



PCC chairman Adam Molai (left) receiving his long-service award from PCC Global CEO Nick Hales.



Industry and Commerce Minister Mike Bimha raising the new PCC flags.

# The becoming of Pacific Cigarette Company

FORMERLY known as Savanna Tobacco Company (STC) manufactures of Pacific, Pegasus, Remington Gold and Branson premium quality cigarettes, last week launched its new corporate brand identity through a festive event held by the company with its stakeholders in celebration of its 15th year anniversary and SHEQ certification on March 30, 2017.

The transition from Savanna Tobacco Company to Pacific Cigarette Company (PCC) is significant in that it represents a coming of age in vision for the now global company.

The new brand, PCC, consolidates the brand image of the business, bringing its flagship product lines under one, much stronger, more strategically aligned brand expression.

The newly-launched brand tells of the legacy of one of the company's most significant milestone achievements in 2003 just one year after its inception in 2002.

This was the acquisition of its high-spec state-of-the-art precision processing and high volume output machinery, this in turn allowed the company to finally produce and package its own unique brand of cigarettes.

The significance of this is better appreciated when considered in contrast to the business' very humble beginnings when even the idea of the production capacity the company now has was just a dream.

The acquisition of this machinery was a first in a global expansion initiative by PCC to provide a truly consumer-centred experience to a diverse global market while also participating in building economies by creating employment and wealth creation opportunities for all its stakeholders around the world.

Today, PCC has successfully established a strong production footprint around the globe allowing it to meet the growing global demand for its products and to grow its worldwide market share.

The company's continued growth and worldwide expansion owes a lot to its own success in facilitating the growth of contract tobacco farming in Zimbabwe over the last 15 years amid many challenges.

The outcome of this facilitation has meant that as many as 70 000 families have benefited socio-economically because of it and have been able to achieve better standards of living.

PCC is a big believer in beneficiation and shared wealth and is an active champion of the cause demonstrating this in its own business practices which practiced Zim-Asset principles more than a decade before Zim-Asset was instituted.

The pioneering and vision-driven PCC is an internationally award-winning achiever and the only Zimbabwean processing company in the food and beverages sector to have been awarded three ISO Certificates namely ZWS ISO 9001:2008 , ZWS ISO 14001: 2004 EMS and ZWS OHSAS 18001:2007 namely ZWS.

Pacific Cigarette Company new corporate brand identity introduces a new chapter of an ongoing success story built from its values of trust, responsibilities, excellence, challenger ethos and customer is king.

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**THE COMPANY**

Pacific Cigarette Company is a leading cigarette manufacturing company. Established 15 years ago, we are the proud manufacturers of Pacific, Remington Gold, Pegasus and Branson Brands.

Full Virginia

Menthol

American Blend

Light Virginia

American Blend

Menthol

Full Virginia

Menthol

American Blend





# Savanna Tobacco rebrands to PCC



Savanna Tobacco Company rebranded to Pacific Cigarette Company.

ZIMBABWE needs to create a significant cigarette industry which fully beneficiaries the tobacco industry, creating employment and contributing more significantly to the national and regional output, Industry and Commerce Minister Mike Bimha said.

Speaking at the 15th anniversary and rebranding of Savanna Tobacco to Pacific Cigarette Company (PCC) last week, Bimha said value addition of tobacco by indigenous Zimbabweans, in line with Zim-Asset needs to be continuously developed.

"I am impressed with this move you have taken as a company, and hope this change will enable you to reposition the brand to move it up-market and develop a new, differentiated identity in the minds of consumers, investors, competitors, and other stakeholders. Successful rebranding can yield a brand better off than before," Bimha said.

"Pacific, as a home grown indigenous Zimbabwean company, has taken ownership of its own destiny through investing in value-addition and beneficiation of the country's cash crop," he said.

"In so doing, it has employed hundreds, empowered thousands, inspired millions and has contributed to the fiscus, noted by increasing its excise tax payments by 33 percent from 2015 to 2016. Pacific Cigarette is no longer fighting foreign multi-nationals, it has become a multi-national itself. Pacific Cigarette is a shining example of what a wholly Zimbabwean company can and should do to employ hundreds, empower thousands and inspire millions."

PCC executive chairman Adam Molai said the rebranding was a culmination of years of hard work from various stakeholders.

"It outlines what our role is as entrepreneurs. To create value and wealth through harnessing of limitless possibilities."

Savanna Tobacco Company, now PPC started 15 years ago from humble beginnings processing tobacco stems as the founders could not afford the large capital outlays required to become a merchant on the tobacco auction floors.

"This was a tough, hard nail entry into a very difficult industry where indigenous participants had not yet met any success. Our original idea had been to be allowed to grow tobacco and process it into cigarettes. However, the tobacco Control Act did not allow this, all tobacco had to be sold on the auction floors."

"It was this meagre objective that culminated into something that became larger than anything we ever dreamt of. Effectively, our quest to grow and process for our own small cigarette factory created major disruption in the Zimbabwe tobacco sector, probably the most significant disruption in the last five decades," Molai said.

This disruption culminated in what today is known as tobacco contract growing, one of the country's biggest achievement in contract farming.

"It was an arduous two year journey with many accusations thrown our way including that we were trying to help commercial farmers externalise foreign currency. We persevered and today this system now accounts for 85 percent of all tobacco grown in Zimbabwe and was the precipitator of the resurgence of tobacco from an all time low of 45 million kilogrammes to the over 200 million kilogrammes that we now produce."

This remains the company's legacy as this changed the lives of over 70 000 families especially the small-scale producers.

To Z4

**15 years**  
**PACIFIC CIGARETTE COMPANY**  
LIMITLESS POSSIBILITIES  
**2002 - 2017**  
Manufacturers of Premium Quality Cigarettes

*Congratulations*

It takes believing in Limitless possibilities to take a small Zimbabwean business and make it a thriving global concern in the space of just fifteen years. YOU DID IT! You are an inspiration of true Zimbabwean tenacity, faith, and achievement.

We congratulate you and wish you many more

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# Pacific cigarettes: International brand

WE celebrate this important milestone in the history of Pacific Cigarette Company, the 15<sup>th</sup> anniversary ceremony and the rebranding of your company Savanna Tobacco to Pacific Cigarette Company. This is definitely refreshing and exciting and will closely align to your best known cigarette brand family Pacific, which is enjoyed by consumers in Zimbabwe, Zambia, South Africa, Mozambique, and as far afield as Jamaica.

I am reliably informed that Pacific is one of the two significant indigenous players in Africa and that it is already a trailblazer in Africa as far as value addition in tobacco is concerned.

Pacific Cigarette Company has made a huge investment in its operational structures, and is now the first company in the food and beverage sector in Zimbabwe to be awarded ISO certification in three categories namely Occupational Health, Safety and Assessment Processes, Environmental Management Systems and Quality Management Systems. It therefore, means Pacific speaks of its world class quality; this is not an idle boast. It is actually a statement of verifiable fact. Congratulations to you Mr Molai and your team for a job well done!

Such developments are indicative of the direction that government requires local companies to take.

Pacific as a home grown indigenous Zimbabwean company, has taken ownership of its own destiny through investigating in value addition and beneficiation of the country's key cash crop. In so doing, it has employed hundreds, empowered thousands, inspired millions and has contributed to the fiscus noted by increasing its excise tax payments by 33 percent from 2015 to 2016.

On this note we need to see more local companies contributing more to the fiscus.

Value addition of tobacco by indige-

nous Zimbabweans, in line with Zim-Asset needs to be continuously developed. Zimbabwe needs to create a significant cigarette industry which fully beneficiaries our tobacco, creating employment and contributing more significantly to the national and regional output. The responsibility of growing Zim-Asset is with us. Pacific did not start big but as a small seed that was carefully nurtured, it grew and today it is the largest cigarette manufacturing plant in Zimbabwe.

On behalf of my Ministry I am impressed with this move you have taken as a company, and hope this change will enable you to reposition the brand to move it up-market and develop a new, differentiated identity in the minds of consumers, investors, competitors, and other stakeholders. Successful rebranding can yield a brand better off than before.

The benefits of quality and standards cannot be over emphasised, as they enhance the competitiveness of products and services hence guaranteeing attractive business partners.

Standards are a benefit to any society as they ensure that consumers get safe, reliable and good quality products hence building consumer confidence.

As for business, standards are strategic tools that reduce costs of production by minimising waste and errors due to improved systems and processes. Standards ensure that business operations are as efficient as possible, increase productivity and help companies access economically efficient markets through ensuring the compatibility of products and services.

ISO international standards create an enabling environment for investors hence promoting technology transfer. They also level the playing field for developing countries and facilitate free and fair global trade through benchmarking against international best practices.

In its endeavor to promote standardisation, the government is in the process of strengthening the National Quality Infrastructure (NQI) as it establishes and implements the practice of standardisation, including conformity assessment services, metrology, and accreditation. A quality infrastructure in line with international best practices will enable our country to participate successfully in regional and international trade as this leads to better public health, consumer and environmental protection and ultimately economic growth, poverty reduction and better quality of life.

This will be complimented by a National Quality Infrastructure policy whose formulation is work in progress under my Ministry.

A Quality Infrastructure Policy ensures production of competitive, safe, quality, reliable and cost-effective goods and services in both the local and external markets.

This is a key prerequisite for enhancing the industry's competitiveness and export market share in tradable goods and services.

It should be noted that only countries with an efficient infrastructure, can benefit from the increasing globalisation of international relations by trade.

In an effort to improve the quality of regulated imports the Government of Zimbabwe has embarked on the consignment Based Conformity Assessment programme to support local businesses and reduce the importation of hazardous and sub-standard products into the country. It is key for any society to conformity to national and international standards as this reassures consumers that products, systems and organizations are safe, reliable and good for the environment.

In conclusion, Pacific is no longer fighting foreign multi-nationals, it has become multi-national itself. This is good news.



**Industry and Commerce Minister  
Mike Bimha**

Good news for its employees, its shareholders, the tobacco industry and the nation as a whole. Pacific cigarettes are a shining example of what a wholly Zimbabwean company can and should do. Employ hundreds, empower thousands and inspire millions.



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Grant Thornton would like to congratulate **Savanna Tobacco Company** on their **15th Anniversary**, rebranding to **Pacific Cigarette Company** and for being awarded **three ISO Certificates**. We trust that you continue to grow in strides.



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to growth.



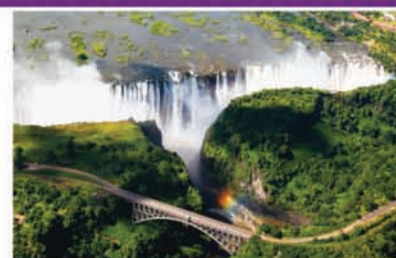
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TOBACCO INDUSTRY AND MARKETING BOARD

The Board, Management and Staff of Tobacco Industry and Marketing Board congratulates Savanna Tobacco on the great strides taken the past 15 years, for rebranding to Pacific Cigarette Company and for being awarded ISO Certificates namely ISO 9001:2008 , ZWS ISO 14001: 2004 EMS and ZWS OHSAS 18001:2007.

Your hard work and desire for uncompromising excellent work never goes unrecognized. May you continue to provide world class service.  
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# Savanna Tobacco rebrands to PCC

**From Z2**  
“The idea, with my original partner was small. I always believed strongly in beneficiation of tobacco as our largest cash crop in Zimbabwe and he was a farmer. Therefore there was strong alignment. We both had little tobacco industry knowledge and experience and were able to receive this from Gary de Jong who became our route into the industry and helped us develop the networks and relationships that have helped us grow to what we are today,” Molai said.  
In 2004 the cigarette dream was realised, creating more value and in turn more employment within the economy.  
The Pacific brand was created, which today remains the company's flagship brand and manufacturing commenced on April 3, 2004.  
“What drove us, what made this possible?” Molai asked.  
“A very clear vision that we are a consumer centred organisation with global aspirations and with a strong commitment to quality which can only be achieved through stakeholder interest alignment. Our values which emphasize building trust, working with a team of responsible people not jobseekers, striving for excellence and having a challenger ethos that emphasizes innovation, speed and customer service are the means towards achieving this vision and mission.  
“This vision, mission and related values must not be emblazoned on our walls but must be lived if our goals are to be achieved. Commitment to the vision was key as was hard work and a pursuit of limitless possibilities in spite of doubting Thomases.”  
The company according to Molai has embarked on Zim-Asset 2 having implemented Zim-Asset 1 10 years ago before it had a name.  
“This is the stage where we go beyond just value addition and beneficiation for export but must now involve the creation of Zimbabwean spawned multinationals. We have so far achieved this quest through expanding our distribution and now manufacturing foot print into the region and also into all places Jamaica. You will now find Pacific brand in Kingston and other areas in Jamaica.  
“This has now facilitated the export of human and intellectual capital into other markets allowing us to fish from the sea rather than our little pond of Zimbabwe. This is the only way we will further expand our economy through access to a larger market, which allows exponential growth and value creation, ultimately benefitting the Zimbabwean economy.”  
“As our company has grown it has become apparent, that while we call ourselves Savanna Tobacco Company, our consumers refer to us simply as Pacific! Obviously after our iconic flagship brand. As a consumer facing company, the consumers spoke and we listened. We are today changing our company name to Pacific Cigarette Company,” Molai said.  
The 15-year-old journey has been exciting for the Zimbabwean-born multinational company and the future holds limitless possibilities for growth.



PCC chairman Adam Molai



PCC chairman Adam Molai (left), receiving the ISO certificate from SAZ director general Dr Eve Gadzikwa while the PCC global CEO Nick Hales (far right) and head of risk and audit Blessing Mlambo looks on.

# The Leaders Of The Pack



The Board, Management and Staff of Eureka congratulate Savanna Tobacco on attaining 15 years of excellent service.  
May your growth continue to inspire the industry and benefit the nation at large.



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PCC Global CEO Nick Hales.



SAZ director general Dr Eve Gadzikwa addressing guests.

# PCC receives three ISO certificates

THE last 15 years has seen our company develop into a world class cigarette manufacturer, a world class marketing company and a company run by world class people.

One does not have to look any further than what we achieved in 2016 to confirm the world class stature of the company.

- We expanded our distribution and trade marketing footprint throughout the country.

- We modernised the packaging of our bestselling brand Pacific Storm. Delivering to the consumer innovation never before seen in southern Africa.

- We modernised our packaging on our best selling menthol brand Pacific Breeze. Consumers love this brand and our share tripled on Pacific Breeze.

- We commenced the marketing and distribution of Remington Gold and launched the extremely successful "Original" marketing campaign.

- The culmination of these activities resulted in our market share growing by 65 percent in 2016.

The company's achievements in 2016 have not been confined to the marketing arena.

- As an exemplary corporate citizen, contrary to other cigarette companies in Zimbabwe, our annual excise payment to ZIMRA increased by 33 percent over the previous year.

- As a company we continually strive for improvement in all facets of our business. An integral part of this journey has been seeking ISO certification to measure the quality of our products and our processes.

It is with great pleasure that I can announce that the company has been awarded three ISO certificates:

- ISO 9001 for Quality
- ISO14001 for Environmental Management
- ISO 18001 for Occupational Health and Safety.

Our company is classified in the foods, beverage and tobacco sector. It is the only company in this sector in Zimbabwe to have been awarded all three certificates.

These achievements are what we achieved here at home. This world class Zimbabwean company has not confined itself to the Zimbabwean market, we have also recorded a number of success outside Zimbabwe.

- We purchased a majority equity share in a local Zambian cigarette manufacturer. This has given us a footprint in the Zambian market.

- We entered into a contract manufacturing agreement with a South African cigarette manufacturer. This has allowed us to grow our share in the highly profitable South African market.

- We are in advanced stages of negotiations to expand our interests into Mozambique.

- In the fourth quarter of 2016 we launched our brand Pacific Storm and Pacific Breeze in Jamaica.

2016 has built a foundation from which we are going to grow from strength to strength over the coming years.

*\*An edited version of the speech delivered by PCC Global CEO Nick Hales at the company's 15th anniversary.*

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*Congratulates*

Savanna Tobacco Company for celebrating their 15<sup>th</sup> Anniversary, rebranding to Pacific Cigarette Company and for being awarded three ISO Certificates namely: ZWS ISO 9001:2008, ZWS ISO 14001:2004 EMS and ZWS OHSAS 18001:2007.

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# Tobacco types

TOBACCO is a tall perennial herbaceous flowering plant that belongs to the solanaceae or nightshade family. It is the world's most widely cultivated non-food crop and is chosen by farmers from more than 120 countries because of its performance under widely varying climatic (merely requiring a frost free period of 100-130 days) and soil conditions to meet the demands of many different markets.

The tobacco plant grows from one to three metres in height and produces 10 to 20 leaves from its central stalk. More than 90 percent of the world's tobacco grows between 40 degrees north and 40 degrees South, although it can be grown up to 60 degrees North.

An indigenous crop of the Americas, tobacco is cultivated for its leaves. However, for commercial growing the flowers are cut off as to encourage the leaves to grow further down the stem. Differences in soil and climate produce leaves that have specific characteristics and require different methods of fertilisation, insect and disease management, harvesting and curing. All tobacco varieties belong to the Nicotiana genus, although the main source of commercial tobacco is Nicotiana Tabacum. Nicotiana Rustica is also grown, albeit to a far lesser extent, and used in Oriental tobaccos.

Growers have developed a wide range of morphologically different types, from the small-



Tobacco is agriculture's largest foreign currency earner.

leaved aromatic tobaccos to the large, broad-leaved cigar tobaccos. Yet, each type of tobacco is generally defined by the curing method applied to it.

Curing is the final step in the production of tobacco. Thereafter, the leaves are sold to be transformed into the final tobacco product, e.g. cigarettes, cigars, chewing tobacco and snuff.

Through curing, the moisture content in the tobacco leaf is reduced from 80 percent to about 20 percent, thus ensuring the tobacco's preservability. Further, the different methods of curing also enhance the leaf's natural aroma. As different tobacco products require leaves with different characteristics, the distinctive flavour of each type of tobacco is what determines its suitability for use in different tobacco products.

In curing barns leaves will be dehydrated over a period of time. After the curing process is completed and the leaf has dried out sufficiently, fresh air is released into the curing barn, slightly moistening the leaves as to allow them to be transported for sale without crumbling.

There are four curing methods used for curing tobacco grown for commercial purposes: Flue-curing, fire-curing, air-curing and sun-curing.

**Flue-cured tobacco**

- The most common curing process is known as flue-curing. Used mainly in the manufacture of cigarettes, the most common type of flue-cured tobacco is Virginia. This tobacco is also known as 'bright tobacco' because the heat-drying process gives the leaves a bright,

golden colour. Originally from the south-eastern US state of the same name, it is today the most grown tobacco variety in the world.

- Flue-cured tobacco is dried in a closed building with furnace driven heat directed from flues or pipes that extend from a furnace into the barn. The temperature of the furnace is gradually raised until the leaves and stems are completely dried. Flue-curing takes about a week and fixes the natural sugar of the leaf, which has a high sugar and a medium-to-high nicotine content.
- Today, many farmers find that bulk curing flue-cured tobacco is far more cost-effective. Racks of tobacco are placed in bulk barns where heat and ventilation are controlled while air is forced through the leaves.
- Flue-cured varieties require warm weather, humidity, light rainfall and a sandy, loam soil for their four-month growing season.

**Air-cured tobacco**

- Some tobacco leaves are air-cured following their harvest. Air-cured tobacco is traditionally cured hanging in structures with a roof, but with open sides to allow air to freely circulate. As with flue-curing, the aim of air-curing is the timely removal of moisture from tobacco leaves. This process takes four to eight weeks: If cured too fast, the leaf will become patchy, if cured too slowly, the leaf will rot away.
- Commonly, air-cured tobacco is subdivided into dark air-cured and light air-cured tobacco. Burley is the second most popular tobacco in the world, belonging to the light air-cured variety.

To Z7



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# From Z6

Burley, also known as White Burley tobacco, is primarily used to make cigarettes and aromatic blends, whereas dark air-cured tobaccos are mainly used in the production of chewing tobacco and snuff.

- Burley is a slightly smaller plant than the flue-cured Virginia type, but with similarly broad leaves. Once picked, its leaves are dried naturally — or 'air-cured' — without the use of extra heat. This gives the leaves a light brown to mahogany appearance and very low sugar content. Burley tobaccos are somewhat cigar-like in taste and appearance, lending themselves to the production of flavoured, blended cigarettes commonly referred to as "American". Burley tobacco can be grown in limestone soils and requires only light fertiliser.

## Fire-cured tobacco

- Although curing methods may vary, all fire-cured tobaccos are subjected to wood smoke to dry the leaves. It is the type of wood used to smoke the tobacco leaves and the amount of smoke exposure that gives fire-cured tobacco leaves their distinctive flavours.

- Fire-cured tobacco, generally darker in colour, is used mostly for pipe tobacco mixtures, snuff, and chewing tobacco and has a low sugar but high nicotine content. Fire curing uses an enclosed barn similar to that used for flue-curing. Small fires are built on the floor, and the leaves cure in a smoke-laden atmosphere. Whereas flue-curing takes about a week, fire curing, using far lower temperatures, may take from a few days up to four weeks.

- Fire-cured tobacco is dried with low-burning wood fires on the floors of closed curing barns. The leaves have low sugar content but high nicotine content. Fire-cured tobacco is a robust variety of tobacco used as a condimental for pipe blends, cigarettes, chewing tobacco, snuff and strong-tasting cigars.

## Sun-cured tobacco

- A comparatively small amount of tobacco is sun-cured. Leaves are exposed to the sun to remove most of their moisture before being air-cured to complete the process. Of all sun-cured tobaccos, the best known are the so-called Oriental tobaccos of Turkey, Greece, in the area where before used to be Yugoslavia, and Balkans.

- A more labour-intensive product to harvest, Oriental tobacco is characterised by high aroma from small leaves, being low in both sugar and nicotine.

- The leaves are mostly sun-cured. Usually, the larger the leaf, the milder the aroma. Hence Oriental tobacco is regarded as expensive to harvest by many tobacco manufactures. Oriental tobaccos are often grown in poorer soils in southern Europe and the Middle East.

- Whereas after other curing processes tobacco is exposed to air to standardise the moisture content of the tobacco or 'redry', Oriental tobaccos are stored in bales and allowed to ferment. After storage, moisture is added to this type of tobacco. Pure – Turkish cigarettes contain 100 percent unblended Oriental tobacco – or blended, Oriental tobacco is mostly used in cigarettes, cigars, pipe, snuff or chewing tobacco.

## Why do farmers grow tobacco?

- Tobacco is a legally traded agricultural commodity for which, in global terms, there continues to be brisk demand.

- Tobacco can grow on soils with low fertility, subject to leaching of nutrients and erosion. Some tobaccos, such as the Oriental type, are also best grown in arid environments. Such conditions are invariably not suitable for successful production of other crops.

- In many areas where tobacco is grown, crops grow after the cultivation of tobacco, benefiting from the residual fertilisers in the soil.

- Tobacco growing is a labour-intensive activity that requires vast expertise of farming techniques. The 'know-how' these farmers acquire in tobacco growing frequently proves invaluable in the cultivation of other crops.

- Areas that are distant from air and shipping ports are unsuitable for crops grown in bulk, unless the crop yields high returns that allow for the travel costs to be covered.

- Being less perishable than most other potential alternative crops, tobacco can easily be stored.

- There is no better cash crop in most environments suited to tobacco.

- Tobacco enjoys very high price stability.

- As a rule, sale is guaranteed and price negotiated or determined by free auctions.

- Tobacco is, in many areas of the world, the only crop paid for in cash on delivery, or very shortly after.

- In tobacco areas holdings are generally small, requiring high value cash crops to ensure family income.

- Tobacco yields high returns per acre.

- Tobacco-growing attracts sound infrastructure providing financial aid, technical assistance, transport and storage.

- Successful production of other crops and animal rearing is often more feasible when a high value crop, such as tobacco, is part of the farming system.

- The wealth generated by leaf tobacco production helps to improve quality of life and attracts educational, health and social facilities in, otherwise, relatively impoverished, rural areas.

— tobaccoleaf.org

# Tobacco types



The 2017 tobacco crop is expected to earn the country between US\$650 and US\$700 million.

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# PCC 15<sup>th</sup> anniversary in pictures



## Masters pass any test

Ecobank congratulates Savanna Tobacco on their triple ISO certification and 15-year anniversary. Here's looking forward to more years of mastering your trade as Pacific Cigarette Company.

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