

## THE CHI PHENOMENON... a model of positive impact from the world of agribusiness

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By Our reporter



Slowly and steadily, a giant multi-product agribusiness conglomerate has finally emerged in Nigeria out of Number 14 Chivita Avenue, Ajao Estate, Isolo, Lagos. In one way or the other, nearly every Nigerian has encountered or directly consumed their various brands of products, yet very little is known about the ownership and corporate leadership of this spectacular and high performing conglomerate which is said to be the first and largest producer of Tetra Pak Juice, Nectar and Still Drinks (JNSD) and Dairy Products in Africa. These many brands this conglomerate controls are indeed very well-known and are dominant in the Nigerian food and beverage market, occupying expansive spaces at the shelves of most, if not all the stores, superstores and hyper stores spotting the entire country.

Chi Limited prides itself as the first company to successfully implement Evaporated concept in Tetra Pak amongst 26 countries. It states that it owns the first Nectar brand in Nigeria and that it is the first in Africa to launch a novel packaging for its flagship brand Chivita. It is called Gemina Pack. The company is also the first in Africa to launch 750ml in Tetra Pak in Chivita in JNSD segment in Africa. It is also the first company to launch Chi Choco & Chi Sweetened Milk brands in Tetra Pak's tetra fino packaging in West Africa. The company states that Chi Exotic Pineapple Coconut is the largest selling variant in Nigeria. It also states that every year, multiple brands are conferred 'Super brands' status. The other claims are that Capri-Sonne is the largest selling children fruit juice drink in Nigeria with clear market leadership and that Chi Happy Hour is rated as the largest growing brand in West Africa.

With all these fascinating credentials, it is surprising that the company is not as well-known as much as the various products it produces and markets. All that is known is that TGI is a diversified reputed group with agro allied, manufacturing and trading operations in Nigeria, Republic of Benin, Ghana, South Africa and Dubai, founded by European investors. Perhaps, if the company were publicly quoted, it would have attracted more attention as enough quantitative and qualitative information about the company would be available publicly.

CHI Limited is officially described as a member of the Tropical General Investment (TGI) Group, which is an international investment and holding company with diverse interests. The operations of the group primarily span across developing economies in Africa, Middle East and Asia. The group's business interest covers manufacturing of fruit drinks, juices and dairy products, packaged food and condiments, production of vegetable oil, cotton ginning, poultry and fish farming, processing and marketing of frozen foods, importation and distribution of industrial and agro chemicals, fish trawling and specialised oil services.

The companies owned by the TGI include Master Marine Services Limited, CORMAT, CHI Limited, Romson Oil Field Services Limited, Fludor, West African Cotton Co. Ltd. (WACOT), Chi Retail, Tropical Industries International Pvt Limited, CHI Farms, Tropical General Investment Nigeria Limited, ORC Fishing and Food Processing Limited.

The group is said to be 'witnessing significant growth across all the business verticals and has become a household name in many of the geographies it operates in with very strong brands and robust infrastructural presence'. The group employs between 5,001 and 10,000 employees. The Group describes aptly Africa as the richest land of the poor. 'Endowed with a plethora of natural resources, the continent of Africa has provided the world with raw material and people who are a kaleidoscope of races and ethnicities'. It states: 'Judging this beautiful continent from its natural resources, one would expect to see people cruising in an age of high mass consumption, but much of the population still lies in poverty and underdevelopment that have remained a constant even in a 21st Century experiencing huge technological advancements and globalisation'. On that basis, the Group explains that 'it is our aim to create and nurture local industries using the abundant natural resources and thereby creating jobs and in turn providing high quality food for the local population'. To achieve this objective, 'we have invested in farms and factories in Africa and other Emerging Markets across continents, employing the local population thus helping them learn various skills'. The Group further states that 'it is our continuous endeavor to empower the farmers by imparting knowledge and providing better seeds, equipment and facilities which we believe would go a long way in making this rich and diverse continent the food-basket for the world in the true sense'. It is all about contributing to happiness and wellness. As the Group puts it: Happiness has another name, Chi!

Like Tetra Pak which appears to be where CHI's corporate principles and culture are modeled on, the conglomerate believes in good governance. According to Tetra Pak, 'good governance is an imperative for good business. It provides the structure within which we can set company objectives and the means to achieve them. Governance is about how we operate and behave across the value chain in our relationships with our stakeholders'. It states that 'there are many reasons for living up to our established governance structure: ethical, legal, reputational and competitive. It engages both our external stakeholders and our employees and is fundamental to a sustainable, successful business. Tetra Pak also states that 'our company is guided by our commitment to make food safe and available everywhere. 'In order to make

this vision a reality, we need to continually focus on our promise to protect what is good both in terms of our products and services and for our stakeholders and society. ‘This means we must always behave ethically, abide by laws, live our Core Values and adhere to our Code of Business Conduct’. Tetra Pak also states that ‘we support the UN-Global Compact's 10 principles on human rights, labour, the environment and anti-corruption, and we actively contribute to the UN Millennium Development Goals. ‘We aim to give stakeholders a relevant and transparent description of our work, focusing on the issues that are of highest priority for Tetra Pak and our stakeholders’.

CHI Limited is a part of the TGI conglomerate, with diverse business interests in everything from food to healthcare and engineering products. According to the Group official account, incorporated in 1982, CHI Limited primarily caters to the needs of discerning Nigerian customers, for high quality, healthy and refreshing fruit drinks, fruit juices and a range of dairy products. It states that ‘CHI juices aren't just great tasting drinks that quench thirst; they are also the choice of the health-conscious. The world class manufacturing facility and the most advanced packaging technology, ensure that Chi Juices retain the goodness of fruit and provide the essential vitamins and nutrients to the consumers’.

No wonder then, today CHI is one of the most favourite brands in Nigeria and with its wide range of juices, nectars and fruit drinks, is the first choice for millions of discerning Nigerian consumers! Given below are a few of the favourite juices available in the Nigerian market:

- CHIVITA Premium 100 per cent Pure Fruit Juices



- CHI EXOTIC Fruit Nectars
- CHI Happy Hour Fruit Drink
- CAPRI-SONNE Fruit Drinks

CHI Limited also takes pride in its dairy products which are sold under the brand Hollandia which stands

for superior quality and innovative products. Hollandia Evaporated Milk, Hollandia UHT Milk and Hollandia Drinking Yogurt are few of the favourites in the Nigerian market. It is said that Nigeria is a yoghurt drinking country having 100's of yoghurt manufacturer in every part of the region. 'Chi brought the revolution in the yoghurt drinking habits by introducing yoghurt in tetra pack which till that time was available in PET bottles. Hollandia Yoghurt commands clear market leadership in both organised and unorganised sectors.'

CHI has also got a range of snack foods like Muff the Muffins, Beefie Beef Rolls, Chi Superbite Sausage Roll and Chi Classic Cake.

CHI Limited states as part of its various campaigns: 'It remains a constant endeavour at CHI, to provide the Nigerian customers, with the most nourishing and healthy packaged food products. Wherever you are, go for that natural tang and tropical freshness in CHI EXOTIC nectars. Switch to CHI EXOTIC and quench your thirst with that fruity excitement that keeps you refreshed all day long. Available in smart and handy packs of 1 litre (10 packs in tray), 500 ml (10 packs in tray) and 250 ml (24 packs in tray), every nectar takes you to that exotic island of pleasure and adventure'. Take a sip and explode into ecstatic pleasure as you enjoy that terrific taste of CHI EXOTIC nectars. Produced from the finest collection of tropical fruits and squeezed into affordable handy packs, CHI EXOTIC is available in pineapple and coconut, mango, orange with real pulp, banana, guava, orange with peach and multifruita nectars. Another campaign blog: 'Thinking of how to quench your thirst with pure excitement? Switch to CHI EXOTIC Orange nectar with real pulp for that amazing and mouth-watering taste of real orange freshness. CHI Exotic Orange nectar with real pulp comes in a handy pack that makes life a much more rewarding experience for you'.

### ***Here are other blogs:***

Pineapple and Coconut Nectar Loaded with that natural pineapple tang and real tropical coconut flavour, CHI EXOTIC Pineapple and Coconut nectar refreshes and gives you that tasty fruity richness that keeps you asking for more. Hmmm...it's fun, it's adventurous, it's one of nature's best gifts to you.

### ***Mango Nectar***

Close your eyes and explode in ecstatic pleasure as you enjoy the terrific taste of real mango in CHI EXOTIC mango nectar. Produced from the finest mango fruits in the tropics and squeezed in that goodness of natural mango freshness....oooh! CHI EXOTIC mango nectar is so irresistible. Hmmm...I can't stop asking for more.

### ***Banana Nectar***

Home or away, now you can enjoy the fresh and ripe taste of tropical banana in a smart and handy pack. To get that sweet feel of banana freshness that takes you to the exotic island of pleasure and adventure, just enjoy the extraordinary experience that comes with every pack of CHI EXOTIC mango nectar. Enjoy the fun, enjoy the ecstasy, enjoy CHI EXOTIC mango nectar

### ***Multifruita Nectar***

Burst into a life of fruity discovery with CHI EXOTIC Multifruita nectar. It's a mix of tropical freshness...argsshhh...reaches you intact, just the way you want it. Hmmmm... if you like a bit of everything, just like me, refresh your taste buds with the brightest blend of nature's best.



### ***Guava Nectar***

Live life out loud with CHI EXOTIC Guava nectar. Oossh! It's good to love and fully explore that exciting guava freshness you have always wanted. Go natural, feel good and rock life to the fullest with CHI EXOTIC mango nectar.

### ***Orange Peach Nectar***



It's natural for you to want to nourish your sense of taste with CHI EXOTIC Orange peach nectar. It's all bursting with tropical freshness to give you that extraordinary spin that keeps you going all day long. What's up? longing for that unique mix of fun with refreshment? Don't hold back. Just relax with CHI EXOTIC Orange peach nectar...hmmm...it's so refreshing.

### ***CHI Ice Tea***

CHI Ice Tea Lemon and Peach, proudly offered by CHI Limited. Chi Ice Tea is an excellent blend of natural tea extract and the best lemon juice rich in vitamin C and Peach fruit, natural antioxidant to keep your body rejuvenated, healthy and thoroughly refreshed! Nothing quenches thirst better than a chilled pack of CHI Ice Tea. A real thirst quencher. Available in 1 litre Pack (10 packs in a tray) and 250ml (24 square in a tray).

CHI is the exclusive licensee of CAPRI-SONNE under license of Capri-Sun AG, Zug Switzerland for Nigeria. It is as good as fruit juice can be. Capri-Sonne All Natural is the largest selling fruit juice drink in more than 100 countries worldwide and a hot favourite of children. Capri-Sonne is not only a market leader in children juice segment but has also been awarded Super brand status. Capri-Sonne is available in 200ml flexi pouch with unique piercing straw arrangements. Available in (40 packs in a carton) in eight variants namely; Orange, Apple, Strawberry, Pineapple, Fan Drink, Cherry, Starfruits and Multivitamins. CHI Classic Cake is as classy and as fluffy as a cake can be. CHI Classic Cake is hygienically baked with state-of-the-art equipment, CHI Classic Cake is seasoned with the finest ingredient to give you that wholesome and satisfying softness of a well-made cake that gives you satisfaction all day long. Excite your taste bud with Classy cake any day, anytime. Chivita Premium Fruit Juices are a rare blend of the best of Nigerian and imported fruit juices which money can buy.

### *The fruity side of life!*

Chivita Premium Fruit Juices are a rare blend of the best of Nigerian and imported fruit juices. It is a 100 per cent Premium Fruit Juice product that has attained the status of market leader and has been awarded Super-brand status second year consecutively. Truly is Chivita Premium. Chivita Premium contains no added sugar, no preservative and no added colours. Made of 100 per cent pure juice. Chivita premium comes with the goodness of health and natural taste. Now pamper your taste buds with Chivita's lip-smacking flavours! Available in three sizes of 1 litre (10 packs in a tray), 500ml (10 packs in a tray) and 250ml (24 packs in a tray). Chivita Premium is available in five variants namely: Orange, Pineapple, Apple and duets of Orange-Pineapple and Orange-Mango.

Savour the amazing taste of Chi Superbite Premium Beef Sausage Roll.

### *Chi Superbite*

No other sausage roll is neatly cut for easy baking and seasoning that gives you that super eating experience like Superbite sausage roll. It's prepared with world-class standard to give you that fresh, filling, nutritious and satisfying experience. Thinking of what to bite, ignite your taste buds with Chi Superbite sausage roll now. Every bite taste so good that you can't stop at one. Chi stands for quality, nutrition and good taste packed together! Good taste goes hand in hand with good quality! To provide safe and delicious products to our consumers, Chi Ltd. has left no stone unturned when it comes to quality. Our factory complex in Isolo, Lagos showcases ultra-modern machinery of international standards. Among these equipment are our state-of-the-art facilities for extraction and compounding of fruit concentrates, as well as our meat processing machinery for Chi snacks. Our facility for Capri-Sonne, the single largest fruit drink brand in the world, meets the highest standards demanded by Wild, Germany, with whom Chi Ltd., have an exclusive collaboration. Chi stands for quality, nutrition and good taste packed together!



Tetra Pak, as if in support of campaigns by CHI Limited states that Jucie, Nectar and Still Drinks ‘are the drinks of choice for people who want to pop a sports drink at the gym, quench thirst at the skate park, or share when hanging around with friends. The still drinks market alone is worth over 100 billion litres a year and growing at around 4 per cent. ‘Juice is naturally contained in fruit or vegetables. It is prepared by mechanically squeezing or macerating fresh fruits or vegetables. Juice is always 100 per cent fruit juice. ‘Nectar is also made from fruit or vegetables but with 25-99 per cent juice content and usually with added sugar. Still drinks contain 0-24 per cent juice content in fruit, vegetable or other flavours’.