



Market

The biscuit market in Sri Lanka accounts for approximately 55,000 metric tonnes of snack foods each year. It is valued at around Rs. 9.3 billion annually. The market achieves a growth rate of between 10% and 15% each year. There are in excess of 40 players in this market and Munchee accounts for 55% of the total biscuit market in Sri Lanka.

Munchee, being the market leader, dominates in both urban and rural sectors. Its market cuts across all age groups and socio-economic sectors, but its primary target group comprises children, teenagers and young adults. The secondary group consists of adults. Whilst Munchee is a strong local brand, it has an international reach and distribution channels in 36 countries – including the US, Singapore, Hong Kong, Australia, New Zealand, Japan and Fiji.

Achievements



Munchee has won a string of coveted awards for many years, symbolising its excellence in all aspects of the business. The number of quality and standard certifications awarded to it, as well as the industrial, export and marketing awards that it has won, bear testimony to its success.

Munchee products are backed by several quality and standard certifications such as SLS 251 product certification, ISO 9001:2000 Quality Management System certification, ISO 14001:2004 Environmental Management System certification and HACCP Food Safety Management certification.

In recognition of the high standards maintained,

Munchee received the Food Award for Excellence in Confectionery. The culmination of these certifications and awards, which reflects the brand's continuous commitment to quality,



was its winning of the National Quality Award 2005, the highest accolade for quality and standards in Sri Lanka.

Munchee has also been the winner of the prestigious Product Brand of the Year award for four consecutive years and the Brand of the Year award for two consecutive years. These are awarded by the Sri Lanka Institute of Marketing (SLIM), which is the national body for marketing and marketing-related activities in Sri Lanka. Munchee was also awarded a gold for Innovative Brand of the Year by the same institute. It has also been a frequent Gold Award winner for Industrial Excellence in the Extra Large Category at the annual Ceylon National Chamber of Industries (CNCI) Achievers Awards.

The company's contribution to the country's economy in terms of foreign-exchange earnings has

been recognised year after year by the National Chamber of Exporters, from which it received a host of awards including the Gold Award in the Extra Large Category for Exporters of agricultural value-added products.

Munchee is also the proud recipient of the prestigious National Award for Export Excellence presented by the Ministry of Trade and Commerce.

The brand has received national recognition as one of the best corporate citizens in Sri Lanka, adding more colour to its reputation.

History

Ceylon Biscuits Limited was founded in 1968 when the Care Organisation and the Sri Lankan government entrusted the company with manufacturing a high-protein biscuit to supplement mid-day meals for school children.

That year, Ceylon Biscuits commenced commercial production of biscuits under the brand name Munchee. By 1979, taking note of the high standard and quality of Munchee products, Associated Biscuits of UK joined hands with Munchee as a partner and commenced producing a variety of biscuits under the brand name Huntley and Palmer.

Having such a well-established multinational brand manufactured in Sri Lanka for both local and international markets was a breakthrough. This association continued even after Nabisco took over Associated Biscuits. Today, Ceylon Biscuits is one of the largest enterprises in Sri Lanka, providing employment to over 1,500 people. It has evolved into a manufacturing company with truly international standards, with many state-of-the-art production lines sourced from Europe, the US, Japan and India.

With the professional input of qualified and experienced food technologists dedicated to full-time R&D, Munchee has earned a reputation as an innovator in its field.

Product

Ceylon Biscuits manufactures a large variety of biscuits, some of which are exclusive innovations marketed under the brand name Munchee.

Munchee's product portfolio falls into six categories:

Generic, Puff, Crackers, Assorted & Gift, Wafers and Exclusive.

Products that fall within each category are as follows: Generic – Nice (follows a traditional recipe to create a distinctive coconut flavour, with a sugar-sprinkled surface), Tikiri Marie (a semi-sweet biscuit), Ginger (a crispy, light biscuit, made with only natural ginger), and Chocolate Cream (soft biscuits with chocolate-cream centres); Puff – Lemon Puff (a soft and crumbly sandwiched puff with evenly laid lemony cream, topped with a sprinkling of sugar, all combining to create a sensation of melting in the mouth), and Chocolate Puff (chocolate cream sandwiched between two chocolate biscuits, with a surface of evenly-spread sugar); Crackers – Super Cream Cracker (a vitamin-enriched biscuit, with a well-layered structure to create its flaky sensation) and Kurakkan Cracker (another exclusive product made with a blend of wheat flour and millet flour – its high fibre content has made it popular as a health snack); Assorted & Gift range – an assortment of sweet biscuits,

