

ORIGINS AND TIMELINES

Senator Beer was launched in November 2004 at a price of 20 Shillings for a 300 ML mug and became an instant hit. An aspirational product, it attracted those who, though of modest circumstances, wanted to be viewed as a cut above the rest - and enjoy a safe but affordable beer. Initial doubts from distributors and consumers soon vaporized. EABL had a surprise hit on its hands. EABL also realized it had to learn new marketing dance steps. Innovative marketing techniques replaced EABL's traditional popular product launches and billboard advertising.

The company's managers created a presence in live shows in Nairobi's informal settlements to dispel misconceptions about the beer and recognize the crucial market segment. An initially small but high-potential distributor network was recruited within communities to deal with the challenge of infrastructure constraints.

ANNIVERSARIES

2000 – 140 people die in Mukuru Kaiyaba from illicit brew

2003 – Concept ideation from research

2004 – Launch of Senator sold at 20 shillings for a 300 ML mug

2005 – due to its impact on illicit brew, the government increased tax remission 30% to 42%

2006 – Government gave EABL a 100% tax remission which helped the brand to reduce its price further

2008 – Senator managed to achieve over 44% of the informal alcohol market

2021 – Senator Wins the coveted Lorries award on sustainability to cement the brand as a powerhouse in the African Market

PROVENANCE

Due to a societal issue on illicit brew consumption which has killed a lot of people, Senator was the first beer to be launched with a sole purpose of addressing and stopping illicit brewing in Kenya.

Brewed by Kenyans for the Local Kenyan, Senator has managed to transverse the country, connecting with different communities across the country.