

HIGHLANDS[®] Times

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New CSD Variants

The Club Family is Growing

BBQ Live

Connect Through Barbecue
Inspired Food, Drinks & Music

Wheels in the Park

Keeping You Hydrated on Wheels

Factory Visit

Hodari Boys Club
Mutwewathi Primary School

Retaining Top Talent

Achieving Personal and Professional
Excellence Through Training

Business 101

Customer Service



#WelcomeToTheClub



Factory visits by school pupils and students provide an excellent opportunity to interact with...

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Team buildings are a great way of having the team come together in an informal setting to bond...

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Social media has come a long way in...

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They say, 'All work with no play makes Jack a dull boy...!' **Story on page 14**

All Videos Video Library + Add Video

<p>Club Soda is bae, all the way! #WelcomeToTheClub January 17 · 18K views</p>	<p>Good morning, 2017 January 1 · 34 views</p>	<p>Merry Christmas from Club Soda Staff December 24, 2016 · 6.1K views</p>	<p>Challenge Accepted! Clubbers were not left behind on the... November 25, 2016 · 30K views</p>
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The Club Family Range is Growing

Given the extensive research we have been undertaking through trade partners, sales staff and consumers, we are pleased to announce the introduction of new flavours into the Club family. The new flavours are Black Currant, Passion and Pineapple. The new flavours will be available at the same price as the existing flavours.



Pineapple Soda
A tropical sensation



Blackcurrant Soda
A blast of berry goodness



Passion Soda
A tarty refreshment

In addition to the new flavours, we are pleased to announce the introduction of Club Energy Drink a line extension to the Club family. Using the most popular energy drink ingredients, Club Energy Drink is produced with the latest technology and packaged in a stylish PET bottle giving it a cool and vibrant look.



This is an exciting time for us at Highlands as we continue to build Club Sodas and revolutionize the Kenyan market with a high quality, great tasting and affordable Kenyan brand.

Let's continue to refresh consumers with Club Sodas!!!

Experience the new
fruity sensation



NEW

Club SODA

flavours



Ksh.
30
ONLY



A product of
HIGHLANDS
Mineral Water Co. Ltd.

We Are Live on Digital!!!



What we have been upto on Social Media

Social media has come a long way in a very short amount of time. It has become very essential today for any kind of business as it is the best tool to Connect with and Learn from Consumers & Industry Leaders. Since we went live, we have connected more with our consumers which has increased brand recognition and improved brand loyalty. We have built a strong relationship between us and our fans online by engaging them in online competitions and awarding the winners with our gift hampers and other awards. Thank you for your continued support and Welcome to the Club.



Cheers to the good memories and the future ahead.

#WelcomeToTheClub



One of the Gift Hamper Winners

FOLLOW US

Club[®]
Energy
D R I N K

NEW



RRP
50/-

+50ml more



Stay in control

A product of

HIGHLANDS[®]
Mineral Water Co. Ltd.

Market Activations: Road shows in various regions

The roadshow was launched at our Highlands HQ Offices in Nyeri on 7th November 2016. These roadshow covered different regions i.e: **Mount Kenya, Eastern, Nairobi and Coast Region.**





The Nairobi International Trade Fair Show

The Trade Fair has three broad sections namely: livestock and crop demonstration, manufacturers and service industry and international exhibitions. Last year's theme was: enhancing technology in agriculture and industry for food security and national growth. We showcased our product range and ensured all our visitors were kept refreshed and hydrated throughout the 3 day event. This was held at the ASK Showgrounds, Jamhuri Park from 5th - 7th October 2016.



BBQ Live - 11th Edition

Highlands was proud to sponsor the 11th Edition of the Barbecue Live which took place on 12th November 2016 at the Ngong Racecourse Waterfront. The event brings together young upcoming professionals in an informal, relaxed and chilled out Kenyan themed atmosphere with locally inspired menus.

Through the event, revelers had an opportunity to sample Club Sodas as well as interact with the brand as they enjoyed barbecues from top hotels and restaurants. There was lots of entertainment from top local artists and various deejays as well as Tiwa savage and Heavy K.



Colour Festival - 26th Nov 2016

Colour Festival is an electronic dance music festival that incorporates the element of colour powders from the Indian festival of 'Holi' combined with modern electronic dance music showcased by both international and local artists/DJs. The event celebrates and promotes the diversity of Kenya. The Colour Festival Kenya took place at the Impala grounds on 26th Nov 2016. Highlands supported the event by providing its world class beverages to refresh all the attendees of the event.



Wheels in the Park - held on 3rd Dec 2016

This event is a kiddie's cycle race and car boot sale fun-filled event for the whole family. It is the perfect way to encourage children to participate outdoors and keep fit while giving back. Parents cheer on the sidelines and enjoy activities on the green.

Basically, it is anything on wheels like pushbikes, tricycles, bicycles, scooters, model cars, prams etc. for a zoom around the circuit for prizes. In the Park is a kiddie's cycle race and car boot sale fun-filled event for the whole family.



Other Events

We sponsored the N.Y.E Party held at the Ngong Race Course at the Waterfront on 31st Dec 2016 - 1st January 2017. We also sponsored the AFLEWO annual interdenominational All-Night Worship project, an initiative of Daystar University's Sing Africa Alumni and also BLAZE by Safaricom.



Factory Visits

Factory visits by school pupils and students provide an excellent opportunity to interact with industries and know more about industrial environment. Factory visits are arranged by learning institutions with an objective of providing learners functional opportunity in different sectors and combining theoretical knowledge with industrial knowledge. Here at Highlands Mineral Water Company, we provide such opportunities to pupils and students from various institutions such as Hodari Boys Club and Mutwewathi Primary School who visited the plant recently and gave them a practical perspective on the world of work, working methods and employment practices giving them exposure to current work practices as opposed to possibly theoretical knowledge being taught in class.



HR Corner - What's New

“Greetings! I hope you ushered in 2017 well with your loved ones. As we start this first quarter of this year, its always good to reflect on the previous year as you set the tone for the new year. The year 2016 was an exciting year for us at Highlands. We have managed to attract and retain top talent at all levels of the organization including top management. This has been achieved through our increasing training programs, hiring from within policy as well as mentoring and coaching of employees.

Some of the initiatives that we have taken is to help First Aid Training and Occupational Safety & Health Committee Training which were organized last year in Nyeri. The team in attendance shared ideas on areas of development in the organization. The team was also able to interact and know each other better which is key to fostering interdepartmental relationships.



Our commitment in 2017 and years to come is deeply engraved in our vision. We believe that we can only be good as our employees and hence we will strive to help our employees to achieve personal and professional excellence through engagements, training, mentoring and coaching. We will further strengthen our relationships with our partners in the human resource field. As we delve into the year, we look forward being the company that you all are proud to be associated with.”

Sincerely,

Antony Mwangi,

Head of Human Resource.

Leadership and Mentorship

In the 6th Annual Aspire Leadership Conference held on 13th October, 2016 at the Nairobi University organized by the Greenhorn Mentorship Programme, Kenneth Gitonga the Head of Sales & Marketing at Highlands Mineral Water Co. was one of the Guest Speakers sharing a few tips with the students on how to become great leaders in future.



Team Building: Ending 2016 in style

Team buildings are a great way of having the team come together in an informal setting to bond. On 11th and 12th November, the Highlands Sales and marketing team together with representatives from other departments participated in the end year team building. The team building was held at Green Hills Hotel in Nyeri. The team participated in different activities that enabled them to know each other better, share ideas and come up with propositions to improve the business.



Highlands team is not *all work...*

They say, 'All work with no play makes Jack a dull boy...!' Well, the Highlands team is not all work. They took part in an online trend called The Mannequin Challenge which sees people uploading videos of them looking as though they've been frozen in time. We recorded a clip with Highlands staff and shared on Facebook - Club Soda Kenya. Click link below: https://www.facebook.com/pg/ClubSodaKenya/videos/?ref=page_internal

All Videos

Video Library

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Club Soda is bae, all the way!
#WelcomeToTheClub
January 17 · 18K views



Good morning, 2017
January 1 · 34 views



Merry Christmas from Club Soda Staff
December 24, 2016 · 6.1K views



Challenge Accepted! Clubbers were not left behind on the...
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Exit note



Life's journey never has ends - it is one milestone to another which is my story as I leave Highlands Mineral Water Co. Ltd having worked as the Head of Sales and Marketing. It has been a great honour to support this local hero in developing its brand portfolio, route to market model and people capabilities in her mission to refresh Kenyans with a great range of high quality products. With the amazing team of employees that represent the Highlands family, supportive customers and progressive suppliers, the Highlands star will continue to shine for years to come. With **Victor Getenya** joining as the new Head of Sales and Marketing, I look forward to even greater success for this great organization.

Sincerely,

Kenneth Gitonga

Former Head of Sales and Marketing.



One of my favourite quotes by Lao Tzu is to 'Do the difficult things while they are easy and do the great things while they are small. A journey of a thousand miles must begin with a single step.' Over the years in the beverage industry, I have learned that fear limits you and your vision; It serves as a blinder to what may be just a few steps down the road for you. The journey is valuable, but believing in your talents, your abilities, and your self-worth can empower you to walk down an even brighter path. I must say that I am excited to join the Highlands family and my hope is to deliver on all aspects of Sales and Marketing - revenue growth, stable route to market, customer service, increased brand awareness and develop people capabilities.

Sincerely,

Victor Getenya

Head of Sales and Marketing.

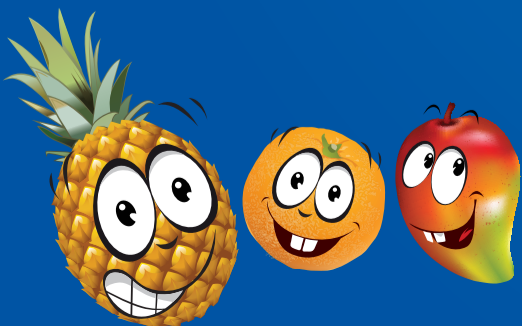
More Chilling

Less Shilling



Great taste at only **6 BOB** per glass*

*Price approximation based on 250ml glass portions upon the Highlands Cordials 5lt pack.
Recommended cordial to water ratio: 1:4



HIGHLANDS[®]
Cordials

How CLEAN is your water dispenser?

For many of us, whenever we replace the bottle of water on our dispensers, we rarely take time to clean them. Suddenly water comes out with particles and the first instinct is that the water in the bottle is not pure. After all, the water just passes through your dispenser, right? And the said dispenser has no effect on the water, right? Wrong! Just like all household appliances, water dispensers accumulate dirt and dust with time. Cleaning them regularly is a MUST. This prevents coming across inconveniences such as finding particles or worse - mould which can turn toxic.

Follow these steps when cleaning your water dispenser:

1. Unplug the dispenser from the electrical socket and find a place away from any electricity plugs to prevent any water coming into contact with electricity.
2. Drain the dispenser.
3. Take a clean sponge and soak it with a detergent solution, preferably unscented, to prevent it from leaving behind any soapy scent.
4. Rinse out the remaining cleaning detergent. Fill the inner reservoir with water four times and pour it out through the (cooler temperature) tap and into a bucket. Be thorough in this to make sure no soapy scent is left behind.
5. Wash both the tray and in clean tap water before returning it to the dispenser. Make sure to dry thoroughly so as not to leave moisture in any tight spaces.
6. Wash your hands clean and wipe the new bottle so as not to contaminate it.
7. Remove the cap from the bottle, and place it on your dispenser. Ensure that it is tightly fit by checking if air bubbles will rise in the bottle.
8. Test that it is working by pouring water into a jug and tasting it to ensure that no funny tastes were left behind.

Drink Quality, Drink Assured.

Recharge from nature and be delightfully refreshed

This delightfully refreshing water flows from the undisturbed, crystal clear springs of the Aberdare rainforest. It's not by chance that every drop is pure and balanced with essential minerals, it's a display of nature at its best.

With each sip you're assured of hydration and exceptional taste, which makes it enjoyable to drink the recommended 8 glasses a day. All our products are certified by the Kenya Bureau of Standards and our water carries the Diamond Mark of Quality and a Tamperproof quality shrink seal. In addition, our water is thoroughly treated and purified through the ultrafiltration process making it safe; providing you with the highest quality. Top of our agenda is the support for environmentally conscious initiatives including; Rhino Charge for over 20 years, the Lewa Marathon since its inception in 2000 and the Mount Kenya 10to4 Mountain Bike Challenge. These initiatives were established in their own rights to elevate the conservation of endangered wildlife and reforestation, therefore serving as our investment in sustainability. *Here's to the gift of nature and the significance of where we come from.*

Available countrywide in 300ml, 500ml, 1L, 1.5L, 5L, 10L, 18.9L (returnable) and 20L bottles.



Customer Relations in the New Age

As digital continues to disrupt everything in its wake, customer service has been affected too. New forms of reaching the customer emerge and the customer service experience is changing. So how can a company ensure that their customer service is top notch?

1. Centralise Data

There are various ways in which a brand comes in contact with the customer. Apps, websites, retail stores, social media, email, phone etc. All these channels generate data. The key is to have a centralized system in which to store all this data and updated regularly. Just storing it and not updating it is counter productive as customers shift behaviour and other factors affect the business environment, which in turn affects the customer.

2. Live Chat

With an increasing number of people shopping from the comfort of their couches, everyone wants customer support right there. Live chat is an amazing tool that can be used to interact with customers and resolve a range of problems that they are facing.



Live chat doesn't have to be set up as a platform for customers to register complaints only. It can be used as an information bank for customers, through which they can directly interact with employees to quickly get answers about a product; tilting the purchasing decision in your favour. Think of live chat as your concierge of your virtual store.

3. Keep Experiences Real Time

Long gone are the days when a customer would wait for feedback from a company. Through centralizing data and making use of digital Customer Relationship Management (CRM) tools, business can now provide responses and customized experiences almost instantaneously. This creates a feeling of trust and builds the customer's confidence in a brand.

4. Partner with other Brands

This is the age of the internet of things. Devices and lifestyles are no longer provided exclusively. Apps are being built that are compatible with major device operating systems. The builders of these apps are relying on the operating systems to deliver their products and ensure that the customer is happy.

Food brands are also providing lifestyle tips and sometimes partner with brands in fields of interest to ensure that the customer is satisfied. As the customer blends two or more complimentary products and services from different providers, it becomes a win-win situation for the brands involved when they partner up.

5. Customer Feedback Surveys

A customer feedback survey is a crucial method to find out what your customer thinks of your company and how satisfied they are with your brand. It allows you to find out how your customers interact with each of your touch points and the errors that exist in them. Such feedback must be turned around and used to better the customer experience journey. After all it costs 6-7 times more to acquire a new customer than to keep a current one.





**taste
iko juu**

**bei iko
down**



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