

Press Release

Friday, 24 February, 2017

NILE BREWERIES LAUNCHES AFFORDABLE BRAND

Nile Breweries Limited, Uganda's leading brewer, has today launched a Shs/- 1,000 Pack Chibuku brand.

The new product **Chibuku Extra** is packaged in returnable glass bottles and has a longer shelf life of four months with an alcohol by volume of 6%.

"We pride ourselves in quality. The new brand offers an intrinsic consistent taste and a sweet/sour balance which gives the consumer an unmatched experience," the Nile Breweries Limited Traditional African Beverage head, Davidson Wadada said.

The brand is a response to consumer demands and reinforcing NBL's commitment towards 'Building Communities for a better tomorrow.

"NBL strives to give customers & consumers the best possible experience. Consumer demand is constantly shifting towards affordability. We want to recruit informal/homebrew consumers into the formal market that is regulated, healthier and taxed," Nile Breweries Limited Managing Director Greg Metcalf said.

"Chibuku Extra is the best opportunity to close the wide gap between clear beer and illicit alcohol. This will enhance the NBL affordability strategy that has boosted national economy and revenue."

According to our Master Brewer, the product's enhanced shelf life increases the ability of the retailer to stock Chibuku Extra with confidence.

This means an increase in production thus NBL will require more raw materials (sorghum and maize) to produce the beer. All the raw materials are locally sourced.

"The demand has been very high and yet the short shelf life limited our distribution to the entire country. The brand has been trading in urban centers and the peripheries. The new packaging will allow for distribution to include greater rural Uganda.

"But most importantly, with an extended distribution footprint, we shall require and access more retailers thus creating more jobs for Ugandans."

Chibuku Dance Competition:

Apart from its uniqueness, the brand has also launched the third edition of the exciting Chibuku traditional dance competitions that shall see participants win over Shs50 million in cash/prizes.

The country-wide competitions will be held in the districts of Jinja, Soroti, Masaka, Mbarara, Lira, Hoima and Kampala to include the five divisions of Kawempe, Nakawa, Rubaga, Makindye and Central.

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Elena Miles **SOUTH AFRICAN**, Bruno Zambrano **COLOMBIAN**.

The technical coordinators of the events are Balina Talents.

The judges comprise of a performance/arts expertise team, from higher institutions of learning to include: Makerere University, Kyambogo University, Uganda Christian University Mukono and other teacher training colleges in the country.

This year's events will be graced by the reigning Miss Tourism Eridard Odongkara.

“Traditional dances are part of Uganda’s rich heritage. This competition therefore gives us another platform to support the preservation of our local cultures,” says the Traditional African Beverages Manager, Davidson Wadada.

Editor’s Notes

Chibuku is a modern traditional beer brewed using maize, sorghum and yeast.

The brand targets men and woman aged between 25 and 40 who embrace modernity in tradition

Chibuku came onto the Ugandan market in 2013 trading under various packaging to include a 5l PET bottle, conic pack and jerry can. The brand had a shelf life of 5 days.

Awards

Regional Qualifications:

Winner

- Costume worth UGX 1.4M/-
- UGX 500,000/- cash
- Certificates to all participants

Regional First Runner-up

- UGX 300,000/-
- Certificates to all participants

Grand Finale:

Winner:

- Instruments worth UGX1.5M/-
- Costume worth UGX 1.4M/-
- Cash UGX 3M/-
- Championship Shield
- Winners Certificate

First Runner-up

- Cash UGX 2M/-
- Runners Shield
- Runners up Certificate

Second Runner-up

- Cash UGX 1M/-
- 2nd Runner’s Shield
- 2nd Runner’s up Certificate

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The participants are all aged 18+.

Program line up.

Place	Activity	Date
Nabweru Grounds - Kawempe Div	Traditional Dance	03-03-2017
Independence grounds - Soroti	Traditional Dance	10-03-2017
Sendi Grounds - Rubaga division	Traditional Dance	17-03-2017
Masaka, Nyendo Park	Traditional Dance	24-03-2017
Central Divison - Lungujja playgrounds	Traditional Dance	31-03-2017
Mbarara - Independence Grounds	Traditional Dance	07-04-2017
Nakawa Division - Kamokya Park	Traditional Dance	15-04-2017
Lira Town - Mayor's garden	Traditional Dance	21-04-2017
Hoima area - Boma grounds	Traditional Dance	28-04-2017
Makindye Div - Katwe Market	Traditional Dance	05-05-2017
Jinja - Kazimungi grounds	Traditional Dance	12-05-2017
Finals - National Theatre	Traditional Dance	19-05-2017

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