

SBL Wins Top alcohol Manufacturer Award at the President's Manufacturer of the Year Awards (PMAYA) 2024.



Dar es Salaam, Tanzania – 09th November 2024. Serengeti Breweries Limited (SBL) emerged as the leading alcoholic drinks manufacturer at the prestigious President's Manufacturer of the Year Awards (PMAYA), held in Dar es Salaam today. The PMAYA awards, one of the highest honors for manufacturers in Tanzania, are designed to recognize and encourage excellence among producers across various sectors.

The Guest of Honor, the Vice President, Dr. Philip Isdor Mpango on behalf of her Excellency, President Dr. Samia Suluhu Hassan stated that the government has strengthened road and port infrastructure to facilitate the export and import of goods, aiming to support the continued success of the industrial sector. She also urged manufacturers to intensify their production efforts and focus on increasing the output of intermediate goods, to reduce reliance on imported products.

SBL has reaffirmed its commitment to supporting Tanzania's economy by deepening its investments, particularly in the agricultural sector. Currently, over 75% of the raw materials used in SBL's beer production are sourced locally, directly benefiting Tanzanian farmers and strengthening the country's agricultural supply chain.

