



BACKGROUND

- Cowbell was launched into the Nigerian market in March 1993 by Promasidor Nigeria Ltd.
- It was the first milk powder brand in Nigeria to be marketed in small sachet sizes at affordable prices.
- Cowbell Milk is delicious, nutritious and tastes just like fresh milk.
- It is made from skimmed cows milk and vegetable fat, fortified with Vitarich, a unique blend of vitamins A, C, D, E & K.

FEATURES	BENEFITS
Cowbell is available in a comprehensive range of pack sizes.	This addresses consumer needs in respect of occasion, affordability and price point flexibility.
The Cowbell formulation has a skimmed milk and vegetable fat base.	Allows a longer shelf-life, no refrigeration needed and extended product freshness.
Enriched with vitamins A, C, D, E & K (VitaRich).	Offers additional nutrition, health and vitality to the growing child. See pack for details.
Wide range of product application/usage.	Ideal for beverage whitening, cereals, cooking or as a delicious drink on its own.

COWBELL

VITAMINS &
28
MINERALS

INCLUDING

VitaRich

A, C, D, E & K



PROMASIDOR
Quality Food Products



COWBELL Chocolate Drink



BACKGROUND

- Cowbell Chocolate drink participates in the powdered Cocoa Beverage Category.
- It was launched into the Nigerian market in August 1998.
- Cowbell Chocolate Drink is produced by Promasidor Nigeria Ltd.
- The basic ingredients of cocoa, milk and sugar are enriched with a unique blend of vitamins and minerals.

FEATURES	BENEFITS
Cowbell Chocolate drink was the first cocoa beverage to be packed in single-serve sachets.	Cowbell Chocolate drink offers its consumers convenience and affordability.
Cowbell Chocolate drink is packed in the following sku's: 8g sachet, 20g sachet and 400g sachet.	Range of pack sizes to satisfy all pockets and consumption occasions.
Fortified with 28 Vitamins and Minerals.	Formulation offers health and nutrition advantages. Consult pack for further details.
Cowbell Chocolate Drink is a complete '3 in 1' chocolate drink containing cocoa + milk + sugar.	Great convenience and value for money. Just add water!



COCOA + MILK + SUGAR
It's got it!

COWBELL Chocolate Drink



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**Our Milk & Sugar
Two in One!**

BACKGROUND

- Cowbell Sweet Milk is a Two-in-one (Milk + Sugar) milk powder brand.
- Launched into the market in November 2003 by Promasidor Nigeria Ltd.
- The basic ingredients include skimmed milk powder, sugar & vegetable fats.
- The formulation offers all the nutritional goodness of milk and all the energy of sugar.

FEATURES	BENEFITS
The brand is a 2-in-1 milk powder (Milk + Sugar).	It is refreshing and delivers convenience to consumers; it does not need additional milk or sugar for usage. A dual consumer proposition and sweet milky taste.
Sweet Milk is presented in one pack size (10g) format.	Cowbell Sweet Milk can be used for making and complementing Quaker Oats, pap, cornflakes, tea, beverages and other cereals.

*it's
sweet!*

*it's
fun!*



COWBELL Sweet Milk



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