

Serengeti Breweries Limited (SBL) Honored at Rising Woman Awards for Advancing Gender Diversity



Dar es Salaam, 08.03.2025 – Serengeti Breweries Limited (SBL) has been recognized at the prestigious Rising Woman Awards, hosted by Mwananchi Communications Limited for its outstanding contributions to gender diversity and inclusion. This recognition underscores SBL's commitment to fostering a workplace that empowers women at various levels, both within the organization and beyond.

"This recognition at the Rising Woman Awards is a testament to our continued efforts in championing gender diversity. At SBL, we firmly believe that a diverse and inclusive workforce is fundamental to driving innovation, growth, and long-term success. We remain committed to building an inclusive workplace that empowers women to lead and excel." Said Elizabeth Muro, Legal and Business Integrity Director at SBL.

Over the past five years, SBL has undertaken significant interventions to address gender imbalances in traditionally male-dominated fields such as brewing, logistics, packaging, engineering, and sales. In July 2020, SBL set a bold target to improve its female-to-male employee ratio from 17:83 to 31:69 by June 2024. Exceeding expectations, the company achieved an impressive 36% female representation as of February 2025, with a goal to surpass 38% by June 2025.

SBL has committed to integrate diversity and inclusion as a core performance metric, embedded in its strategic growth ambition to be Tanzania's most trusted and respected consumer products company. To achieve gender balance, the company has implemented a robust recruitment policy, requiring that over 60% of new hires be women. Additionally, hiring managers are encouraged to shortlist female candidates, prioritize equally competent women over male counterparts, and replace departing female employees with women hires.

Beyond recruitment, SBL actively nurtures female talent through structured mentorship, leadership development, and international exposure. The company's Project BLOOM, launched in partnership with Strathmore University, is preparing high-potential female employees for senior executive roles across Africa. Furthermore, SBL's Future Leadership Programme for commercial graduate trainees boasts 100% female participation in Tanzania, ensuring a strong pipeline of future women leaders.

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