



### **KWAL EYES LUCRATIVE ELDORET WITH A NEW DEPOT**

**ELDORET 6<sup>TH</sup> October 2017**..... Kenya Wine Agencies Limited (KWAL) has today launched its new Eldoret depot. The depot located at the Rupa Go Down along the Eldoret Nairobi Highway will provide local support to KWAL customers in the greater Rift and Western Region.

The move to the region is boosted by the company's soaring performance associated with an extended product line and aggressive distribution strategy. Once fully operational the new Eldoret depot will include a Commercial and Supply Chain function, capable of the highest standards of service and efficiency.

Speaking at the launch event, KWAL Managing Director, Mr. Carlos Gomes noted the move as natural due to the business opportunities and growth of the region. "Eldoret was a natural progression for us, complemented by its growing business opportunities and political stability. Further our existing dealer network will ensure that KWAL distinguished products are enjoyed across the rift."

KWAL currently has its footprint in various towns such as Nyeri, Nakuru, Kisumu and Mombasa. Adding an Eldoret depot under its belt will ease the corporations operations within the region, maintain and improve client relations while ensuring business growth and continuity across the board.

"The opening of our Eldoret Depot will allow KWAL to provide exceptional client experience and best in market brands to our customers while continuously building on our already strong portfolio in Eldoret and the surrounding region spanning to agricultural bedrock of Kitale – Transzoia County." noted Paul Odeyo, KWAL National Sales

Manager. "The decision to establish a presence in this region builds upon our strategic plans for continued growth and development." He further added.

Speaking at the ribbon cutting ceremony Mr. C.O Mose Chairman, Kenya National Chamber of Commerce & Industry Uasin Gishu County Commended KWAL on setting up shop in Eldoret and urged more companies to emulate the corporation. "I would like to welcome KWAL to the home of champions. It is our hope that KWAL greatly benefits from the diverse business opportunities available within our county. It is my wish that more corporations follow in your footsteps and invest in Uasin Gishu County." He said.

### **Editor's notes**

Kenya Wine Agencies Limited (KWAL) was incorporated in 1969 and pioneered Kenya's first commercial winery in 1982. It has since then consistently produced quality wines and spirits for the Kenyan and larger Eastern and Central Africa market.

As a beverage company dealing with both alcoholic drinks - wines and spirit and non-alcoholic ones including grape juice and syrup, KWAL's business includes manufacturing, importation, distribution, sales and exportation of alcoholic and non-alcoholic beverages. The Company is one of the producers and distributors of wine and wine based producers as well as spirituous beverages in East and central Africa.