



Vega - "Better Food for Better Life"

Vega the brand synonymous to quality and building relationships with people touches the lives of people in Africa over a million times a day. A globally recognized food brand from the house of Vega Foods Corporation Pvt Ltd, headquartered at Singapore that delivers better food for better life. The company is young, progressive with ambitious plans to cater to diversified product portfolio in packed Food and Beverages business.

The objective of the company is to be among the top three brands in Ghana in the product category that it chooses to operate.

Vega Foods vision is to create and deliver value to our customers and to enrich their life with quality, affordable and good-tasting food products i.e. in short to deliver "Better Food for Better Life". The company

wants to be associated with every day life of people through products designed suitably, to match consumer aspirations. Vega believes that eating well should not be the preserve of the more affluent ones. "Good quality food with desired level of nutrition and the eating enjoyment should be open to all" is the framework around which Vega operates. Vega food product range has been selected with thought and care to provide the everyday consumer a full meal option.

Vega entered the Ghanaian market in mid 2005 and within a span of two and half years, it has made rapid progress, and today it is one of the leading brands in Ghana. Its product range consists of Canned Fish, Corned Beef, Edible Oil, Pasta, Tomato Paste, Condensed Milk, Evaporated Milk, Instant Milk Powder, Table Margarine,

etc. Through its wide product range, superior quality and taste, innovative marketing and with strong consumer insights, it has become one of the fastest growing food brands in Ghana. The company has also been able to establish a strong distribution infrastructure through out the country that has helped the company to reach millions of people everyday with its products.

The company through its comprehensive consumer insights, innovative market research, strong product development & design service, effective communication and an unmatched distribution strategy has been able to expand its basket of products from a few in 2005 to a wide range today. It has successfully launched and gained formidable positioning in different product categories like

Canned Fish, Biscuits and Milk Powder. The company works with professional research organizations to update its knowledge on local people, culture and food habits. It works with local agencies for various outdoor activities and interacts with people in the community to know their taste and preferences.

The company believes in its human resource as its biggest strength. It has formed a strong team of professionals from various backgrounds. It strongly believes in promoting a culture of diversity and inclusiveness. The company has during last few years, made significant contribution to society with major focus on sports and education. Some of the

activities carried out by the company includes donation to the flood victims in the Northern region, support to the Ghana Olympic committee, support to the unprivileged children through donations and contribution during Ghana @50, participation in farmer's day etc. The company's mandate is to contribute to the Ghanaian society at large and participate in economic reforms of the country through focused initiatives. The company is always open to the local views and ideas on promoting the social and economic well-being.

The company has ambitious plans to roll out other food products in near future. Watch out for more exciting offers and news from Vega.

Bon appétit!