

# UNBS QUALITY AWARDS

## Britania wins UNBS top accolade

Britania Allied Industries Limited (BAIL) has received several awards and on November 30, they received the Uganda National Bureau of Standards (UNBS) Quality Award of Excellence for their Splash juice. **Jacquiline Nakandi** spoke to **Vinay Dawda**, the managing director of BAIL.

**Q** : Tell us about Britania Allied Industries

**A** : We are the largest food and beverage manufacturer in East Africa. Dr Hasmukh Dawda set up BAIL in 1991 and at the time it was called Britania Products (U) Ltd, originally producing only biscuits. In 1994, another company called Britania Foods was formed to produce Splash juice and tomato sauce. They were operating as separate entities until 2002 when we merged them to form the present-day BAIL.

**What does Britania Allied Industries produce?**

We have a wide-range of products comprising fruit juices, biscuits, sauce and fruit-flavoured syrups. Splash is our flagship brand. It is a pure refreshing fruit juice made from selected high quality tropical fruits sourced and grown in Uganda. It is available in nine flavours. Yo-jus is another fresh fruit juice brand we have.

Our biscuits range from varied flavours (chocolate, strawberry, orange) and other types. We have Coco bite, Nice, Digestive, Short cake, Family, Marie and Assorted. We have different types of packaging to cater for our different consumer segments, including premium, economy and loose pack biscuits.

We also produce a fruit flavoured syrup drink called Sun-sip. This comes in the form of flavoured syrups which are diluted to taste. They cater for school goers, family and picnics. They are nutritious in nature and very affordable. It is available in eight varieties.

Lastly, we have sauces. We



**Britania employees Diana Birungi (secretary to the finance director), Caroline Night (quality assurance manager), Treza Birungi (head of marketing) and Ajith Prasa (production manager-foods), displaying the UNBS award**

are the producers of Top-up sauce, which comes in the form of tomato sauce, chili sauce, Peri Peri, hot 'n' sweet and chili garlic.

**Recently, UNBS recognised you with the Quality Award of Excellence for Splash in the beverages category. What do you attribute this success to?**

We attribute this success to our commitment in ensuring high quality production standards for all our products. This has been demonstrated by the implementation

of international and local quality standards. We have implemented the following standards: ISO 9001, a quality management system; ISO 22000, a food safety management system; ISO 17025, a laboratory management system and currently, we are in the process of implementing ISO 14000, an environment management system.

Our efforts have been recognised by supervisory bodies and consumers and we have received many awards. An example is the Quality Award of Excellence



**Vinay Dawda**

Awards 2017 for Splash in the beverages category – an award that we have won every year. Lastly, our members of staff are doing commendable work. We hire the best resources in the industry and this has enabled us to stay at the top of our game in terms of innovation.

**Which other awards have you collected?**

People's Choice Award, UNBS Quality Award of Excellence, Super Brands award, Kampala City Traders' Association (KACITA) award, Private Sector Foundation Uganda (Top 50 Brands, President's Export Award and the Uganda Investment Authority award.

**What do these**

**achievements mean for your company?**

These awards mean a lot to us as a company. They show that our customers believe in our brands and we are committed to maintaining our high quality standards and offer the best quality products for all our consumers.

**What should we expect from BAIL going forward?**

We pledge to maintain our high-quality production standards and continuous innovation of new products in order to meet and satisfy our customers' needs.

**What major challenges do you face in the soft drinks, biscuit and confectionery market?**

The major challenge is sub-standard imports that have largely infiltrated the Ugandan market. There is also stiff competition from countries within COMESA and EAC.

**Any last message to your customers**

We thank our customers for their continued support and we pledge to give them the best. Lastly, we wish them a Merry Christmas and a Happy New Year.

**BRITANIA**

**Britania Allied Industries Ltd**

*We wish our Clients a Merry Christmas & a Happy New Year*

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100% NATURALLY FLAVOURED  
**Splash**  
Real Fruit Juice  
**MANGO**  
fruit juice  
NO PRESERVATIVES  
Rich in Vitamin C  
1 Litre