

## Business owner wins Ksh5m in EABL promotion

East African Breweries Limited (EABL) on Monday, 28 January 2013, held a draw in which a local pub won Ksh5m in the Timaam Local bar promotion. A proud Boniface Munywoki of Black Havana Pub in Huruma, Eastlands, Nairobi county could not hide his delight on receiving a call to declare him the winner.



L to R: Boniface Munywoki and Patrick Waihenya, National Activations Manager, Kenya Breweries Limited

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As fate would have it, this was his second win in the promotion, having been one of the thirteen Ksh 1 million winners in the second draw on 21 December 2012, bringing his bounty to a grand total of Ksh 6 million.

EABL was rewarding local pubs for adhering to the Timaam Local promotion by ensuring EABL beer brands are served at the right price, right temperature and served responsibly.

### Financial advice given

Just before the grand draw, EABL held a session in which the promotion's previous draw winners of Ksh 1m were given financial advice on how to invest their winnings. The advice was given by Julius Ouma, commercial finance manager and John K'Otieno, senior category manager, both from Kenya Breweries Limited (KBL).

Says Ouma, "Financial prudence is key to business success. You can make profits but if you don't know how or where to invest, it will not last long. As sponsors of the promotion we felt we had a responsibility to ensure winners were well equipped to take on the future."

Each pub owner was urged to use the cash wisely, preferably re-invest it back into their business to reinforce their foundations for an even greater success.

Says Patrick Waihenya, national activations manager at KBL, "Earlier draws in the promotion had 25 pubs from around

Kenya win Ksh 500 000 each while 13 others win Ksh 1m each. Bar patrons around the country voted for their favourite local pubs and each of these pubs had a chance to win Ksh 5m in the grand draw."

## **The promotion**

The Timaam Local Promotion set standards to ensure that the EABL beer brands are served in an optimal manner. According to Anthony Esyalai, marketing manager for Tusker, research and feedback from the various profiles of consumers has shown a shift in trends of preference for chilled beer indicating that most beer drinkers prefer their beer to be between 6 Degrees and 10 Degrees Centigrade, which is the global ideal temperature to serve packaged beers.

The Timaam Local Promotion was a concerted effort by bar patrons to support businesses within their communities. The more they voted for their local bar the more it stood a chance to win.

"The success of the Timaam Local Promotion is an example of how support from the local community can really transform local businesses, especially the SME's" says Caroline Ndung'u, marketing director at KBL.

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