PEPSI-BOTTLER MOHA SOFT DRINKS MAKES MAJOR INVESTMENT IN ETHIOPIA

The company aims to meet rising demand within the country with a new Sidel PET line for carbonated drinks and water.

**Producing over half the nation’s total output**
Ethiopia is a country of remarkable potential and opportunities. Unsurprisingly, the second most populous nation in Africa - with a predominantly young population of around 80 million - is seeing a rapid increase in the consumption of beverages. With an annual growth of 25% forecast, the soft drinks market in Ethiopia is expected to reach 100 million crates per year within the next few years. Pepsi-bottler Moha Soft Drinks SC is already producing over half of the current national production of 40 million crates.

**Seven sites boosting job creation in Ethiopia**
The company has seven production sites and its major products are: Pepsi Cola, Mirinda Orange, 7-Up, Mirinda Tonic, Mirinda Apple (all Pepsi Brands) and Kool (Bure Kool and Tossa) bottled water products. The company was established in May, 1996 following the acquisition of four state-owned Pepsi plants by Saudi Arabian-Ethiopian business magnate Sheikh Mohammed Hussein Ali Al Amoudi and his wife. The largest foreign investor in Ethiopia, Al Amoudi is strongly committed to boosting job creation and infrastructures in the country.

Moha Soft Drinks SC, Ethiopian producer of soft drinks, juices and spring water, has seven operating units in the country and holds 52% of the market share in the soft drinks industry there.

sidel.com/global-references
Moho turns to long-standing supplier for new venture

Moho’s relationship with Sidel dates back a long time. In the company’s Nefasilk plant (east of Addis Ababa), a Simonazzi returnable glass line (48,000 bottles per hour) has been in operation for 25 years. In this plant, regular maintenance and upgrades for all of the machines (including the installation of a new filler to replace two old ones) were carried out with the assistance of Sidel experts.

After careful evaluation of market trends, Moho decided to focus on bottling soft drinks and water in PET bottles.

Order placed by management team at world fair in Munich

Moho Soft Drinks SC turned to Sidel for this new venture, having been particularly impressed by the company’s leadership in PET and Combi bottling solutions. The management team confirmed its choice after being impressed by Sidel’s great image of innovation and solidity at a world fair for beverage and liquid food technology in Munich.

The Moho management, headed by Ato Getachew Birbo, CEO of Moho Soft Drinks and Ato Asrat Siessler, Director of Technical Services, then visited the Octeville plant, and Ato Getachew signed the order for the new PET line. This was installed at the Summit plant in the western suburbs of Addis Ababa.

The flexible line bottles carbonated soft drinks and water in six formats (three each) and has a rated output of 12,000 bottles per hour for 1.5 L bottles. The turnkey project included all the auxiliary services, such as carbon dioxide production, steam, syrup room, water treatment, piping, etc.