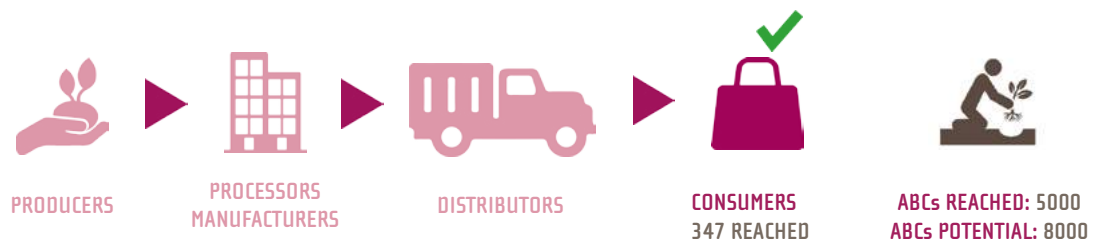


# Eldoville

## Marketing Whey Cool to the BoP in Kenya



### ENGAGEMENT IN THE VALUE CHAIN



Whey Cool is a nutritious and affordable drink, targeted on school going children. The product was developed by Eldoville itself, but the company needed support in improving the formula of the product and marketing it to the BoP.

- Type of engagement: market creation/inclusive channels/product development
- Period: 2014 - 2016
- Result: Whey Cool's formula is improved and market research showed school going children in rural areas are interested in Whey Cool.



Eldoville Factory where Whey Cool is produced

## Context

Eldoville is currently producing Kenya's best cheese and yogurt. To increase their brand portfolio and topline Eldoville wanted to use the whey liquid that is harvested during the cheesemaking process, which resulted in the Whey Cool product, an affordable and nutritious drink. The brand was already there before 2SCALE got involved. However, the main market for Eldoville's products is in Nairobi since they mainly sell to NAS Airport Services, restaurants and hotels, and to a lesser extent to supermarkets. Since Whey Cool is an affordable and nutritious drink perfect for the BoP, 2SCALE is supporting Eldoville in marketing Whey Cool to low-income households, especially school going children, as many of them are not able to afford a decent nutritious product.

## Results

The formula of Whey Cool was improved after 2SCALE linked Eldoville to a PUM expert from the Netherlands. Before that, the product only lasted one week and now it has an extended shelf life of two weeks if kept cold.

Eldoville and 2SCALE did market research in primary schools in Nyandarua County to find out if school going children are interested in Whey Cool as an alternative to juice. 100 children were interviewed and the results were very positive, all products sold out and the products' taste was much appreciated. Eldoville is satisfied with the way the market research was carried out and consequently plans to follow similar procedures for other (new) product lines as well. Based on the market research a marketing strategy has been developed.

## Future

The marketing strategy is going to be implemented by local marketing company Monar Strategic, starting with finding local leaders within the communities who are willing to promote the product to the BoP.

Furthermore 2SCALE will support the development of a distribution model for small scale shops. A challenge in this is that Whey Cool needs a cold chain, which needs extra attention when selling to schools or from small shops in rural areas.

“There are a lot of kids who only have one single meal per day, with Whey Cool we could offer them a product that is highly nutritious and affordable.”

Misheck Wanjohi,  
COO of Eldoville

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