

Savanna Tobacco acquires Remington Gold

Fast-growing Zimbabwean tobacco firm Savanna Tobacco has acquired the Remington Gold brand from local manufacturer Cut Rag Processors.



Image by 123RF

With the addition of the Remington Gold brand, Savanna Tobacco now holds four of the Southern African region's leading cigarette brands.

Nick Hales, CEO of Savanna Tobacco, says the IP acquisition strengthens Savanna's brand portfolio and provides additional choice for customers. "Remington Gold is a long-standing brand of impeccable credentials in the Zimbabwean and regional markets. This acquisition is in line with Savanna Tobacco's strategy of organic brand growth and acquisition," says Hales.

Remington Gold was launched in Zimbabwe in 2001, for local and export markets. The brand will now benefit from the synergies at play in the Savanna Tobacco stable. Distribution of Remington Gold products will be optimised for geographical reach and spread in all markets, and its marketing and merchandising efficiencies will be improved.

"Remington Gold will create value from its identified markets segments and price point, and play a key role in Savanna Tobacco's overall price segmentation strategy and brand architecture," says Hales.

With the acquisition, Savanna Tobacco now owns four key brands – Pacific, Branson, Pegasus and Remington Gold, all of which are positioned to offer high quality and competitive pricing.

Savanna Tobacco has also expanded its market reach into eight countries and rebranded its Pacific brand portfolio to give pan-African consumers access to world class quality and style while still catering for local price sensitivity and pack size requirements.

Savanna Tobacco's updated go to market strategy now delivers industry-leading margins for every channel level and has stepped up support for the important small and micro-enterprise sector.

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