



## MARKET

Juhayna is the leading Egyptian producer and distributor of premium dairy, yogurt, juice and concentrate products. Since it commenced operations in 1987 Juhayna has established itself as a household name throughout Egypt and, in 2009, enjoyed leading market shares of the packaged milk, yogurt and carton juice markets with 69%, 31% and 39% shares respectively. In addition to its consumer business Juhayna manufactures and sells juice concentrates to business customers. The Group's extensive range of products is designed and marketed to target a diverse range of consumer and business customers and currently comprises 157 SKUs.



## ACHIEVEMENTS

Juhayna is a highly-respected household name throughout Egypt for dairy, yogurt and juice products as attested to by the study done by AC Nielsen in October 2008 which showed Juhayna's brand equity scores to be far superior to all competitors in Egypt. The Group was the first producer of packaged milk products and the first local producer of carton-packaged juice products in Egypt. The Group has a long history as the market leader in its key segments, combined with an extensive (and largest in the industry) distribution network of 22 branches across the country, out of which 532 delivery vans operate. Through this network Juhayna products reach approximately 90% of the Egyptian population. This has enabled it to build significant brand loyalty with customers, many of whom have enjoyed Juhayna products for over twenty years, since they were children. Building on its strong penetration in the Egyptian packaged milk sector the Juhayna brand has been enhanced and used in the Group's yogurt and juice product lines which have also achieved leading market shares in their respective segments.

Juhayna has an unrivalled track record of product innovation in the Egyptian dairy and juice markets. Since 1987 it has consistently extended its product range by adding new packaging formats and sizes, as well as flavours, and was the first Egyptian

manufacturer to offer natural and flavoured drinking yoghurt, pure juices, and whipping and cooking creams in Egypt. These innovations have created new consumer habits and enabled the Company to break into new markets and consumer segments and have de-commoditised products such as milk and yogurt, leading to strong sales growth while providing the Company with increased pricing flexibility.

## HISTORY

Juhayna was founded in 1983 by Mr. Safwan Thabet. Production commenced in 1987 with a production capacity of 35 tons per day and, initially, the Group produced milk, plain yogurt and juice.

The Group has continued to invest in implementing and expanding its product facilities, acquiring and building new facilities over the last five years to reach its current production capacity of 1,200 tons of product per day through its six new factories. In addition, in 2006, the Group entered into a joint venture, that runs a dairy farm, that has steadily grown to now having 1,000 head of cattle that produce top quality milk and satisfy 10% of the company's needs of raw milk.

## PRODUCT

Juhayna manufactures and distributes products in four key segments; dairy, yogurt, juice and concentrates:-

### Dairy Products - milk, cream and cheese

The dairy segment comprises three main product ranges: UHT milk, cream, and cheese.



The dairy segment was the first business division formed by the Group and remains the Group's core business division.

### Plain Milk

Juhayna has been the market leader in the Egyptian plain milk market since the early 1990s with a current market share of 69% in 2009. The Group has three plain milk brands: Juhayna milk, Bekheiro milk and Halibo.

Juhayna milk was the first product launched by the Group in 1987 and has consistently been the Group's leading product in terms of revenue generated. It is marketed as a premium product and is available in four varieties: full cream, half cream, skimmed milk and foam milk. Juhayna milk is targeted at consumers who are concerned about the health aspects

of milk products and are willing to pay a premium for quality. The Group launched Bekheiro milk in 1999 as a quality product, but more affordable via its less costly package, targeted at rural and urban females aged between 23 to 45. This consumer segment is more cost conscious than the typical Juhayna milk consumer and wishes to purchase the best quality product at the best quality price. Halibo was launched in 2010 as a "value" brand in plastic pouches with even lower prices than Bekheiro, thanks to again an innovative and less costly package.

As part of its continued strategy of product innovation, Juhayna is working on a variety of concepts and products that it will launch in the coming years to offer consumers even more value added and specialised products.

### Flavoured Milk

Juhayna is the market leader in the Egyptian flavoured milk market, with a market share of 72% in 2009. Juhayna offers two flavoured milk brands - Mix and Jino. Mix has a package size of 200 ml whereas Jino has a smaller package size of 125ml. The smaller package size of Jino caters to its target audience; children aged three to seven, in the expectation that it will help to build lifetime loyalty for Juhayna's products from an early stage of consumers' lives.

### Cream Overview

The Company produces packaged cream products in two main categories: whipping cream and cooking cream. The Company also produces a variety of



other cream products such as coffee cream, sour cream and ice cream mix.

### Whipping and Cooking Creams

Juhayna is the market leader in the Egyptian whipping and cooking cream market with a market share of 70% in 2009.

Juhayna prides itself on the quality of its whipping and cooking creams, which have become the product of choice for both housewives and professional chefs around Egypt.



### Cheese Overview

The Company first entered the cheese market in 2007. In 2009 Juhayna had a 3% share of the Egyptian cheese market

Juhayna cheese comes in two varieties: Feta and Instanboli. Each variety comes in two sizes: 250ml and 500ml.

### Yogurt Products

The Group's yogurt product portfolio comprises two main product ranges: spoonable and drinkable yogurt. Juhayna currently produces six types of spoonable yogurt: plain, light, fruit, digestive, sweetened and flavoured. Juhayna currently produces two categories of drinkable yogurt - Rayeb and Zabado. Rayeb is targeted at adults seeking relief from digestive problems and Zabado is a yogurt drink designed to appeal to young adult consumers seeking a healthy lifestyle.

### Spoonable

Juhayna had a 33% share of the Egyptian plain yogurt market in 2009 and was the first to launch plain yogurt which is the key product in Juhayna's product portfolio. Light yogurt products in the Egyptian yogurt market are targeted at adults seeking a slim and healthy physique, a consumer segment that is anticipated to experience growth in Egypt. Juhayna had a 41% share of the Egyptian light yogurt market in 2009. The Group's fruit yogurt range is designed to appeal to adults seeking a sweet taste whilst obtaining nutritional benefits. Juhayna had a 18% share of the Egyptian fruit yogurt market in 2009. The Group's flavoured yogurt is designed to appeal to adults who are willing to pay a premium to consume a healthy, quality



product. The latest offering from Juhayna in its spoonable yoghurts portfolio is the new digestive yogurt, Juhayna "ActiLife" which was launched in February 2010.

### Drinkable Yogurt

Rayeb is the preferred drink of adults seeking relief from stomach and digestive problems and is the most widely consumed yogurt drink in Egypt during Ramadan. The Rayeb yogurt range is available in "full cream" and "light" varieties. Juhayna was the first to introduce Rayeb yogurt to the Egyptian market and despite the introduction of similar Rayeb products by competitors in recent years, Juhayna has consistently maintained its position as market leader. In 2009 Juhayna had a 81% share in the Egyptian Rayeb market. Marketed under the Juhayna brand, Rayeb is recognised as a trusted product in the Egyptian yogurt market and enjoys a strong consumer following. Zabado is a drinkable yogurt available in a variety of flavours.

Despite increasing competition in this segment Juhayna remains the market leader in the Egyptian drinkable yogurt market with a market share of 89% in 2009.

### Juices

Juhayna's juice segment comprises three main product ranges: Juhayna Nectar, Juhayna Pure and Bekhero Drink. In 2009 Juhayna had a 17% share of the total Egyptian juice market and 39% of the carton juice market.

### Juhayna Nectar

Juhayna Nectar is the Company's flagship brand within its juice division. Juhayna Nectar had a 13% share of the Egyptian juice market in 2009. Nectar juice contains a minimum of 25% pure fruit content.

### Juhayna Pure

*Juhayna Pure offers 100% pure fruit juice products which are marketed as a premium product. The Egyptian pure juice market is currently very small, representing 3% of the total share of the Egyptian pure juice market. Juhayna Pure is targeted at urban adults in the upper and middle income segments who care about their health and physique and are willing to pay for a premium product.*

### Bekhero Drink

Bekhero Drink is Juhayna's lowest priced juice. Bekhero Drink products contain a minimum of 10% fruit juice content. In 2009 Bekhero drink had a 3% share of the Egyptian juice market.

## RECENT DEVELOPMENTS

Product innovation remains key to Juhayna's strategy for its juice products and, accordingly,

Juhayna introduced two new products to its juice range in 2009 - Tingo and Jump. Launched with an aggressive marketing campaign in November 2009 Tingo is Juhayna's first bottled juice product. Tingo contains a minimum of 10% fruit content and is available in a variety of flavours. Jump was launched in 2009 and the range consists mainly of innovative fruit blends such as Mango/Apple, Mango/Peach, Strawberry/Apple, Guava/Strawberry and Green Apple.

## PROMOTION

For years Juhayna has stood for reliability and integrity. Juhayna has also been building brand equity through various advertising techniques. Juhayna advertises on television as well as through newspapers, magazines and outdoor and is a regular exhibitor at international trade fairs in order to market its products further afield.

## BRAND VALUES

The Juhayna brand, which in 2009 enjoyed significantly higher brand equity scores than its competitors, is further enhanced by its emphasis on modern and memorable product packaging and its multi-media marketing campaigns which aid in retaining customer loyalty by keeping its brand image fresh, modern and relevant to consumers. The Group has maintained consistency of its branding by including the Juhayna brand name and flower logo on its individually-branded products in all of its marketing campaigns and, as a result, on its large distribution fleet thereby aiding consumer recognition of the Group's existing products and giving immediate credibility to newly launched products. The Group believes that its brand connotes healthy and delicious products, uncompromising quality assurance and modernity in an industry that has historically suffered in Egypt from poor hygiene standards and a lack of innovative packaging and image. Management believes that this association of the Juhayna brand with consistently hygienic, high quality, modern and consistent products has been key in the Group maintaining its market-leading positions in the largest segments of its business and diversifying into related lines of business successfully.

[www.juhayna.com](http://www.juhayna.com)



## Things you didn't know about Juhayna

Juhayna was the top exporter of Milk and Juices in Egypt in 2008 and remains a key force and a supporter of Egypt's export programme. Its products are exported to over 30 countries worldwide.

The company name was taken from the name of an Arab tribe whose duty during war times was to take up positions in the mountains to watch for enemy troop movements. This led to an old Arabic saying that "Juhayna always has the certain news". Implication here is that Juhayna is well attuned to all developing consumer and market trends and is able to react promptly.

Superbrands