

## Executive Summary

Hill Beverages, a leading brand from Tanzania, introduces its premium sparkling water and soft drinks to the Kenyan market. With a focus on purity, refreshing taste, and health-forward ingredients, Hill offers a superior alternative to conventional carbonated beverages. Our distribution strategy in Kenya targets urban centers, retail shops, restaurants, and wholesalers with competitive pricing and attractive margins.

## Market Opportunity & Competition

The Kenyan beverage market is rapidly expanding, driven by increased urbanization, health awareness, and demand for premium local products. Competitors like Keringet, Aquamist, Coca-Cola, and local soft drink brands dominate shelf space but offer limited health-oriented sparkling options.

Hill bridges this gap with affordable, high-quality alternatives—uniquely flavored sparkling water and natural beverages that cater to the modern, health-conscious consumer.

## Competitive Advantage

- Premium quality water purified through reverse osmosis, UV, and ozonation
- Unique flavors such as Lemon-Mint and Lime, not widely available in the local market
- Locally produced for freshness and consistent supply
- Competitive price points offering higher margins for resellers and HoReCa partners
- Attractive packaging and strong brand identity

## Why Partner with Us?

- Strong margin potential for retailers and distributors
- Reliable logistics and delivery within Nairobi and surrounding regions
- Marketing support through branded materials and product sampling
- Opportunity to lead in the premium sparkling water segment with an exclusive distributorship
- Flexible order quantities and fast restocking options

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## Products

