

NATURAL FOODS

Healthy



NATURAL FOODS

Healthy



Healthy U 2000

RETAIL HEALTH FOOD STORES

Healthy



Offer

FREE NUTRITIONAL CONSULTATIONS

- Lose weight and keep it there
- Feel full all the time
- Slow down the aging process
- Improve your mood & energy
- Earned cholesterol without drugs
- Decrease risk of Cancer
- Prevent Diabetes and heart disease

# AN OVERVIEW

## Health Food Stores

- 5 Main stores in Kenya
- 13 Express outlets in Kenya



# OUR STORES

- Established in 1984, we are 25 years old
- Chain of health food stores, that include 5 main branches in all leading Shopping Malls.
- 13 Shop-in-Shop concept express shops inside the Nakumatt supermarkets.





# OUR RANGE

We retail in Natural, Organic Health Foods, Supplements, Body Building, Natural Cosmetics, and Specialty foods.





# OUR CUSTOMERS

- We reach out to a wide mix of population, due to our presence in and around Kenya. We have established units in small towns like Mombasa, Kisumu, Meru, and more recently one in Rwanda.



# OUR HEALTH FOOD RANGE



# OUR HEALTH FOOD RANGE

- One of the largest selections of food range in both organic and non-organic health foods .
- Range includes cereals, grains, beans, lentils, pulses, nuts, seeds, dried fruits and flours.
- Specialty foods include: gluten & wheat free, lactose free, sugar free foods.



# THE BULK BIN CONCEPT





# FOOD RANGE

## The Bulk Concept

- The Bulk concept was introduced into Healthy U in the year 1997.
- Though unique in Kenya at that time, it was a successful way of selling dried foods since then.

## Sarit Bulk Bins Section



# ADVANTAGES

- It gives the consumer the option to buy any quantity, ranging from 10 gms to a 100 kgs.
- It is more economical and an environmentally friendly way of trade in foods.
- Another benefit being, the consumer having the opportunity to see and feel the freshness of the food.



# PRODUCTS



## Soya Range Of Products

- Soya Beans (Dried, Organic).
- Textured Soya Proteins (Mince & Chunks).
- Soya by-products (Lecithin, Tofu).
- Soya in foods (Sauces , Miso Soups).
- Soya drinks (Milk, Yoghurts, Isolated powders).
- UniMix.

## Dried Food Range

- Beans (red kidney , adzuki, barlotti, cannellini, flageolet, black eye, butterbeans).
- Lentils (Green, red, puy).
- Pulses, grams, legumes.
- Grains (wheat, quinoa, spelt, rye, buck wheat , oatgroats , barley)

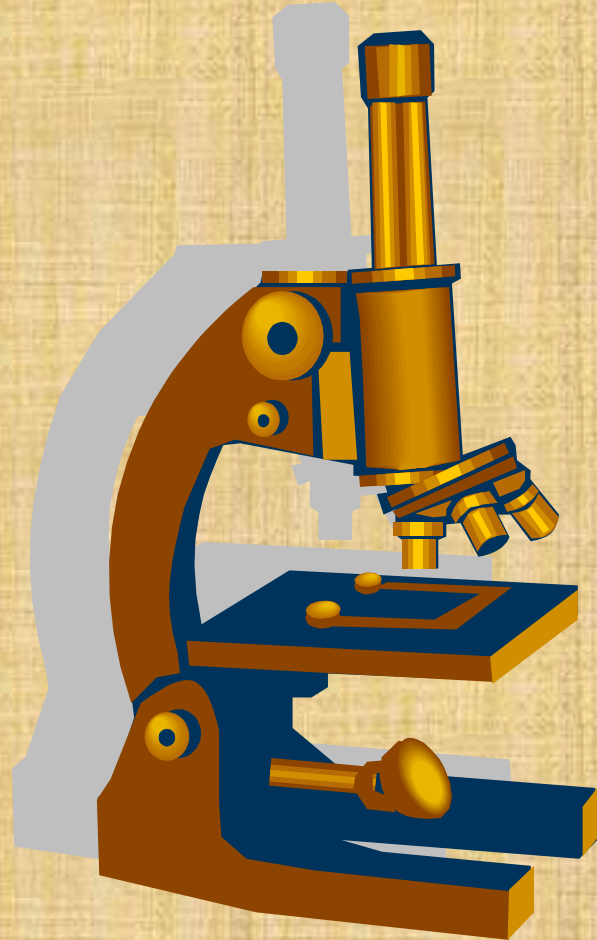




- Our potential consumers for this section include:
- Hotels, Lodges, Restaurants
- Bakeries
- Health Clubs
- Distributors and other wholesalers
- Small grocery shops



# OBSERVATIONS : THE FOOD MARKET IN KENYA.





## OUR CONSUMER MARKET

- Customer footfall: approximately 1500 per day (including 5 shops and 13 express stores.
- Whole sale distribution: to around 250 Customers in and around Kenya.
- Product Range: over 8000 items.
- Comparison of % Sales: ratio of dried foods to packed products is approximately 60% to 40%.



# SPECIALISED FOODS

- Our business requires us to be market leaders where specialized foods are concerned. We have stocked products which are new in the global food market, even before Kenya has had a sneak preview!
- Certain % of the population seem to be aware to a great degree of more recent findings and researches, and these updates are cleverly distributed. Those Kenyans enjoy the benefits of these products before the market announces such range. E.g QUINOA, SPELT, ECHINACEA, etc,.

# OUR MARKET STRATEGY

- A certain % of the Kenyan population is very aware and already conversant with a few products which they look out for, in our outlets.
- To keep the lead in this race we stock products which fulfill the needs of the customer, invariably. e.g. the latest alternative for lactose intolerants are not just soya milk, but also almond milk, oat milk, rice milk, etc. We have choices even with alternatives.





# PRODUCT SOURCE





# OUR SOURCES

- Local Produce - some of our dried foods are purchased locally, such as rye, soya beans, millet, amaranth, sorghum, cashew nuts, hazelnuts, macadamia etc.
- Imported Foods – include all organic dried foods, Preservative free, Sugar free, Unrefined foods.



# LOCAL VERSUS IMPORTED

- Insufficiency (climatic conditions, labour etc) drives the market to resort to importation.
- Quality categorization, e.g Organically Certified products.
- Non-availability of certain range of food produce throughout the year adds to imports.
- Complex range of produce and products more in demand than the fresh and simpler produce.e.g, soya mince, malted cereals, etc.





- Kenya is still a very open market, and there is space and potential for foods, both to grow here locally or to fetch them through importation.
- The advantage for consumption being- an already aware consumer.
- Geographic advantage and strategic positioning for ease of distribution around E.Africa.





# THANK YOU ALL!!!!!!

**Thank you all..**

...for giving us this opportunity to bring to you this introduction .

We look forward to a great and potentially healthy food market development in Kenya!

**We are Located in**

Sarit Center

Yaya Center

Junction Mall

Westgate Mall

Diani Shopping Center

Express Branches in all Major  
Nakumatt Stores



DO NOT FORGET TO PICK UP YOUR FREE COPY  
OF THE “HEALTH QUARTERLY” MAGAZINE  
FROM ANY OF OUR OUTLETS.

FOR MORE INFORMATION EMAIL OR CONTACT  
US ON

Web: [www.healthy-u2000.com](http://www.healthy-u2000.com)

e-mail: [info@healthy-u2000.com](mailto:info@healthy-u2000.com)

