abak

Alcoholic Beverages Association of Kenya

Responsibility & Self Regulation

Members:
Africa Spirits Ltd, Kenya Breweries Ltd, Kenya Wine Agencies Ltd, London Distillers, UDV, WOW Beverages







AFRICA SPIRITS LTD

WOW Beverages

UDV

MONWALK INVESTMENT

ASSOCIATION PROFILE

Who We Are:

Alcoholic Beverages Association of Kenya (ABAK) is an umbrella body that brings together Kenya's leading manufacturers and distributors of alcoholic beverages for adults.

ABAK exists to support the alcohol industry by providing training, information and technical expertise to the government agencies, consumers, value chain players and the society, at large.

A non-profit organisation, ABAK was founded in 2007.It was then known as the National Alcoholic Beverages Association of Kenya (NABAK). Initially, the aim was to bring together industry players to champion the industry and discuss a myriad of challenges faced generally by the industry to maximise value to consumers such as the rise of illicit alcoholic drink produced by unscrupulous individuals.

ABAK is headed by a board of directors comprising of Chief Executives from member companies. A Management Committee comprising of Senior Managers from these organisations is responsible for the day-to-day running of the association with the help of a permanent secretariat.

ABAK has strict competition law compliance rules according to which our association shall not enter into any discussion, activity or conduct that may infringe, on its part or on the part of its members, any applicable competition law. Attention to these rules is drawn at the start of all member meetings in ABAK. The rules apply not only to discussions in formal meetings but also to informal discussions before, during and after meetings.



OUR MISSION

Avoid losses that arise from the production and sale of illicit and illegal brews by acting as a catalyst for maximising value from government, consumers, value chain players and the society
Creating an enabling environment for stakeholders

OUR VISION

To promote the role of the alcohol industry as a trusted partner to the government, consumers, value chain players and society towards responsible, safe and controlled consumption of alcohol

OUR MEMBERS

Kenya Breweries Limited

Kenya Breweries Limited (KBL) is East Africa's leading branded alcohol beverage business with an outstanding collection of brands that range from beer and adult non-alcoholic drinks (ANADs) reaffirming its standing as a total adult beverage company. It is the Kenyan subsidiary of East African Breweries.

UDV (K) Limited

Established in 1962, UDV Kenya Limited is a subsidiary of East African Breweries Limited. Its core business is the manufacture, marketing and sales of spirit-based alcoholic beverages. It also imports and distributes premium spirit brands.

Kenya Wine Agencies Limited

Kenya Wine Agencies Limited (KWAL) is the leading manufacturer and distributor of wines and spirits in Kenya, Eastern and Central Africa region. Among its portfolio of products are leading world class brands including KWAL County Brandy, Yatta Juice Variants, Hunter's Choice Whisky, Viceroy Brandy, Amarula Cream, Kibao Vodka, Caprice wines, Kingfisher fruit wine, Drostdy- Hof wines, Savannah Cider,Cellar Cask wines, Altar wine amongst others.

Africa Spirits

Africa Spirits Limited is a Kenyan company that manufactures and distributes middle market alcoholic products. The company started operations in 2004 with

ASSOCIATION PROFILE

an aim of bridging the gap in the middle markets by providing quality, safe affordable and products.
The company has three flagship brands: Bluemoon Vodka, Legend Brandy and Furaha Brandy. Currently the company has its factory along Mombasa road in Nairobi.

London Distillers

London Distillers (K) Ltd is located in Nairobi, Kenya. Company is working in Wine and Beer, Whisky and Spirits, Wine accessories, Wine and Beer wholesale business activities. Their products include: Kahawa Gold liquer , Old Monk Rum , Meakins Dark Rum , Safari Cocktail Rum , Lem Punch Liquer , Safari Cane Rum , Safari Brandy , Napoleon Gold Brandy , Kenya King Gin , Napoleon Crown Brandy , Crystal dry Gin , Safari Rum, Safari Whisky, Safari Vodka , Top Secret Whisky , Safari Dry Gin , Meakins Vodka , Meakins Dry Gin Kahawa Liquer , Madafu Liqueurs.

WOW Beverages

WOW Beverages is a leading beverages marketing company in East Africa. Some of the international spirits in its portfolio include Jack Daniels, Famous Grouse, Macallan, Bacardi and Martini among many others. Their wines selection includes Catena from Argentina, Waterford from South Africa, Taittinger Brut Champagne from France, Gato Negro from Chile and Tommasi from Italy.

Monwalk investments ltd

Monwalk investments ltd is located in Industrial area, Lokitaung road. We specialise in manufacturing spirit based alcoholic beverages. We also import and distribute premium spirits and beers.



LIST OF MEMBERS' BRANDS

Africa Spirits portfolio of brands:

1. Bluemoon Vodka
2. Legend Brandy
3. Furaha
4. Glen Rock
5. Gipsy King

Monwalk Investment portfolio of Brands:

1. MoonwalkerVodka
2. Neon Vodka
3. Bellweather Whisky
4. Neptune Whisky
5. Rockstar Vodka
6. Millionaire Brandy

Kwal Ltd Brands

1. Viceroy Brandy
2. Kibao Vodka
3. Count Pushkin Vodka
4. Hunters Choice Whisky
5. Scottish Leader
6. Amarula Cream Liqueur
7. Clubman Mint Punch
8. Castle Brand
9. Kingfisher Fruit Wine
10. Caprice
11. Yatta Wine
12. Cellar Cask Wine
13. Drostdy Hof Wine
14. Two Oceans Wine
15. JC LE Roux
16. Savanna Dry
17. Angostura Bitters
18. Milano
19. Altar Wine
20. Chamdor
21. Yatta Juice
22. Grenadine Syrup
23. Fleur DU Cap
25. High Life
26. Rocamar
27. County Brandy
28. Amarula Gold

London Distillers (K) Ltd

1. Meakins Vodka
2. White Pearl Vodka
3. Meakins Vodka Orange
4. Safari Vodka
5. Iceberg Guarana Blue
6. Iceberg Crazy Cool
7. Top Secret Whisky
8. Safari Whisky
9. Napolean Gold Brandy
10. Napolean Crown Brandy
11. Safari Brandy
12. XO Brandy
13. Kenya King GIN
14. Meakins Dry GIN
15. Crystal Dry GIN
16. Safari Cane GIN
17. Safari Dry GIN
18. Meakins Dark Rum
19. Safari Rum
20. Safari Cocktail Rum
21. Oak Cask
22. Kahawa Liqueur
23. Kahawa Africa Liqueur
24. Madafu Liqueur

LIST OF MEMBERS' BRANDS

KBL Brands

1. Allsopps Lager
2. Alvaro
3. Balozi Lager
4. Guinness Stout
5. Orijin
6. Pilsner Lager
7. Senator Keg
8. Smirnoff Ice
9. Snapp
10. Tusker Cider
11. Tusker Lager
12. Tusker Lite
13. Tusker Malt Lager
14. White Cap Lager
15. White Cap Light
16. Zinga Speer

UDV Brands

1. Bond 7 Whisky
2. Chrome Vodka
3. Chelsea Gin
4. Gilbey's Gin
5. Jebel
6. Kenya Cane
7. Kane Extra
8. Liberty Gin
9. Orijin
10. Popov Vodka
11. Richot Brandy
12. Smirnoff Ice
13. Smirnoff Vodka
14. V&A Liqueur
15. Baileys Original Cream Liqueur
16. Bulleit Bourbon
17. Caol Ila Whisky
18. Cardhu Whisky
19. Ciroc Vodka
20. Clynelish Whisky
21. Captain Morgan Rum
22. Captain Morgan Spiced Gold
23. Cragganmore Whisky
24. Dalwhinnie Whisky
25. Dimple Whisky
26. Singleton of Dufftown Whisky
27. Glenkinchie Whisky
28. Gordons Dry Gin
29. Johnnie Walker Whisky
30. Ketel One Vodka
31. Lagavulin Whisky
32. McDowells R Whisky
33. Myers Rum
34. Oban Whisky
35. Pimms No.1
36. Don Julio Tequila
37. Sheridans Liqueur
38. Smirnoff Vodka
39. Talisker Whisky
40. Tanqueray Gin
41. Vat 69 Whisky
42. Zacapa Rum

WOW Beverages Brands

1. 1857 Grape Juice
2. 1865 Reserve
3. 34 South Reserve
4. Alamos
5. Altair
6. Angove
7. Aqua Panna
8. Arniston Bay
9. Arthur Metz
10. Bacardi
11. Baron D'Arignac
12. Beach House
13. Bellingham
14. Blume

LIST OF MEMBERS' BRANDS

15. Bombay Sapphire
16. Boschendal
17. Buitenverwachting
18. Butlers
19. Butterfly Ridge
20. Cabo De Hornos
21. Camino
22. Castillo De Molina
23. Catena
24. Chalk Hill Blue
25. Chateau
26. Culemborg
27. Delegat's Oyster Bay
28. Douglas Green
29. Fairview
30. Family Crest
31. Famous Grouse
32. Franschoek
33. Gato Negro
34. Glen Carlou
35. Graham Beck
36. Grand Sud
37. Grey Goose
38. Haute Cabriere
39. Highland Park
40. IGT Le Prunee
41. Jack Daniel's
42. JP Chennet
43. Kanonkop
44. Lambrusco
45. Leffe
46. Leyda
47. Long Row
48. Louis Jadot
49. M.Chapoutier
50. Macallan
51. Martini
52. Moet & Chandon
53. Muga
54. Muscador
55. Namaqua
56. Neil Ellis
57. Painted Wolf
58. Pecan Stream
59. Penasol
60. Rain Dance
61. Ribshack
62. Rupert & Rothschild
63. Rust & Vrede Estate
64. Saint
65. San Pallegrino
66. Southern Comfort
67. Stella Artois
68. Strawberry Lips
69. Swartland
70. Tall Horse
71. Tang
72. The Bernard Series
73. Tilia
74. Tommasi
75. Toso
76. Valdo
77. Versus
78. Vina Lanzar
79. Warwick
80. Waterford Estate
81. William Lawson
82. Zappa

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ASSOCIATION PROFILE

Association Members

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KWAL KENYA WINE AGENCIES LTD

AFRICA SPIRITS LTD

WOW Beverages

UDV

MWI MONWALK INVESTMENT