PEARL OF AFRICA CHEESE

COMPANY PROFILE

“Adding value to milk. Connecting markets. Growing with purpose.”

REGISTERED NAME	Pearl of Africa 2012 Step Company Limited
TRADING AS	Pearl of Africa Cheese
LOCATION	Wakaliga, Rubaga Division, Kampala, Uganda
WEBSITE	pearlofafricacheese.com

01 / EXECUTIVE PROFILE

A Ugandan cheese business built step by step

Pearl of Africa 2012 Step Company Limited, trading as Pearl of Africa Cheese, is a Ugandan dairy value-addition business focused on processing fresh cow's milk into a range of cheese products. The business journey began in 2012 with cheese sourced from producers in Rwanda and sold in Uganda. Over time, the company moved into locally organised production, developed storage and distribution capacity in Kampala, and established production centres closer to milk-producing communities.

Today, Pearl of Africa Cheese supplies customers throughout Uganda and serves regional markets including Kenya, Tanzania, the Democratic Republic of the Congo and South Sudan. The company's development reflects a practical understanding of the dairy supply chain: sourcing milk, processing it into value-added products, managing product storage, and building relationships with buyers.

Company at a glance

Registered name	Pearl of Africa 2012 Step Company Limited
Trading name	Pearl of Africa Cheese
Business focus	Cheese processing and dairy value addition from fresh cow's milk
Business journey	Started in 2012; incorporated on 7 December 2020
Main commercial base	Wakaliga, Kampala, Uganda
Production location	Kyenda, Kyenkwanzi District
Domestic reach	Customers throughout Uganda
Regional reach	Kenya, Tanzania, Democratic Republic of the Congo and South Sudan

Our business

We transform fresh cow's milk into cheese products and connect dairy value addition with customers in Uganda and neighbouring markets.

02 / OUR JOURNEY

From cheese trading to local production

Our story is one of gradual development – starting with market access, learning customer needs, building local production relationships, and moving production closer to milk supply.

2012 — The beginning
Pearl of Africa Cheese began by purchasing cheese from producers in Rwanda and marketing it in Uganda. This established the business's early customer base and understanding of local demand.

2013 — First production partnership
The founders partnered with a producer to make cheese while they concentrated on marketing and sales in Kampala. Production started in Mbarara at Mbadifa House, near the Steel and Tube warehouse. The initial team comprised Paul Ainebyona, an electrical engineer, and Atuhaire Adrine, a businesswoman based in Mbarara.

2014 — Wakaliga store
The business established a store in Wakaliga, Kampala, and progressively invested in refrigerators to support cheese storage and distribution.

2020 — Formal incorporation (December)
Pearl of Africa 2012 Step Company Limited was incorporated in Uganda on 7 December 2020. The business also formalised key statutory registrations, including URA and NSSF, as part of its compliance development.

2020 — Buyaga, Lyantonde District
Because sourcing enough milk in Mbarara town had become difficult, the business shifted production to Buyaga in Lyantonde District and established a small production centre closer to milk supply.

2021 — Bulemba, Kazo District
A further production centre was established in Bulemba, Kazo District, with support from Mr. Nuwamanya David Bindeba.

2022 — Kyenda, Kyenkwanzi District (February)
Production shifted to Kyenda in Kyenkwanzi District, a cattle corridor selected for its access to milk. Kampala continued to serve as an important commercial and distribution centre.

Regional growth

The company continues to serve customers across Uganda and regional markets, with a focus on strengthening supply, production, product handling and customer relationships.

03 / PRODUCTS AND CAPABILITIES

Cheese products for varied customer needs

Our core activity is value addition: processing fresh cow's milk into different cheese types for wholesale, retail, food-service and institutional customers. Product availability can be confirmed against current production schedules and customer requirements.

Our product range

Mozzarella	A core product for pizzerias, restaurants, food-service operators, retailers and distributors.
Cheddar	A versatile cheese for food preparation, retail and wholesale supply.
Gouda	A semi-hard cheese for a variety of culinary and retail uses.
Parmesan	A hard cheese commonly used for grating and food preparation.
Feta	A cheese option for salads and other prepared dishes.
Halloumi	A cheese suited to grilling and pan-frying.
Paneer	A fresh-style cheese used in a range of meals.
Butter	A dairy product supplied in response to customer orders.

How we create value

- **Milk sourcing:** working with milk suppliers and local dairy networks.
- **Processing:** converting fresh cow's milk into a range of cheese products.
- **Handling and storage:** managing products through storage and distribution processes.
- **Customer supply:** coordinating orders for wholesale, retail, food-service and institutional customers.

04 / MARKETS AND CUSTOMERS

Serving Uganda and regional markets

Pearl of Africa Cheese's market approach is based on supplying customers through business relationships and practical distribution channels. The company reports serving customers throughout Uganda and exporting to Kenya, Tanzania, the Democratic Republic of the Congo and South Sudan.

Customer segments

Distributors & wholesalers	Supply relationships for customers buying cheese in commercial quantities.
Supermarkets & retailers	Cheese products for onward sale to consumers.
Restaurants & pizzerias	Cheese for menu preparation and food service.
Hotels, schools & institutions	Supply opportunities aligned to product specifications, quantities and agreed delivery terms.

Our approach to customer service

- Understand the product type, quantity and delivery schedule required by each customer.
- Agree prices, payment terms and order conditions before supply.
- Coordinate product handling and delivery around customer requirements.
- Develop repeat business through communication, reliability and responsiveness.

05 / PURPOSE AND PRINCIPLES

What guides our work

Our purpose

To create value from fresh cow's milk by processing it into cheese products and supporting the dairy value chain in Uganda.

Our vision

To grow into a trusted Ugandan cheese producer with a strong and sustainable presence in domestic and regional markets.

Our mission

To transform locally sourced cow's milk into a range of cheese products and serve customers through dependable operations and customer-focused service.

Our core values

Quality and care	We recognise that sourcing, processing, handling and storage all matter to the finished product.
Integrity	We aim to build relationships through clear communication and responsible business conduct.
Customer focus	We seek to understand and respond to customer product and supply requirements.
Partnership	We value the contribution of farmers, suppliers, employees, distributors and customers.
Continuous improvement	We learn from experience and work to strengthen processes as the business develops.

06 / GOVERNANCE AND COMPLIANCE

A formal company structure

Pearl of Africa 2012 Step Company Limited was incorporated under Uganda's Companies Act 2012 on 7 December 2020. The company's supplied National Social Security Fund employer registration certificate records employer number NS019844 and a registration date of 27 September 2024.

The company's internal organogram identifies board oversight and a managing director, supported by functions covering IT, supplies, production, quality control, sales and marketing, transport, finance, accounts, audit and legal matters. The structure provides a framework for assigning responsibility as operations develop.

Board of Directors

Musimenta Avia • Ayebare Penninah • Atuhaire Adrine • Ainebyona Paul

Functions shown in the company organogram

Governance	Board of Directors
Executive leadership	Managing Director
Operations & supply	IT Manager; Supplies Manager; Suppliers; Delivery Officer; Production Manager; Quality Control; Production Officers; Transport Officer
Commercial	Sales/Marketing Manager; Sales Officer
Financial control	Finance Manager; Accounts Officer; Audit Manager
Legal	Legal Manager

Registration documents supplied

- Certificate of Incorporation for Pearl of Africa 2012 Step Company Limited, dated 7 December 2020.
- NSSF Employer Registration Certificate, employer number NS019844, dated 27 September 2024.

Important: NSSF employer registration is not, by itself, proof of contribution compliance. Any additional permits, product standards, tax clearances or certifications should be listed only when current supporting documents are available.

07 / GROWTH DIRECTION

Building a stronger dairy value-addition business

The company's history shows a continuing effort to locate production closer to milk supply while maintaining a commercial presence in Kampala. Building on this foundation, the following priorities can support the next stage of development.

Reliable milk supply	Strengthen relationships with milk suppliers and plan procurement around seasonal availability.
Production & consistency	Continue improving production planning, process controls and product handling.
Quality systems	Maintain appropriate records and develop quality documentation in line with applicable requirements and target markets.
Customer & distribution growth	Deepen relationships with existing buyers while developing suitable new wholesale, retail, food-service and regional accounts.
Operational capacity	Assess equipment, storage, staffing and facilities against confirmed demand and cash-flow capacity.
Export readiness	Confirm destination-market requirements, buyer specifications, packaging, certificates and logistics before accepting export orders.

A practical commitment

Pearl of Africa Cheese intends to grow through strong operating fundamentals: reliable sourcing, disciplined production, appropriate product handling, clear customer agreements and a focus on sustainable business relationships.

08 / CONTACT

Let us build a business relationship

For product enquiries, wholesale orders, institutional supply, distribution opportunities or regional trade enquiries, please contact Pearl of Africa Cheese.

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PEARL OF AFRICA CHEESE

A Product of Uganda