



**Food Systems Skills School**  
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**Centre for Climate Change and Sustainability Studies**

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- Sustainability and Communications specialist.
- BA (Communications Studies and MA (Public Relations)
- Worked with the Mining, Telecom and FMCG Industries.
- Tullow Group Scholarship Scheme Scholar
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# Guinness Ghana Breweries Limited (GGBL)



Leading Total Beverage Business in Ghana



2 sites – Achimota and Kaasi



57 years



Over 500 employees



Listed on the Ghana Stock Exchange



24 Brands

# GGBL - Our Purpose and Ambition



## Purpose

*Celebrating Life, Everyday,  
Everywhere*

## Ambition


*To be the best performing,  
most trusted and  
respected consumer  
products company in  
Ghana.*


# OUR STRATEGY

DIAGEO

OUR AMBITION IS TO CREATE SHARED VALUE...


## WHERE WE:

SOURCE 


MAKE 

SELL 

## WITH OUR:

**COMPANY**  
Working with employees,  
partners and suppliers 

**COMMUNITIES**  
Acting as a corporate citizen and  
supporting community development 

**CONSUMERS**  
Increasing our positive impact  
through brand partnerships 

## ON WHAT MATTERS MOST:

 **LEADERSHIP IN ALCOHOL IN SOCIETY**  


 **BUILDING THRIVING COMMUNITIES**  


 **REDUCING OUR ENVIRONMENTAL IMPACT**  


## FOR OUR:

 **BUSINESS**

 **COMMUNITIES**

 **PARTNERS**

Our Local raw material (LRM) vision is to:

*To generate long-term value with locally and sustainably sourced raw materials which meet quality standards and have a positive impact on the communities and environment in which we operate.*



## GGBL LOCAL RAW MATERIAL INITIATIVE IMPACT

In 2012, Guinness Ghana Breweries Limited, step changed its use of local raw materials specifically, maize, sorghum and cassava in the production of its premium beverages.

This initiative has significantly contributed to the development of Ghana's supply chain particularly in the areas of job creation for smallholder farmers, aggregators, processors, transporters and traders; improvement in crop yields and farming practices.

