

SABMiller's *Eagle* has landed

Global brewing giant SABMiller (SAB) has launched a cassava beer in Ghana



The beer will be brewed by SABMiller's local subsidiary, Accra Brewery Limited, under the brand name *Eagle*, the group said on Thursday (14 March).

The launch builds on the success of the world's first commercially-available cassava beer, *Impala*, which SABMiller unveiled in Mozambique 18 months ago.

Prior to *Impala*'s launch in Mozambique, cassava had never been used to brew beer on a commercial scale because of the logistical challenge of collecting the roots from small farmers who are widely dispersed, along with its rapid deterioration immediately after harvesting.

Cassava is a reliable source of starch across most of Africa, but it starts to degrade almost immediately after it is harvested, which, together with its high water content, makes it unsuitable for transporting over long distances.

Mark Bowman, managing director of SABMiller Africa, said: "Part of our strategy across Africa is to make high quality beer which is affordable for low-income consumers while simultaneously creating opportunities for smallholder farmers in our markets. The launch of *Eagle* in Ghana ticks both these boxes.

"*Eagle* is aimed at attracting low-income consumers away from illicit alcohol. Small cassava farmers have a guaranteed market for their crop, which is then used to make consistently high quality, affordable beer," he said.

Much of the cassava in Ghana is grown by subsistence farmers and there is an estimated 40% surplus each year partly because there is little opportunity for farmers to sell the produce in commercial markets.

The launch of *Eagle* will provide an opportunity to turn locally grown cassava into a cash crop, allowing farmers to generate income whilst continuing to feed their families and, at the same time, reducing the crop's surplus.

Eagle will be sold in 375ml bottles at a price that is about 70% of the mainstream lager brands.

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