



african+eastern

INSPIRING GREAT BLENDS



MARKET

African + Eastern has been bringing the world's most renowned beverage alcohol brands to the Middle East for over 37 years. Established in 1962 by Unilever Arabia as a small trading company, African + Eastern are the largest importer and distributor of beverage alcohol brands in the Middle East and Arabian Gulf region. The company employs more than 300 professional and passionate staff throughout the UAE and Oman to manage a truly world class beverage portfolio.

The company's original local footsteps are today leaving global footprints. African + Eastern is a company where diverse cultures, brands, skills and tastes from around the world come together to create the perfect blend. A blend that is evolving to keep pace with the developments of this dynamic region, but that in of itself serves a simple purpose: to make sure that the company excels at exceeding the expectations and needs of all its customers, brand partners, employees and stakeholders. This purpose and mission has steered the company to the success that it is today and will forever remain at the core of its future efforts.

African + Eastern was established in the tradition of Arabian sea-borne trade and commerce. Since its founding, it has been witness to Dubai's incredible growth, from a humble fishing village into a sprawling modern metropolis.

Dubai's world class business infrastructure, shipping terminals and airports have now positioned the Emirate as a centre of trade for the region and the world. Being one of the oldest companies in Dubai, African + Eastern is proud to be a part of this growth, bringing people, customers and beverage alcohol brands closer together as the UAE and Gulf region experiences

continued expansion and prosperity.

With its headquarters in Dubai and an integrated network of regional sales offices located in all the Arab Emirates and Oman,

African + Eastern is where diverse products, services, capabilities and people come together to create the perfect blend that's recognised around the world.

HISTORY

The first African + Eastern outlet was set up in 1962, at the time owned by Unilever Arabia. In 1999, Unilever Arabia divested of their interest in African + Eastern Dubai and consequently a new management team was installed to run the business under new ownership. Since 1999 African + Eastern has followed a policy of ensuring that all brands represented within the portfolio have been given an increased level of focus and attention. By following global guidelines, key brands have hence been re-positioned within the various markets, and new brands have been added in order to ensure that African + Eastern is competitive within the various sub-categories. This culminated in the switch of the Diageo portfolio within Dubai which saw world leading brands such as Smirnoff and Johnnie Walker move to African + Eastern. This is indeed a massive compliment to the success of African + Eastern to date.

PRODUCT

Every bottle in African + Eastern's wine portfolio has been individually selected. The result is an extensive, multi-layered range spanning the world of wine; from the finest Grand Cru's of France and the distinctive varietal styles of Italy; to the fresh bold styles of the upcoming new world regions in South Africa, Chile and Argentina; to the world's largest corporate wine producers, Australia's Fosters Group and Constellation Brands Inc.

A source of great passion and pride, the African + Eastern wine portfolio is managed by a team of dedicated specialist wine executives, buyers and sommeliers. Outstanding product integrity is maintained

by the region's best temperature controlled storage and transportation systems, especially important in the Gulf's climate, and as the demand for wines increases, so do African + Eastern's value adding wine services. Through a strategic arrangement with the UK based Wine and Spirits Education Trust, African + Eastern provides WSET accredited training at various levels to trade customers across the region.

African + Eastern's beer portfolio continues to expand and diversify – as global trends exert greater influence on consumer choices and as beer becomes an increasingly international category. Lead brands in African + Eastern's beer portfolio include the Mexican power brand Corona, Stella Artois from Belgium, Foster's from

Australia, Carlsberg from Denmark and Beck's from Germany. Guinness and Kilkenny dominate the Irish experience, while international brands like Peroni from Italy, the French Kronenbourg and German Warsteiner; cater for the emerging trend to World Beers.

As the company's beer portfolio grows, so does its international expertise, with regular visits from Master Brewers across the world ensuring the African + Eastern technical beer team is up to date with the latest in beer quality developments.

In the spirits category, African + Eastern offers an extensive selection of premium brands, with a seemingly endless selection of global category leaders in brands like Smirnoff vodka, Johnnie Walker whisky, Baileys liqueur, José Cuervo tequila and Martini. Together with the many other internationally celebrated marques in its portfolio, such as Jim Beam bourbon, Tanqueray gin, Captain Morgan rum and J&B whisky, to name but a few – these brands ensure the spirits portfolio at African + Eastern offers a world of choice to meet all needs from its customers and consumers. The company's willingness to listen to its customers and strategic brand partners, like global leader, Diageo, means African + Eastern stays ahead of the ever changing trends in this dynamic and fast growing category. The company is committed to a process of innovation and development in the world of premium spirits so as to remain at the forefront of relevance in catering to the Gulf's increasingly sophisticated spirits consumers.

RECENT DEVELOPMENTS

The first step in creating a great product is selecting the right combination of high quality ingredients. This is true when selecting and developing the right people. One of African + Eastern's sustainable competitive advantages is the calibre of people it attracts, develops and retains. African + Eastern people are recognised by their passion, talent and commitment to the company, its brand partners, customers and to each other.

Variety, diversity and individuality are positively encouraged at African + Eastern. All employees are given a strong sense of appreciation for

how this diversity creates a unique blend in company capability. As the company is a crossroad for different cultures within the business, so too it is for different brands from different countries, just as Dubai is one of the world's great crossroads between Europe, Africa and the Far East. As Dubai represents the coming together of East and West, North and South, African + Eastern represents a coming together of diverse cultures, products and people from around the world to create a unique blend.

African + Eastern's expertise and commercial capability encompasses a global



consolidation, shipping and logistics network unrivalled in its efficiency and international reach within the beverage alcohol category in the region. This capability extends to physical distribution and supply chain services that offer thousands of products from our brand partners across all beverage alcohol categories to key customers within an 8 working hour delivery timeframe. In addition to its regional wholesale operations, African + Eastern operates its own retail network of shops that exclusively sell beverage alcohol. It undertakes all these activities with a high regard for and due respect to the laws and customs of the region.

This capability has earned African + Eastern a reputation for being the best in its field and has led to excellent long standing relationships with some of the world's leading beverage alcohol brand owners – from Diageo Plc, the world's number one spirits brand marketer; to international brewing giants such as Foster's, AB-Inbev, Carlsberg, Gruppo Modelo, as well as with brand leaders in the major wine growing regions from around the world. The result is a world class, comprehensive brand portfolio that has a presence in every imaginable category and segment of the market, including rare, limited, new-to-market and special edition labels.

PROMOTION

Specific attention has been paid to ensure that African + Eastern brands have been positioned in the correct outlets and that promotional support is in line with the outlet's image and identity in the market. In addition the provision of relevant

branded material to ensure that an outlet can serve the products in the correct branded environment (glassware, drip mats, etc.) has been a focus of the African + Eastern sales team. It is also important to note that the company's sales staff outperform

on all aspects relating to sales management and so garners a more pronounced lead in this service category.

BRAND VALUES

African + Eastern is an important contributor to the region's economy. The company is committed to its responsibility to the community and upholds and respects the region's religious customs and values. African + Eastern's deep roots and long history in the Gulf gives the company a distinctive advantage when navigating cultural sensitivities and nuances, giving brand partners, suppliers, customers and staff an ideal platform from which to make the most of growth opportunities in the region.

Just as community values are intrinsic to the continued success of African + Eastern's business, so too are the company's values of world-class quality and unrivalled service excellence. It is the responsibility of every person representing African + Eastern to deliver on these promises with sound expertise and a sense of urgency and passion.

A company with a responsible, clear and courageous vision for growth – and the passion to make it happen – secures the position of being the preferred choice of customers, brand partners, suppliers and employees.

That company is African + Eastern.



Things you didn't know about african + eastern

African + Eastern took over the representation of all Diageo brands within Dubai. The portfolio is impressive with brands such as Smirnoff - the world's number one vodka, Johnnie Walker - the world's number one scotch as well as Baileys, Archers, Gordons Gin, J&B and many more.

African + Eastern imports products from over 26 countries.

African + Eastern represents five of the top ten imported International beer brands - Foster's, Stella Artois, Corona, Beck's and Guinness.

African + Eastern has a selection of over 400 standard wines.

Wine is the fastest growing category in Dubai with Australian and South African wines at the forefront of this growth.

