month long fiesta reached its climax on 31st of December 2014 with the winding down of the clock into the New Year. It was arguably one of the biggest parties in the world to announce the New Year and Star had earlier raised the bar for fun lovers when it built a beer village and unveiled the World's largest-bottle tree made with a mind-boggling 8, 000 bottles, the largest tree in the World.

The Lagos Countdown Grand Finale had a series of exhilarating musical performances from some of Nigeria's biggest names such as 2face, D'banj, Wizkid, M.I, Seyi Shay, Omawumi, Patoranking, and many more. A massive firework display also lit up the Eko Atlantic skyline for upwards of an hour with remarkable configurations.

This world-class celebration was well attended by top dignitaries in Lagos State government including Governor of Lagos, Babatunde Raji Fashola, the Oba of Lagos Rilwan Akiolu, Managing Director Nigerian Breweries Plc, Nicholas Vervelde, Corporate Affairs Adviser Nigerian Breweries Plc, Kufre Ekanem, and several business leaders.



A cross section of the crowd at the countdown party



## NB salutes Emir of Zaria on his 40th Anniversary on the throne



From Left: Danjuma John-Ekele, Public Affairs Manager, North, NB Plc; Kufre Ekanem, Corporate Affairs Adviser, NB Plc; HRH Alh. (Dr.) Shehu Idris CFR, Emir of Zaria; Titus Ezema, Brewery Manager, Kaduna, NB Plc and Vivian Ikem, Head Government Relations, NB Plc

**T**he Corporate Affairs Adviser, Nigerian Breweries Plc, Mr. Kufre Ekanem in January led a team from the company to congratulate the Emir of Zaria, Alhaji (Dr.) Shehu Idris CFR, on his 40th anniversary on the throne of the Zazzau emirate.

During the courtesy visit to the royal father, Mr. Ekanem said the 40th anniversary of the Emir was an important milestone and a landmark achievement for the great people of Zaria, the state and country in general. According to Mr. Ekanem, the Emir's reign has brought a lot of peace and progress to the great and internationally renowned city and state as a whole. "We are all beneficiaries of this and especially as a business with a 51 year old brewery in Kaduna, we have felt and

enjoyed your fatherly support all these years". He said.

In his response, the Emir of Zaria commended Nigerian Breweries Plc for its strong consumer and people focus and its commitment to being a preferred employer of choice and a socially responsible organization that has touched the lives of citizens in several special ways. The Emir added that the state and its citizens are proud of Nigerian Breweries Plc and prayed that the company continues in its focus on quality brands and supporting various communities across the state and country.

Mr. Ekanem was accompanied on the visit by Titus Ezema, Brewery Manager, Kaduna, Vivian Ikem, Head Government Relations and Danjuma John-Ekele, Public Affairs Manager, North.

## NB Chairman visits Ama Brewery ... lauds Safety Hero Programme

**O**ur Chairman, Chief Kolawole Jamodu, CFR recently paid a working visit to Ama Brewery where he had interactions with the brewery management on its operations, achievements and current challenges. Mrs Chinyere Oguala, the Technical Controller, Ama Brewery who stood in for the Brewery Manager, Mr. John Richardson led the Chairman on a tour of the brewery.

As part of his itinerary, Chief Jamodu also visited the trade in Enugu and interacted with several customers and consumers. His visit coincided with the 'Wednesday jump' in Ama where a birthday bash is held for employees. The party is also used to recognise the

Safety Hero of the month.

In his remarks, Chief Jamodu appreciated the warm reception accorded him by the Ama Brewery team. He was particularly impressed with the green environment, maintenance of the entire infrastructure and facilities and the positive attitude and disposition of the workers. While presenting the award of the Safety Hero of the month of January to the winner, Mr. Jehu Alozie of Packaging Department, Chief Jamodu noted that 'Safety is a key focus of our company as a whole and of Heineken globally. He therefore encouraged everyone to keep doing more to maintain a culture of a safe working environment in Ama Brewery and even in your homes'.



Mrs Chinyere Oguala, the Technical Controller (first from left), leading the Chairman, Chief Kola Jamodu middle on a tour of the brewery. With them are Paul Orawo, Senior Project Manager and other members of the Ama management team.



A group photograph of Ama Brewery Management Team and the Chairman, Chief Kola Jamodu



HISTORY, AS PRESIDENT JONATHAN  
COMMISSIONS  
EXPANDED **ABA**  
**BREWERY**



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This project reinforces Nigerian Breweries support for the economic development goals of this country which is also reflected in the company's creation of more than 279, 000 direct and indirect employment, 85 per cent of which is attributed to direct production. .

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**S**ixty years ago, construction started in Aba for what was to become the second brewery of the then Nigerian Brewery Limited. The work was completed in 1957 when the brewery was opened for business. With this second brewery, Nigerian Breweries Limited became Nigerian Breweries Limited. It is remarkable how Aba brewery helped to kick start the alteration in the nomenclature of what is today known as Nigerian Breweries Plc, the first and largest brewing company in Nigeria.

In 1962, the initial installed capacity of half a million (500,000) hectoliters was optimized to a million (1,000,000) hectoliters. Perhaps this signaled the potentials of the brewery that today serves part of the South Region of our Market - Abia, Imo, Bayelsa, Rivers, Cross River & Akwa-Ibom States. The Brewery's

production capacity was again optimized to one and a half million (1,500,000) hectoliters in 2009. When work started in the brewery for a planned optimisation to 2.4 million hectoliters, word went round and drew the attention of the Executive Governor of Abia State, Chief Theodore Orji. On his visit to the brewery, Governor Orji commended the huge investment made by the company to expand the brewery and added that “the commitment of the company to the socio-economic development of this state is the reason our people have factored themselves into the culture of the company by demanding only products from Nigerian Breweries during social functions.” The governor promised to ensure an enabling environment for the company; the sustenance of security and the continuous development of infrastructure to enable Nigerian Breweries achieve its goals. That was early in 2013.



Fast forward to 2014 and Aba Brewery now boasts of a brand new waste water treatment plant, a brand new brew house, a brand new automated bottling and canning lines, new finished product store, brand new serviced apartments, a brand new entry and exit gates and of course a 2.4 million hectoliter capacity.

The commissioning ceremony of the expanded brewery which took place on the 27th of January, 2015 drew no less than the President and Commander in Chief of the armed forces of the Federal Republic of Nigeria, His Excellency, Dr. Goodluck Jonathan, GCFR. Speaking at the event, President Jonathan who was represented by the Honourable Minister of Industry, Trade and Investment, Dr. Olusegun Aganga said "this project reinforces Nigerian Breweries support for the

economic development goals of this country which is also reflected in the company's creation of more than 279, 000 direct and indirect employment, 85 per cent of which is attributed to direct production." President Jonathan praised the management of the company for the laudable project. "This new state-of-the-art brewery which now ranks among the best in the Heineken Group worldwide being commissioned will boost economic activity here in Abia State. From the increase in number of employed, the sourcing of raw materials from the

communities, the servicing of equipment, the provision of packing materials, to distribution and wholesale. This plant is transforming Aba like never before." The president added that it was projects like this that contributed to the listing of the company as one of the top one hundred companies in Nigeria in 2014.

Earlier the Chairman of the Board of Nigerian Breweries Plc, Chief Kola Jamodu expressed gratitude to the President through the Minister, for honouring the invitation to



■ The Executive Governor of Abia State, His Excellency, Chief Theodore Orji, CON delivering his speech at the ceremony.



■ Chairman of the Board, NB Plc, during his opening remarks at the occasion.



■ Honourable Minister for Trade and Investment, Dr. Olusegun Aganga with (3rd from left) the Chairman, NB Plc, Chief Kola Jamodu, MD/CEO, Nicolaas Vervelde, Aba Brewery Manager, Ukeje Udah, the Executive Governor of Abia State, His Excellency, Chief Theodore Orji and other staff of Nigerian Breweries and guests on a tour of the facility of the brewery.



commission the ultra-modern brewery. Chief Jamodu also thanked the Governor and people of Abia State for their support to Nigerian Breweries over the long years of its operations in the state. He noted that the completed project highlighted the faith the company has in the state. "A project that stands out as a true testimony to the commitment of our company to the development of Aba, Abia State and Eastern Nigeria as a whole. It is a project which also reflects an investor's bold confidence not only in Abia State, Eastern Nigeria but in Nigeria as an investment destination. The investment in expanding and upgrading our Aba brewery represents another bold attempt to showcase our commitment to winning with Nigeria. This investment also highlights our confidence in the fundamentals of the Nigerian economy and the enabling macroeconomic environment for businesses to thrive despite recent challenges." The Chairman used the opportunity to reassure the government and people of Abia state that Nigerian Breweries will always partner with them as a good corporate citizen to grow the local economy.

Also speaking at the commissioning ceremony, the Executive Governor of Abia State and Chief Host of the event, Chief Theodore Orji, CON enjoined the people of the State to continue to support Nigerian Breweries Plc as the expansion of its investment in the state will enhance direct and indirect employment, increase revenue generation to local, state and federal governments, while further assisting in the improvement of the standard of living of the people.

The Managing Director/Chief Executive Officer Nigerian Breweries Plc, Mr. Nicolaas Vervelde stressed that the commissioning is an opportunity to showcase another example of Nigerian Breweries long standing and continuing commitment to winning with Nigeria, with our Investment, Our Footprint, Our People and our Socio-economic impact.

Aba Brewery Manager, Mr. Ukeje U. Udah led the dignitaries on a facility tour of the Brewery after the commissioning. Thereafter the even



■ Representative of President Goodluck Jonathan, Dr. Olusegun Aganga, Honourable Minister for Trade and Investment speaking at the ceremony.



■ The Ohafia War Troupe performing at the ceremony



■ The new brew house



■ Governor Theodore Orji planting a tree to commemorate the opening of the Brewery



(L-R) Kufre Ekanem, Corporate Affairs Adviser, NB, Plc; Victor Famuyibo, Human Resources Director; Nicolaas Vervelde, Managing Director/Chief Executive Officer; Dr. Olusegun Aganga, Minister of Trade and Investment; Chief Theodore Orji, Executive Governor, Abia State; Chief Kola Jamodu, Chairman of the Board, NB Plc; Henk Wymenga, Technical Director; Ukeje Udha, Aba Brewery Manager and Samson Aigbedo, Head, Brewery Operations, NB Plc close to the brew house where the trees were planted to commemorate the opening of the Brewery.

ended with of commemorative trees. in the premises of the Aba Brewery. The trees were planted by the Chairman Chief K.B Jamodu CFR, Managing Director/ Chief Executive Officer Mr. Nicolaas Vervelde, Governor of Abia State Chief T.A Orji and Mr. President.

The Ohafia War Cultural Troupe put up a scintillating performance of a war cultural dance which added colour to the event. The Corporate Affairs Adviser, Nigerian Breweries Plc, Mr. Kufre Ekanem gave the vote of thanks to close the ceremony.



## What the new Aba brewery means to us



■ The newly instal mash filter



■ Mr. Sunday Agulehi,  
Panel Operator, Aba Brewery.



■ Mr. Adebawale Ogungbesan,  
Packaging Manager, Aba Brewery

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...with the work done,  
Productivity has gone  
above 8000 hl per FTE,  
the packaging capacity  
has more than doubled  
to 2.6 million hectoliter  
per year, we have the  
most modern canning  
line with the production  
capacity of 57 000 can  
per hour...

”

The Technical Director, **Henk Wymenga** speaks: “Personally, I see the Aba brewery expansion project as a token of appreciation and recognition from Nigerian Breweries management to the great people of Aba. They have shown in history that they don't give up and do not let go. Aba brewery has a very interesting and turbulent history. If you look at its history you can describe Aba brewery as an organization that always came back stronger after having faced some serious challenges. During the civil war the brewery was mothballed and some equipment was transferred to other locations. After the war, life started again in the brewery and the brewery output grew bigger and bigger. In the year 2005 production was almost stopped completely because of the crisis in Nigeria. The brewery only produced a meager 50.000 hectoliters Fayrouz at that time. And guess what, when the economy picked soon after 2005, we recruited many earlier laid off staff again and the brewery grew again bigger and bigger. Maximum capacity was reached in 2010 and it was time to look at how we could maximize the output of the brewery again. The result of that analysis was that the brewery needed to be upgraded to 2.4 million hl, which is twice as much as the earlier capacity was. According to Ukeje Udah, Aba Brewery Manager, Aba Brewery has ceased to be a small brewery in the Heineken world. “With a new and modern brew house, automated

bottling and canning lines, new utilities plants, among other changes, the brewery has been completely transformed”.

**Mr. Adebawale Ogungbesan**, Packaging Manager, Aba Brewery, painted a picture of Aba brewery before and after the expansion: “It was not easy, working with old machines, it was hectic, as all our operations were done manually. Old Lines 1 & 2 which are more than 40 years old and line 4 had the capacity of about 1.2 ml per a year. There was no canning line so all we did here were in bottles since inception. With the old lines, packaging manpower was about 160 employees, producing the 1.2ml hectoliters and these workers were prone to accident given the manual operations. But with the work done, Productivity has gone above 8000 hl per FTE, the packaging capacity has more than doubled to 2.6 million hectoliter per year, we have the most modern canning line with the production capacity of 57 000 can per hour and we now produce with about 90 employees with volume over 2 million hectoliters. Work is enjoyable and safety has fully improved.”

**Chief Sunday Agulehi**, a Panel Operator who has put in over 20 years in the service of Nigerian Breweries in Aba brewery echoes the feelings of Mr. Ogungbesan, “Because operation was manual, it required a longer time to achieve tasks that would otherwise



New canning line

require less time. For instance, it takes about 45mins or more to discharge and clean a mash filter machine. The brew panel was always so hot because of the manual operation that some of us would remove our shirts as a result of the heat coming out from the brewing vessel. But it is awesome now, this upgrade touched everything. The environment has changed here. We do less work, we achieve goals in lesser time and there are no more hard buttons but cursors with screen in a fully air conditioned office. We come to work neat and go home the same. "The conditions in the new brewery guarantees safety at work, a key priority for us in the year.

In the words of President Goodluck Jonathan, "This new state-of-the-art brewery which now ranks among the best in the Heineken Group will boost economic activity here in Abia State. From the increase in number of employed, the sourcing of raw materials from the communities, the servicing of equipment, the provision of packaging materials, to distribution and wholesale. This plant is transforming Aba like never before".

“

Aba brewery has a very interesting and turbulent history. If you look at its history you can describe Aba Brewery as an organization that always came back stronger after having faced some serious challenges.”

Henk Wymenga, Technical Director







■ A view of stakeholders at the event.

## NB parleys Stakeholders in Enugu.

We are encouraged to grow with our communities because of the support they have given us over the years

**I**n line with efforts at strengthening ties with key stakeholders, Ama brewery recently hosted its key stakeholders in Enugu at the Nike Lake Resort. In attendance was His Excellency, Governor Sullivan Chime, who was represented by Barrister Amaechi Okolo, Secretary to the Enugu State Government, Mr. Anthony Ani (SAN), Attorney General of Enugu State, Dr Jude Akubuilu, the Honourable Commissioner for Commerce & Industry, Prof. Uche Okoro, Commissioner for Education, Alhaji Ibrahim Ismail, Comptroller for Immigrations, Mr. Kashim Ajiya, Customs Area Comptroller Anambra/Ebonyi/Enugu State Command, The Commissioner of Police, Enugu State represented by ACP Mike Odo, members of the Enugu State House of Assembly, representatives of the various regulatory agencies, members of the organized private sector, royal fathers and a host others.

Welcoming the guests, Brewery Manager, Ama Mr. John Richardson thanked the stakeholders for their continuous support of the company while highlighting various land-mark achievements of the Brewery since it opened for business. He said "most of the achievements we have recorded were made possible because of the support from the Enugu State Government in providing the enabling environment for us to do business. He also appreciated other stakeholders for their various support to the business.

On his part, the Public Affairs Manger East, Mr. Patrick Ejidoh held that the various Corporate

Social Responsibility projects of the company covering education, water, sports, safety, environment etc., were in appreciation of the massive support from the stakeholders of Nigerian Breweries. "Our community development initiatives are ways of giving back to society that has been of immense support to our company. We are encouraged to grow with our communities because of the support they have given us over the years'.

In his remarks, Governor Sullivan Chime, represented by Barrister Amaechi Okolo commended Nigerian Breweries for being a responsible corporate citizen. "I want to applaud your commitment to the local economy in terms of revenue generation, job creation, and your huge investment in other social economic development projects in Enugu State. Your records are exemplary and I enjoin other companies to emulate Nigerian Breweries in these areas". The Governor further committed to support Nigerian Breweries and the private sector operating in the State.

The Corporate Affairs Adviser, Nigerian Breweries Plc, Mr. Kufre Ekanem thanked the Governor and other stakeholders of the company. He pledged the commitment of Nigerian Breweries to the support of the development goals of government. 'As a responsible company, Nigerian Breweries is committed to the progress of the society. We are driven by a corporate philosophy of winning with Nigeria as evident in our CSR footprints across the Nation. We assure you of our continuous commitment to contribute towards the progress of the Nigerian nation and people.



■ Corporate Affairs Adviser, Nigerian Breweries Plc, Kufre Ekanem with the Secretary to the Enugu State Government, Barrister Amaechi Okolo at the stakeholders' night



■ Ama Brewery Manager, John Richardson in a handshake with the Customs Area Comptroller, Anambra/Ebonyi/Enugu Command, Ajiya Kashim while Corporate Affairs Adviser, Kufre Ekanem and others look on.



■ Another view of guests at the event



# To optimize cassava productivity, Nigerian Breweries, IFDC/2SCALE, Psaltry sign partnership

**N**igerian Breweries Plc, Psaltry International Company Ltd, a Nigerian cassava processing company and, the International Fertilizer Development Centre, IFDC, through its Towards Sustainable Clusters in Agribusiness through Learning in Entrepreneurship project (2SCALE), have signed a Partnership Agreement to optimize the cassava value chain in Nigeria and improve agribusiness for Nigerian smallholder farmers.

The Partnership Agreement is a collaboration between the Parties to improve output of smallholder farmers and consequently support economic development as well as promote inclusive growth in Africa. The partnership will enhance farmer productivity and increase supply of high-quality cassava roots to Psaltry who will, in turn, provide industrial quality cassava starch for Nigerian Breweries to extract maltose syrup for use in the brewing process.

This Partnership Agreement succeeds the Memorandum of Understanding signed by the partners in June 2014 which formed part of the 2SCALE programme, a Dutch-funded initiative aimed at improving rural livelihoods and food security in Africa. The partners agreed to support small-scale farmers in the production of more and better cassava through technical assistance, training and easier access to finance. This will enable more smallholder farmers to participate in the market for processed cassava byproducts required for large industrial purposes.

The partnership also enhances Nigerian Breweries socio-economic contribution via the agricultural sector and supports the progress the company is making, towards



■ Mr. Nicolaas Vervelde, Managing Director/Chief Executive Officer, Nigerian Breweries Plc (second from left) with Mr. Ryan Roberge, Portfolio Manager, North and West Africa Division, International Fertilizer Development Center in a handshake with Mrs Oluyemisi Iranloye, Chief Executive Officer, Psaltry International Company Limited and Mr. Uzodinma Onuoha, Raw Material Development Manager, Nigerian Breweries Plc at the signing of partnership agreement between Psaltry International Company Limited; Nigerian Breweries Plc and IFDC/2Scale on Cassava Production at the Corporate Headquarters of Nigerian Breweries Plc on Monday.

the achievement of HEINEKEN's ambition to source 60% of its raw materials in Africa locally by 2020.

Nicolaas Vervelde, Managing Director of Nigerian Breweries' said "as an operating company of Heineken we have a long standing commitment to support local economic development and promote inclusive growth by sourcing agricultural raw materials from entrepreneurial local SME's and utilizing it in our operations. Through our partnership with Psaltry and IFDC, we are taking a big step towards further realizing this ambition with cassava."

From June to December 2014, 2SCALE and Psaltry sensitized, mobilized and trained over 500 direct farmers who supplied more than 20,000 tons of cassava roots to Psaltry's processing factory. Over 2000 direct farmers are expected to benefit from the project within the next three years. The project has also worked to ensure that marginalized groups of women and youths are targeted to ensure equity amongst project beneficiaries.

Mrs. Oluyemisi Iranloye, Managing Director/CEO Psaltry said she is excited about the partnership because it would fast track the growth of her young company. "It is a huge opportunity for Psaltry to buy more raw materials from the local farmers which would ultimately transform them into commercial farmers. The partnership is also a big boost in our effort to improve the quality of life of our host community."

According to the 2SCALE National Cluster Advisor, Mr. Thompson Ogunsanmi, "The partnership with Psaltry and Nigerian Breweries is an opportunity to take cassava farmers in Nigeria to another level based on 2SCALE's model of inclusive growth. It is a sustainable model that enables smallholder farmers to benefit from agriculture as a profitable business."





# ACE ROOTS: THE GAME CHANGER ENTERS THE FRAY

**T** rue to the commitment of staying ahead of the market in churning out innovation, our company recently unveiled Ace Roots African Herbs and Spirit Mixed Drink, a Ready to Drink product that has been hailed as 'game changer' in many respects.

Ace Roots is a first in class; low sugar drink with 14 natural Herbs extracts, fruits and spices and 6% alcohol in a unique 60cl green bottle.

Marketing Director, Walter Drenth, while speaking about the drink said, 'ACE "ROOTS" symbolizes a call to action for everyone; customers and consumers to go back to their roots of true African herbs, fruits and spice extracts with Low Sugar. It's a great innovation, one that we at Nigerian Breweries are very proud of, and we are confident our young and vibrant consumers will appreciate this game changing brand'.

Ace Roots has been created for health

conscious Nigerians who want to embrace their rich cultural heritage and celebrate life, success and companionship with an uncontrolled cheerful and colourful African spirit. Blending good health and high spirits with the unmistakable strong taste of 14 African herbs and spices with 6% alcohol for a strong kick; ACE Roots will take its consumers back to their roots and deliver a thrilling experience without breaking the bank.

Also speaking at the trade launch held on Friday, February 27, 2015 at the Haven Event Centre, GRA, Ikeja, the Sales Director, Hubert Eze said 'ACE Roots is the result of a painstaking customer research which Nigerian Breweries carried out. We have discovered that in addition to being young, ambitious and enterprising, today's Nigerian consumer is also African. They do not just live in Africa, Africa lives in them as well and they want some Africa in their food, fashion, music and drink. We decided to create a product which combines all that this consumer wants and ACE Roots is the result. We have also faithfully adhered to original African recipes in the choice of fruits, herbs extracts and spices







■ Zonal Business Manager (West), NB Plc, Opeyemi Oluwalusi; Sales Director, Hubert Eze; Senior Brand Manager, Fayrouz and Climax, Nnenna Ifebigh-Hemeson and Regional Business Manager at the Trade launch of Ace Roots

used for the drink. These are actual extracts and not flavourings which makes us confident that our customers and consumers will love the freshness of the product. ACE Roots has an authentic African soul like those who drink it."

The event had in attendance key distributors, stakeholders and celebrities like Wande Coal, Black Magic, BEAT FM OAP, Gbemi Olateru-Olagbegi, Korede Bello, EFA and DJ Lamboghinnny. Also present were other representatives from Nigerian Breweries including the Zonal Regional Manager, Opeyemi Oluwalusi, Senior Brand Manager, CSD and ACE, Nnenna Ifebigh-Hemeson, Regional Business Manager, Moses Ogbodo and Marketing Manager, Non-Alcoholic Drinks, Olayinka Bakare. The product was first unveiled to employees in HQ and Lagos Brewery at the Lagos Brewery Bar on Thursday, February 26, 2015 before the trade launch. The ACE brand was introduced in December with "ACE Passion Apple Spark". Other packaging sizes for ACE Roots will follow shortly. The brand has also unveiled in Enugu and Port Harcourt.



■ (L-R) Mark Rutten, Finance Director; Henk Wymenga, Technical Director; Hubert Eze, Sales Director; Nicolaas Vervelde, Managing Director/Chief Executive Officer; Victor Famuyibo, Human Resources Director; Uaboi Agbebaku, Company Secretary/Legal Adviser and Kufre Ekanem, Corporate Affairs Adviser at the in-house launch of Ace Roots.



■ Hubert Eze, Sales Director (4th from right) with Nigerian Breweries distributors at the trade launch of the product.



## KNOW YOUR 'ROOTS'

### BRAND STORY

This is the low sugar herbal alcoholic drink with a blend of True African Herbs, Fruits, Spices and the great kick of Alcohol. ACE ROOTS Low Sugar is made for the strong who want to awaken their African Spirit and Change their game to Low sugar.

### BRAND FACTS

- Contains Low Sugar
- Made with real extracts from 14 True African Herbs, Fruits and Spices.
- Contains 6% alcohol by volume
- Comes in 60cl bottle
- It is another top quality product from NB Plc

### BRAND BENEFITS

- ACE ROOTS has Low sugar
- It combines alcohol with extracts (not flavours) from Herbs, Fruits and Spices for a strong unmatched African taste
- Its 6% alcohol content gives it a strong kick
- It is very affordable at N200 Naira only

### BRAND REASONS TO BELIEVE

- It is a strong combination of alcohol, True African Herbs Fruits and Spices.
- ACE ROOTS contains Low Sugar, the advantage that makes it the Game Changer
- Another affordable top quality product from NB Plc





■ L-R: The Managing Director/Chief Executive Officer, Nigerian Breweries Plc, Mr. Nicolaas Vervelde; the Director General, Nigerian Stock Exchange, Mr. Oscar Onyema and the Chairman of the board of Nigerian Breweries Plc, Chief Kola Jamodu at the closing gong ceremony during the visit of the members of the board of Nigerian Breweries Plc to the Nigerian Stock Exchange.

## Nigerian Breweries Reassures Investors on maximizing stakeholders' value

**T**he management of Nigerian Breweries Plc recently reassured investors and other stakeholders of the company of its commitment to enhance operational efficiencies and maximize value for all investors of the enlarged company. The reassurance was given

when Chief Kola Jamodu, Chairman of the board of Nigerian Breweries Plc led other members of the board to the Nigerian Stock Exchange to formally introduce the enlarged company management to the Exchange and the investing public. Last December, Nigerian Breweries Plc completed a merger with Consolidated Breweries Plc to form an enlarged entity that retained the name Nigerian Breweries Plc.

At the visit, Chief Jamodu said the merger will enable the enlarged company deliver operational efficiencies and economies of scale in procurement, manufacturing and distribution. "We expect to achieve major cost savings in the areas of interest expenses, distribution/administrative cost among other operating activities where duplication will be eliminated. Expenses such as annual general meetings, board of directors' fees and communication expenses to shareholders will also be reduced. Significant cost saving is targeted by distributing

products and selling the enlarged product portfolio of the new company across the entire combined sales and distribution network of the enlarged company. The enlarged company is expected to extend market leadership, accelerate revenue growth and expand profit capacity," he said.

On his part, the Director General of the Nigerian Stock Exchange, Mr. Oscar Onyema said the merger is indicative of the dynamism of the market and the NSE was very happy that it was successfully completed. Mr. Onyema noted the important position of Nigerian Breweries as the second largest listed company on the Exchange and added that the Exchange has been repositioned to provide a trusted partnership to businesses and investors.

The new Nigerian Breweries Plc has 11 breweries strategically spread across the nation, two malting plants and 19 brands including the lagers – Heineken, Star, Gulder, '33' Export, Goldberg, More and Life; The Stouts- Legend Extra stout, Turbo King and Williams Dark Ale. The non-alcoholic malt drinks – Maltina, Amstel Malta, Malta Gold, Hi Malt, and Maltex. Other brands in the company portfolio are; – Fayrouz, Breezers, Ace and Climax Energy drink.





■ Mrs. Chinyere Oguala, Technical Controller, Ama; Proprietress, Nigerian Red Cross Motherless Babies Home, Mrs. Chinasa Ogbonna; Mrs. Mary Richardson, wife of the Brewery Manager, Ama; Mr. Patrick Ejidoh, Public Affairs Manager, East.



■ Dr. Obaro Brewery Medical Doctor, Ama; Mrs. Mary Richardson, wife of the Brewery Manager, Ama; Proprietress, Holy Ghost Motherless Babies Home, Sister Mary Kalu; Mrs. Chinyere Oguala, Technical Controller, Ama and Mr. Patrick Ejidoh, Public Affairs Manager-East.

## AMA BREWERY SHOWS CARE TO THE LESS PRIVILEGED

**A**s part of efforts aimed at giving back to our communities, Ama Brewery, represented by its management team recently paid visits to some orphanages in the Enugu metropolis to show care for the less privileged. The team was made up of Mrs. Chinyere Oguala, Technical Controller; Dr Obaro Brewery Medical Doctor; Mr. Patrick Ejidoh, Public Affairs Manager-East and Mrs. Mary Richardson, wife of the Brewery Manager, Ama. The team visited the Red-Cross Motherless Babies Home and the Holy Ghost Motherless Babies Home where they donated among other items, trays of Maltina and Amstel Malta, bags of rice, packs of noodles and cooking oil.

The proprietors of the homes expressed gratitude to Nigerian Breweries Plc for making the visits a yearly gesture.

## Nigerian Breweries donates Library to Emotan Girls College



■ L-R: Mrs G O Aburime, Principal, Emotan Girls College (Junior School); next is Mrs H.O Ediegbonya, Principal, Emotan Girls College, Senior School (cutting the tape on behalf of the Edo State Commissioner for Education); Mrs G. O Idahor, the Permanent Secretary, Edo state Min of Education. Standing far right is Barrister. S E Erhunmwunse, the Chief Inspector of Education, Oredo Local Govt. Edo State.

**L**ast year, Nigerian Breweries Plc donated an 80-seater library to Emotan Girls College in Benin City, Edo State with a promise to stock the library with text books for use by staff and students of the school. In fulfillment of that promise the company through the Public Affairs Manager, West and Mid-West, Mr, Tayo Adelaja presented the books to the school authorities.



# FINANCE DIVISION ENTERS 2015 'STRONGER TOGETHER'

**T**he Finance Division set the tone for the year when it had its plans conference early in January. The conference tagged "Stronger Together", brought together colleagues from the legacy Nigerian Breweries and Consolidated Breweries in Finance and ICT for the first time for the 2015 Business Cycle.

Welcoming the delegates to the Golden Tulip Hotel, venue of the conference, the Finance Director, Mark Rutten, presented a play back of the function's performance in 2014 and also defined the priorities for the division in 2015 to encompass a successful Integration of NB and CB employees into the new combined Finance/IT Division; driving Cost and Revenue Synergies of Merger and speed of obtaining them; smooth and quick Implementation of SAP Heicore in ex CB

organization; shape and drive New NB Cost and Revenue Program and execute the 2015 Finance Excellence Program: Winning Together. He also listed the functional priorities of the various departments in the division for the year.

Speaking earlier, the Managing Director/Chief Executive Officer, Nigerian Breweries Plc, Nicolaas Vervelde reminded the delegates of the key role the division plays in driving the Strategy of the business and charged them on the expectations for the year. "The management of Finance is key to our Cost and Market Leadership Strategy. It even becomes more important now that synergies from the merger are expected to deliver value to our stakeholders. The charge for you is to outperform your best records to deliver the expected value to the business." The MD said.

In the words of the Mark Rutten, Finance Director, "our measure of success by which we can say we are the best is to be seen by our customers as excellent business partners, to be the benchmark for other Finance divisions in Heinken and to achieve the lowest cost as a percentage of revenue compared to the other OpCos within Heineken and and FMCG Companies in Nigeria."

Popular show host MC Laff Up and Harry Song were on hand to deliver an unforgettable night experience for the delegates. See pictures below:

**"So our Money Managers can dance?"**

Yes they can! The gala night to bring the conference to a close witnessed a revelation as our 'money managers' temporarily took off the garb of seriousness to show their skills on the dance floor.



■ MD/CEO, Nicolaas Vervelde making a presentation at the conference



■ Finance Director, Mark Rutten



■ Mark Rutten, Finance Director, leading other members of Finance division in a dance at the gala night



■ Group photograph of Finance Division



## EMPLOYEES TAKE THE CENTER STAGE ACROSS OUR BREWERIES AS NB CONFERS 2014 LONG SERVICE AWARDS



■ Human Resources Director, Victor Famuyibo and Technical Director, Henk Wymenga presenting a plaque of 25 years of service to Chief Iwowarri James, Human Resources Services Manager



■ Celebrants, Tokunbo Fijabi, Technical Project Manager, Uyo and Peter Ani, Lagos Brewery Manager displaying their award plaques.



■ Human Resources Director, Victor Famuyibo felicitating with the Company Medical Adviser Dr. Richard Ajayi, an awardee of the Long Service Award



■ Human Resources Director, Victor Famuyibo presenting a plaque of 10 years of service to Chisom Onyeka, Admin. Supervisor, Corporate Affairs.

**A**cross our brewery locations, December is a month many employees eagerly await. Not just because of the holidays but also because the company celebrates employees who have contributed to the growth of the business through long years of dedicated service. Last December was not an exception as employees who have put in 10, 15, 20, 25, 30 and even 35 years of service were duly celebrated. We bring you pictures of the events from HQ and the locations:



■ Technical Director, Henk Wymenga presenting a plaque to the National Distributor Controller, Femi Oke. With them are Head, Brewery Operations, Samson Agbede and Banke\*



■ Technical Training Manager, Mr. Tunde Jinadu displaying his award plaque with his family; Technical Director, Henk Wymenga.



■ Jubilation as Mr Okubanjo Abayomi (Automation Engineer - Ama) is carried high on his way to receive his long service award for 10 Years.



■ Victor Famuyibo presenting a plaque to Alice Ameobi, Recruitment Admin. Manager with them are her husband and child



■ Lambert Igwe, Security Supervisor with 35 years of service; Mr Ukeje U. Udah, Brewery Manager with 30 years of service and Jude Chikendu, Relief Storekeeper with 30 years of service cutting a cake at the 2014 long service award celebration in Aba Brewery.



■ Brewery Manager, Kaduna Breweries, Mr. Titus Ezema presenting an award of 35 years of service to Mr. C. Abangwu.



■ Group Photo L - R: Barrister Amadi, Enugu State Controller Federal Ministry of Labour & Productivity; Mr John Richardson, Brewery Manager, Ama presenting a long service award for 25 years to Mr Raphael Ojo, HR - Training, with him is his wife, Mrs Ojo.



■ Kaduna Brewery long service award recipients in a group photograph



■ Group photograph of the celebrants with the Brewery Manager cutting a cake at the 2014 long service award celebration in Aba Brewery.



■ The Public Affairs Manager, West & Midwest, Mr Tayo Adelaja (2nd from left) receiving his long service award of 25 years from the Brewery Manager, Ibadan, Mr Coke Adeyemi (1st from left). With them are the Corporate Affairs Adviser, Mr Kufre Ekanem; the Human Resource Business Partner, Ibadan, Abayomi Adeyoyin and the Public Affairs Manager, West & Midwest Assistant, Bimbola Ayeni during the ceremony.



# Ifeoma Chukwuka Retains NIGERIAN BREWERIES BEST DISTRIBUTOR AWARD

**I**feoma Chukwuka Nigeria Limited, has emerged the best distributor and National Champion of Nigerian Breweries products for the second consecutive year having sold the highest

number of the company's products in 2014. It also put Nigeria on the global map by breaking the African record as the number one volume distributor for Heineken by hitting the 4 million mark of number of cases sold in a single year. Ken Maduako Nigeria Limited emerged the first runner up while Magulf Global Enterprises Nigeria Limited clinched the second runner up position.

For its outstanding performance, Ifeoma Chukwuka was presented with a brand new Mercedes Diesel Truck and a trophy by Nigerian Breweries Plc. Ken Maduako and Magulf Global Enterprises each got a Mitsubishi Canter Truck and a trophy.

At the exquisite event which held at the Eko Hotels and Suites, Nigerian Breweries Plc presented over 150 awards in various categories to its distributors and transporters. Some of the notable awards presented on the night included National Volume Champion and Regional Volume Champions, District Champions, Millionaire Club, the CFAO award for Non-alcoholic brands, Brand Champions and the key transporters award. Joza Global Logistics Limited emerged the best transporter, also retaining the award it won at the last edition of the annual ceremony.

In his welcome address at the event, the Managing Director/Chief Executive Officer, Nigerian Breweries Plc, Mr. Nicolaas Vervelde thanked the company's business partners for their unwavering support in 2014 inspite of the challenging business environment. "In the second half of 2014, the market was tougher but your partnership with us ensured we maintained our leadership position." The MD said with the completion of the merger, Nigerian Breweries has become an enlarged company with an extensive supply chain footprint and distribution infrastructure across the country. "The combination of our brands, customers, staff and the exchange of best



■ Mr. Hubert Eze, Sales Director, Nigeria Brewery Plc; Mr. Nicolaas Vervelde, Managing Director, Nigeria Brewery Plc; Dame Joy Igwe and Sir Gabriel Igwe of Ifeoma Chukwuka Nigeria Limited, National Champion of the Distributors Award 2015 and Mrs. Clementine Vervelde, wife of the Managing Director, Nigeria Brewery Plc at the 2015 Nigeria Brewery Distributors Award.



■ Mr. Nicolaas Vervelde, Managing Director, Nigeria Brewery Plc (2nd from left) and his wife, Mrs. Clementine Vervelde (1st from left); Mr. Emmanuel Usiakpor of Joza Global Logistics, National Key Transporter Champion and Dame Joy Igwe of Ifeoma Chukwuka Nigeria Limited, National Champion of the Distributors Award 2015 and at the 2015 Nigeria Brewery Distributors Award.

practice would create opportunities for higher revenue growth for our company and business." Mr Vervelde also highlighted the innovation drive of the company and added that the company's business success continues to be driven by marketing innovations.

Also speaking, the Sales Director, Mr Hubert Eze affirmed that the company's partnership with its distributors and transporters is a major factor in its success story. "The theme of this year's award is 'Partnering for Progress'. We are in it together, for the long term and not just to make profit. Because of

this partnership, we recorded successes in 2014 inspite of the tough market terrain. We achieved growth in volume rolling out new brands and re-launching existing brands. He thanked the business partners for their support and motivated them to continuously support the company to satisfy consumers.

The Managing Director, Ifeoma Chukwuka Nigeria Limited, Dame Joy Igwe said focus and determination has helped her

business excel. "For us, winning is a lifestyle and we will continue to work hard to stay on top. I commend Nigerian Breweries for their support and encouragement always." Remarkably, Ifeoma Chukwuka Nigeria Limited won a total of seven awards on the night.

Guests were treated to exciting entertainment with Tuface Idibia and legendary Juju musician, King Sunny Ade performing to their delight.





## Amstel Malta Celebrates The Best of African Movie Industry

**N**igeria's premium low sugar Malt drink, Amstel Malta has again demonstrated its penchant for celebrating the best when it sponsored the third Africa Magic and Viewers' Choice Awards (AMVCAs) which held recently at the Eko Hotel and Suites, Lagos. The brand also rewarded the star winners of the night at the prestigious awards ceremony that saw a convergence of Africa's movie practitioners in a live show that was aired on all Africa Magic channels.

On the night, Kunle Afolayan, O.C Ukeje, Kehinde Bankole and Steve Gukas were rewarded with a million naira each for winning the Best Overall Movie, Best Actor In A Drama, Best Actress In A Drama and Best Movie (Drama) respectively. The cash prizes presented by Amstel Malta representatives, including Brand ambassador, Genevieve Nnaji who looked stunning in a flawless orange dress were received with great joy by the four winners.

"I'm very excited about my win especially for the fact that October1 won in various categories. The AMVCA plaque is a real honor and the cash prize makes it so much of a great news. We will keep doing our best to boost the growth of the industry in every way we can", said Kunle Afolayan, winner of the Best Overall Movie category.

Speaking at the event, the Corporate Affairs Adviser, Nigerian Breweries Plc, Kufre Ekanem, explained the brand's motive for rewarding the winners this edition. "We are really glad to have been a

part of the AMVCAs since its inception and the twist this year with the cash prize happened because we felt there needed to be some extra motivation for winners. As a brand, Amstel Malta is keen on encouraging people to be the best they can be and the cash prize was a way to re-emphasize that", he said.

The premium brand also rewarded 11 outstanding Theatre Arts students selected from five universities across Nigeria with an all-expense paid trip, makeover sessions and a date with Nollywood actress Genevieve Nnaji. The brand also pledged a 6months supply of Amstel Malta to the winners in the four categories it rewarded with cash prizes.

“We will keep doing our best to boost the growth of the industry in every way we can”



Kufre Ekanem, Corporate Affairs Adviser, NB Plc; Kunle Afolayan, Winner, Best Movie of the year; Wangi Mba-Uzoukwu, Regional Director, West Africa, AfricaMagic and O. C. Ukeje, Best Actor, Drama at the 3rd AfricaMagic Viewers' Choice Award



Mr. Nicolaas Vervelde, Managing Director, NB Plc and Wangi Mba-Uzoukwu, Regional Director, West Africa, AfricaMagic at the 3rd AfricaMagic Viewers' Choice Award



O. C. Ukeje, Best Actor, Drama and Winner of the Amstel Malta prize including 6 months supply of Amstel Malta at the 3rd AfricaMagic Viewers' Choice Award



Kehinde Bankole, Best Actress in Drama and Winner of the Amstel Malta prize including 6 months supply of Amstel Malta at the 3rd AfricaMagic Viewers' Choice Award



Kunle Afolayan, Winner, Best Movie of the year and Winner of the Amstel Malta prize including one year supply of Amstel Malta at the 3rd AfricaMagic Viewers' Choice Award





■ Sales Director, Africa and Middle East, Heineken, Ruud Van Den Eijnden; Sales Director, Nigerian Breweries Plc, Hubert Eze; Marketing Director, Nigerian Breweries Plc, Walter Drenth; former General Manager, Sales, Legacy Consolidated Breweries, Frank Van Asperen and Finance Director, Nigerian Breweries Plc, Mark Rutten at the 2015 Commercial conference.

## Commercial Team Holds 2015 Conference Strategies for “Winning Together”

**C**onsolidating on the gains of the recently concluded merger is clearly driving the various departments that make up our company. Indeed it is no surprise since the expectation is that a larger company, as promised, would deliver better value to all stakeholders. This was what inspired our colleagues in the commercial division when they opened the year with the annual commercial conference tagged “Winning Together”. The gathering brought in employees from the Sales and Marketing functions from the legacy Nigerian Breweries and Consolidated Breweries at the Golden Tulip Hotel, Festac, Lagos.

### EXPOSITION:

In his opening presentation, the Managing Director/Chief Executive Officer, Nigerian Breweries Plc, Nicolaas Vervelde said that the merger has brought the enlarged Nigerian Breweries an awesome portfolio & immense opportunities to win in the market and urged all to quickly reap its benefits. “My expectation is that the merger will accelerate our outperforming the market. As it stands, we are best in terms of consumer-inspired, customer-oriented & brand led organization. Winning as a team means individual sacrifices for the benefits of the entire team.

The Sales Director, Africa and Middle East, Heineken, Ruud van Den Eijnden said AME was the fastest growing region in 2014 with Nigeria making strong leading contributions. He

stressed that as a result of the merger, more outlets will be visited and that calls should be more effective in order to have desired impact and result. “This is a call for us to drive excellent performance & execution in the market place”.

While making his presentation, the Marketing Director, Nigerian Breweries Plc, Walter Drenth said that our strong portfolio are the weapons we have to fight and win in the market. “We must use consistent storytelling to drive acceptance for our brands. We must strive to win at the moment of truth at all times.”

On his part, the Sales Director, Nigerian Breweries Plc, Hubert Eze did a review of the 2014 performance of our brands in the different categories of the market and thanked the team for the overall successes recorded in the year. He attributed the successes gained to the fact that the company is focused on driving performance. For 2015 he said “We must execute in line with our defined strategy to succeed. As we strive to grow significantly in 2015, we must be consistent and focused in line with our clearly defined approach to win. We must build and sustain relationships with our business partners to achieve these goals.” A part of the programme was a motivational talk by Mr. Tonye Cole, CEO, Sahara Group.

The speakers emphasized the importance of safety in the quest to win in 2015 and reiterated its inclusion in our parameters for judging our success in the year. Other unit and team leaders also made presentations during the conference.



# Meet The Award Winners In 2014

As with every sales conference, some members of the commercial team stood out as a result of their excellent performance in 2014. Meet the winners below:

## 2015 Commercial Conference - Award Summary

Sn	Summary	Number
1	Overall Best Managers - Sales	3
2	ASM Category - Sales	10
3	Management Category - Marketing	4
4	Sales Executives Category (1) - National Best	1
5	Sales Executives Category (2) - Area Best	62
	<b>Total</b>	<b>80</b>

## CB AWARD SUMMARY

Sn	Summary	Number
1	Overall Best Managers - Sales	2
2	Sales Executives Category (1) - Top 3	3
	<b>Total</b>	<b>5</b>

## 2015 Commercial Conference - Management Award Categories

### BEST AREA SALES MANAGERS

Sn	Award	Name of Winner	Region
1	Best Area Sales Manager	Odigie Ojiefoh	LBU
2	Best Area Sales Manager	Dapo Owumi	WBU
3	Best Area Sales Manager	Kingsley Mbata	MBU
4	Best Area Sales Manager	Christopher Ibeh	SBU
5	Best Area Sales Manager	Hillary Oboh	EBU
6	Best Area Sales Manager	Kola Adio	CBU
7	Best Area Sales Manager	Olukunle Akintola	NBU
8	Best Area Sales Manager	Kazeem Bello	MD-W
9	Best Area Sales Manager	Kingsley Anyanwu	MD-E
10	Best Area Sales Manager	Juliet Ifebueme	OPU

### BEST OVERALL SALES MANAGERS - CB

Sn	Management Category	Region
1	Overall Best Regional Commercial Manager	Yussuff Adejare
2	Overall Best Area Sales Manager Retail	Chijoke Ebinwa
3	Overall Best Area Sales Manager Distributor	Williams Ebosiemi

### MARKETING

Sn	Management Category	Region
1	Brand of the Year	Sampson Oloche
		Hannatu Ageni Yusuff
2	Communication of the Year	Tokunbo Adodo
		Ita Bassey

### BEST OVERALL SALES MANAGERS

Sn	Award	Name of Winner	Region
1	Overall Best Regional Business Manager	Moses Ogbodo	National
2	Overall Best Regional Trade Marketing Manager	Olubukola Dare	
3	Overall Best Area Sales Manager	Odigie Ojiefoh	

## PHOTO SPEAK





## PHOTO SPEAK



## 2015 Commercial Conference - SE Award Category

## OVERALL BEST SE AWARD CATEGORY

S/no	Award	Name Of Winner		Region
1	Best Sales Executive	Christopher Anegebe	7.8	National

## BEST SE PER SALES AREA AWARD CATEGORY

S/no	Award	Name of Winners	Length of Service	Sales Area	Region
1	Best Sales Executive	Grace Ahurah	5.1	Agege SA	LBU
2	Best Sales Executive	Friday Momodu	7.9	Festac SA	
3	Best Sales Executive	Titilayo Famodimu	5.1	Ikeja SA	
4	Best Sales Executive	Olakunle Obadare	5.0	Ikotun SA	
5	Best Sales Executive	Kingsley Okoro	6.4	Mushin SA	
6	Best Sales Executive	Innocent Nkpokor	5.1	Ogba SA	
7	Best Sales Executive	Waslu Oyetunmbi	5.0	Okokomaiko SA	
8	Best Sales Executive	Benson Ahanonu	7.9	Surulere SA	
9	Best Sales Executive	Oyeneyin Olukayode	5.0	Victoria Island SA	
10	Best Sales Executive	Alexander Ezeagwu	1.4	Yaba SA	
1	Best Sales Executive	Julius Adeyemo	7.9	Abeokuta SA	WBU
2	Best Sales Executive	Oluwaseyi Oyedaji	9.6	Ado Ekiti SA	
3	Best Sales Executive	Otaekan Ogunbiyi	1.8	Ibadan SA	
4	Best Sales Executive	Omotayo Dada	1.4	Ikorodu SA	
5	Best Sales Executive	Sikiru Makinde	2.6	Ilorin SA	
6	Best Sales Executive	Samsideen Bello	6.6	Ondo SA	
7	Best Sales Executive	Olawale Falola	2.0	Ota SA	
1	Best Sales Executive	Ahmed Badejo	6.6	Agbor SA	MBU
2	Best Sales Executive	Obinna Nwakamma	11.7	Asaba SA	
3	Best Sales Executive	Nwabueze Amadi	6.6	Auchi SA	
4	Best Sales Executive	Bright Ajakaiye	8.0	Benin SA	
5	Best Sales Executive	Idowu Oyedele	7.1	Sapele SA	
6	Best Sales Executive	Ernest Bassey	6.6	Warri SA	
1	Best Sales Executive	Paul Ojile	16.6	Aba SA	SBU
2	Best Sales Executive	Felix Okoligwe	6.4	Calabar SA	
3	Best Sales Executive	Oluseyi Osundairo	1.8	Orlu SA	
4	Best Sales Executive	Adaobi Okoli	1.8	Osisioma SA	
5	Best Sales Executive	Frank Aguodili	8.3	Owerri SA	
6	Best Sales Executive	Ibukun Obilana	1.4	Port Harcourt SA	
7	Best Sales Executive	Kehinde Abiodun	1.8	Trans Amadi SA	
8	Best Sales Executive	Kingsley Madu	5.1	Umuahia SA	
9	Best Sales Executive	Obokhai Aitonje	2.8	Uyo SA	
10	Best Sales Executive	Chigozie Abaraonye	5.0	Yenegoa SA	
1	Best Sales Executive	Chukwuma Ibekwe	7.3	Abakaliki SA	EBU
2	Best Sales Executive	Ugochukwu Mbonu	11.0	Agbani SA	
3	Best Sales Executive	Adedayo Orisaleye	6.6	Awada SA	
4	Best Sales Executive	Nnamdi Onyenuforo	2.8	Awka SA	
5	Best Sales Executive	Victor Agbo	10.0	Ekwulobia SA	
6	Best Sales Executive	Lanre Agboola	1.8	Enugu SA	
7	Best Sales Executive	Gbenga Famuyiwa	6.4	Feggae SA	
8	Best Sales Executive	Gerald Okafor	2.8	Nnewi SA	
9	Best Sales Executive	Kehinde Olujimi	3.5	Nsukka SA	
10	Best Sales Executive	Amaobichukwu Chike	2.6	Nkpor SA	
1	Best Sales Executive	Adesoji Adebawale	2.8	Abuja SA	CBU
2	Best Sales Executive	Onyebuchi Onyegbule	2.0	Gboko SA	
3	Best Sales Executive	Mafe Idholo	1.8	Gwagwalada SA	
4	Best Sales Executive	Emmanuel Ogu	7.6	Jalingo SA	
5	Best Sales Executive	John Shaibu	2.0	Lokoja SA	
6	Best Sales Executive	Daniel Salami	1.8	Makurdi SA	
7	Best Sales Executive	Adebanke Ijiwoye	2.6	Mararaba SA	
8	Best Sales Executive	James Bankole	2.6	Otukpo SA	NBU
1	Best Sales Executive	Mairabo Manye	1.6	Jos SA	
2	Best Sales Executive	Oluyemi Ekundayo	3.5	Kaduna SA	
3	Best Sales Executive	Temitope Azeez	7.1	Kano SA	
4	Best Sales Executive	Michael Elegbede	5.1	Yola SA	OPU
1	Best Sales Executive	Christopher Anegebe	7.8	Benin OPU SA	
2	Best Sales Executive	James Ibiidun	6.6	Ibadan OPU SA	
3	Best Sales Executive	Akpezi Egbane	6.6	Lagos North OPU SA	
4	Best Sales Executive	Amarachukwu Akunebuni	5.0	Lagos South OPU SA	
5	Best Sales Executive	Oluwatosin Adeoye	6.6	Modern Trade SA	



## CB SSO AWARD CATEGORY

S/no	Sales Executives' Category - 1	Name			Region
1	Best Sales Executive	William Adinya		Owerri	East
2	Best Sales Executive	Roseline Aloba		Ogun 1	Lagos
3	Best Sales Executive	Emeka Okorie		Port Harcourt	East

## Let's Get The Party Started, 'oya':

The conference did not come to an end without the party that had Yemi Alade, Davido and Wande Coal in performance. Okey Bakassi was on hand to thrill delegates with rib cracking jokes as Master of Ceremony:





## Kaduna-Kakuri Brewery supports Makera Community with security van

**S**ecurity in Makera Community, Kaduna State received a boost recently when Nigerian Breweries handed a brand new Hilux van to its Security Team in a ceremony that took place at the Kaduna-Kakuri Brewery.

Handing over the vehicle, Brewery Manager, Kaduna, Mr. Titus Ezema said the donation was part of the company's Corporate Social

Responsibility initiatives. He added that it is expected that the use of the vehicle would complement efficient security in the community.

In his response, the District Head, Makera Community, Alhaji Yusuf Ibrahim thanked Nigerian Breweries for the donation adding that van will in no doubt assist the patrol team in the day to day discharge of their duty. He used the opportunity to call on other well-meaning organisations to emulate the

example set by Nigerian Breweries Plc in assisting the community with the provision of basic social amenities that will further improve the standard of lives of the citizens within his domain.

The ceremony was attended by members of the Makera Traditional Council, the entire Makera Security Team and a large number of indigenes of the Community.



■ Brewery Manager, Kaduna, Titus Ezema presenting the keys of the van to the District Head, Makera Community, Alhaji Yusuf Ibrahim.



■ Makera Security team in a photograph with the Brewery Manager, Kaduna, Titus Ezema (sixth from right); District Head, Makera Community, Alhaji Yusuf Ibrahim (seventh from right) and the Public Affairs Manager, North, Nigerian Breweries Plc, John-Ekele Danjuma (first from right).

## NB partners Heineken Africa Foundation on Rural Health in Jos

**N**igerian Breweries Plc in partnership with the Heineken Africa Foundation (HAF) recently signed an agreement with the Hospital management team of Virgilius Rural Health Centre Namu Jos for renovation of its facilities at the hospital and donation of new ones. The event which took place at Kaduna Kudenda Brewery between management teams of both organisations had the BM Kaduna signing on behalf of NB/HAF while Ref. Sis. Martins De-Porres signed on behalf of the Virgilius hospital board.

The agreement will enable the Heineken Africa Foundation in partnership with Nigerian Breweries to carry out renovation of buildings at the hospital and also donate theatre and ultra-sound equipment at the hospital to improve the health of the indigenes of the community and those around it.



■ L-R: Dr Charles Nwigwe, Brewery Medical Doctor; Onyeka Okoh, Human Resource Business Partner; Titus Ezema, Kaduna Brewery Manager; Reverend Sis De-Porres, Matron Virgilius Rural Health Centre Namu; John Sunday, Public Relations Officer St. Gerrard's Hospital and Danjuma John-Ekele Public Affairs Manager, North, Nigerian Breweries Plc.



■ Rev. Sis. Martins De-Porres - Matron of Virgilius Rural Health Centre Namu signing the agreement while Titus Ezema, Brewery Manager (2nd from right) and Danjuma John-Ekele (3rd from right) and others watch.





Group photo of NB and NCS officials at the forum

## NB AND NIGERIA CUSTOMS SERVICE HOLD SECOND INTERACTIVE FORUM

**I**n line with strengthening our relationship with key government stakeholder groups, the management of NB Plc recently engaged the Nigeria Customs Service in an interactive forum, the second of such meetings between the two organisations. As expected, the event drew high level representatives from both organisations and took place at the Owu Crown Hotel in Ibadan.

Welcoming the Nigeria Customs to the Forum, our MD/CEO, Mr. Nicolaas Vervelde said that Nigeria Customs Service was of strategic importance to the successful operations of Nigerian Breweries hence the forum was organised to foster mutual understanding between the company and the Service. He said that for Nigerian Breweries to keep winning with Nigeria, it would need the support of partners like the Nigeria Customs Service. He added that Nigerian Breweries will grow its business through innovations and investment to enhance

capacity to increase revenue for Nigeria Customs Service. The Corporate Affairs, Nigerian Breweries Plc, Mr. Kufre Ekanem, took the forum through the vision and values of Nigerian Breweries Plc, its product offerings and its CSR footprints across Nigeria. The company through its Tax and Treasury Manager, Ms. Sola Ismail led the meeting through the contribution Nigerian Breweries makes to the revenue of the various commands of the Service. She pointed out areas of challenges relating to valuation, rates and imports clearing time.

The Deputy Comptroller General, Free Trade Zone and Industrial Incentives, Aliu G.T praised Nigerian Breweries for being a compliant company and a huge contributor to the revenue of the Nigerian Customs Service. He pledged the commitment of the Service to review the areas of challenges identified by Nigerian Breweries Plc.

The forum morphed into a section where issues raised were addressed with relevant follow-up actions.



# PROMOTING SAFETY IN NB THROUGH THE SAFETY HEROES PROGRAMME

**P**utting safety first is one of the HEINEKEN Green Print Behaviours and this applies to all employees as well as third-party colleagues, contractors and visitors. Our attitude towards safety must reflect in our activities both within and outside the office. Our sustainability agenda, Brewing a Better World has Promoting Health and Safety as one of its six pillars.

In 2015, safety was included as one of the parameters of the productivity bonus showing its importance to the business. We all have a role to play in making us achieve the safety target of 25%, which includes accident reduction and zero fatality.

One of the ways to achieve this is the Safety Heroes programme, which aims to recognize employees that have distinguished themselves in safety practices such as:

- Use of Personal Protective Equipment (PPEs) properly.
- No disciplinary action to employee in the last three months.
- Reports accidents, incidents, near misses and unsafe situations to safety pillar.
- Knows the safety hazards in and around the brewery premises.
- Does voluntary activity regarding Safety (First aider/fire fighter)
- Attends general Safety Training (if any)

Below are some of the pictures of the safety heroes for the months of December 2014 and January 2015.



■ Christopher Igumah, Brewing Maintenance Supervisor, Ota

## SAFETY HEROES FOR DECEMBER 2014



■ Titus Ezema, Kaduna Breweries Manager (left) with Sylvester Kadiri, Packaging Operator I and winner of the Kaduna Brewery safety heroes' award.



■ L-R: Abiodun Adejumo, Maintenance Assistant HQ; Paul Uwalaka, Brewery Safety Officer Lagos; Ibitayo Edunfunke, Company Safety Manager; Francis Omonjande, HR Security Clerk and winner of the Lagos Brewery safety heroes' award; Prakash Gaur, Engineering Manager Lagos.

## SAFETY HEROES FOR JANUARY 2015



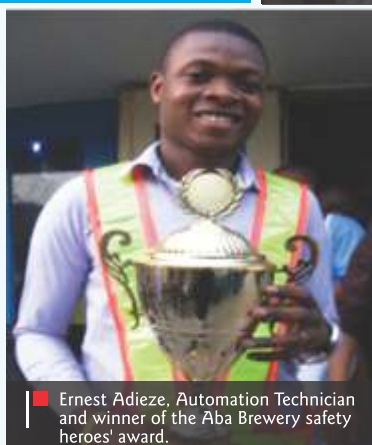
■ L-R: Paul Uwalaka, Safety Officer Lagos; Ibitayo Edunfunke, Company Safety Manager; Iyobosa Erhabor, Former Head Brewer Lagos and Kafaru Oyedele, Assistant Brewery Controller and winner of the Lagos Brewery safety heroes' award.



■ Stella Nwankwo, Industrial Nurse and winner of the Aba Malting Plant safety heroes' award.



■ Alozie Jehu, Relief Operator-Packaging and winner of the Ama Brewery safety heroes' award.



■ Ernest Adieze, Automation Technician and winner of the Aba Brewery safety heroes' award.



■ Adebolu Obawole, Brewery Manager Ota (left) with Aaron Ihuoma, Industrial Nurse and winner of the Ota Brewery safety heroes' award.

# Nigerian Breweries High Performing Organisation Programme



## What is HPO?

**I**n March 2014 Nigerian Breweries launched a High Performance Programme (HPO) in the HQ of Supply Chain, followed by three pilots in Lagos, Ibadan and Ama Breweries. With fast progress and some immediate quick wins in HQ and Breweries, the Programme will soon be expanded to all the NB Breweries. So what is it, why do we need it and how it will affect each one of us...

It is a well-known and flexible model that can be applied by any company/division/department and has been used by many Fortune 500 companies to attain and sustain high performance.

HPO is unique because of its structured approach to resolving the underlying culture/behaviors responsible for the gaps between our current result and desired objectives.

It is a methodology to assess and redesign Organisations for high performance taking into consideration all key elements related to its current situation.

## Why do we need HPO?

Our business environment is becoming more and more competitive and the consumers are being offered choices in value and innovation. In order to maintain our Market Leadership, we will need to drive Cost Leadership in every aspect of our business in a sustainable way.

Sustainability in our Organisation can only be achieved if we have the right strategy, Organisational design and behaviors.

The HPO model provides the framework for sustainability.

## Why should I be engaged in this transformation? What's in it for me?

At the heart of the HPO model is a change in the

pervading negative culture/behaviors of the Organisation.

If there are behaviors or cultural traits within our Organisation that limit high performance, this model is a great way to address them and promote positive behaviours.

This will definitely promote an improved working climate for everyone.

HPO Programme does not only affect Supply Chain – it not only looks within the division, it puts a big focus on the quality of service that Supply chain is providing to its internal and external customers.

## When will this HPO be over?

HPO is not a project with a set completion date but a tool that can be utilized anytime.

However as with everything we do, there will be KPIs and milestones that will help to measure and gauge our progress during implementation.

## Is HPO different from TPM?

HPO is not different from TPM. In fact it is the behavioral support foundation of TPM.

The HPO model is used to improve the environment in which TPM is applied.

HPO by going deep into the behavioral root of the issues, supports the zero loss quest of TPM.

## Are there places in Heineken where HPO has been used and working?

HPO has been successfully applied in many of the Heineken Breweries in CEE region and other parts of the Heineken world with outstanding World class results in their KPIs.

## How can I learn more about the HPO model?

You can learn more by contacting Ksenia Vashchillo on 1221 or Osasu Oviawe on 1235.



# Here Comes Brewing a Better World (BaBW)

**I**n 2010, we commenced our long term sustainability agenda called Brewing a Better Future. Its objective was to create shared value across all of our stakeholders by focusing on the delivery of concrete commitments in four key areas that we can directly impact through our operations; which are Protecting Water Resources, Reducing CO<sub>2</sub> Emissions, Sourcing Sustainably and Advocating Responsible Consumption.

In 2014, Brewing a Better Future metamorphosed to Brewing a Better World in order to expand the horizon of our sustainability agenda to reflect the ways we are impacting both present and future generations. By so doing, we included two new pillars to the existing four, which are Promoting Health and Safety and Growing with Communities.





Which of the following is not a benefit for saving energy?

- a) Reducing cost      b) Protecting the ozone layer
- c) Increasing cost      d) Reduction of carbon dioxide
- e) Increasing energy efficiency

Mention any two agricultural raw materials that we source locally for brewing?

Which of the following ways can we conserve energy in the office? (List the letters only)

- a) Turn off computer monitors when not in use.
- b) Set your computer on power save mode when idle.
- c) Shut down computers and laptops properly after you have closed for the day.
- d) Switch off lights when not in use.
- e) Use right temperature setting for air-conditioners.
- f) Switch off air conditioners when not in use, especially in meeting rooms.
- g) Unplug cell phone and laptop chargers when not in use.

## Q4 2014 QUIZ ON PROTECTING THE ENVIRONMENT FIRST 20 RESPONSES.

Uzoma Igwe	Bottle Compound Checker	Logistics	Ama
Damilare Adeyemi	Welder Machinist	Maintenance	Ota
Adu Oluwaseun	Automation Technician	Automation	Aba
Oladele Oladimeji	Sales Executive	Sales	EBU
Uzoma Linda Uju	Intern – Talent & Recruitment Dept.	Human Resources	HQ
Chinedu Atumonye	Management Trainee	Human Resources	HQ
Olori Ademola	Shift Manager Brewing	Technical	Ota
Olakunle Olaifa	Packaging Technician I	Technical	Ama
Jackson Orowo	PAM Assistant	Corporate Affairs	Ama
Justin Ejeremwa	Mechanical Technician III	Technical	Aba
Sylvanus Okoro	KRONES(VMI) Store Keeper	Technical	Aba
Nweke Ndubuisi	HR Clerk	Human Resources	Ama
Joy Osuji	General Duties Clerk	Human Resources	Ama
Ifeyinwa Okpara	Records Clerk / Timekeeper	Human Resources	Ama
Rosemary Onyeacho	Tracking Clerk	Sales	Aba
Oladapo Akinawo	Customer Accounts Officer	Finance	Ama
Agoha Uchenna	Cash and Invoice Officer	Finance	Ama
Collins Odum	Sourcing Supervisor	Logistics	Ama
Okere Isreal	Process Technologist - Packaging	Technical	Aba
John Maureen Nneka	Industrial Training (I.T)	Logistics	Ibadan

### WINNERS

- Uzoma Igwe - Bottle Compound Checker, Logistic Department, Ama
- Damilare Adeyemi - Mechanical Technician, Ota
- Uzoma Linda Uju - Intern, Talent and Recruitment Department, HQ





# WHAT IS DATA SECURITY?

**D**ata security means ensuring that data is complete, accurate and available for use as at when required and can be accessed only by the authorized persons. Data Security Rules of Conduct

The Rules of Conduct for the Usage of HEINEKEN IT Systems Standard (IT Usage Standard), requires that "confidential data and sensitive business information" that is "stored on a mobile computing or storage device and brought outside the organization" or is sent "to an e-mail address outside the organization" must be adequately protected (e.g. by encryption).

The employee must decide whether the data involved is sensitive or not; and if so, take the action to encrypt that data before it is sent or put on a mobile device.

The file encryption must be done with a trusted tool that uses at least AES256 encryption (Advanced Encryption Standard

256) which is nearly impossible to crack.

Approved and recommended tool is the freeware tool 7ZIP, which several OpCos use and is part of the HGW (Heineken Global Workplace) base installation.

Cases of (sensitive) data at rest and data in motion have to be considered. Data at rest is data that had been written to a device (laptop hard disk, Blackberry, USB stick, CD/DVD, etc.). Data in motion is data moving between devices, like sending e-mail over the Internet or accessing the HEINEKEN network from the Internet.

Use the HEINEKEN standard for passwords: minimum 8 characters long, using a mix of upper- and lowercase, digits and special characters.

The password needed to decrypt a file, should be given to the intended addressee through SMS or via a phone call (so NOT via a separate e-mail)

For Further Information, Please call Ext. 1010. Courtesy: ICT, NB Plc



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