



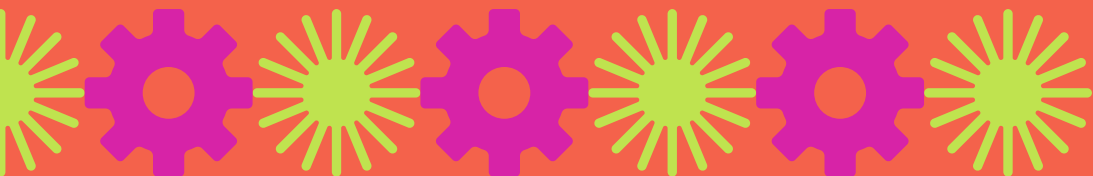
Millers
for
Nutrition



Case Study

Sunridge Foods

Turning Fortification
into a Brand Promise
in Pakistan



Summary

Sunridge Foods is one of Pakistan's leading flour producers and a pioneer of food fortification in a predominantly voluntary market. In 2019, Sunridge made a bold, strategic decision to place nutrition at the center of its brand identity: the company renamed its flagship flour product to "Sunridge Fortified Chakki Atta," explicitly linking its brand promise to food fortification. This increased fortification's visibility in Pakistan overall and positioned Sunridge Foods as a central player in fortification.

The decision to turn fortification into a brand promise unlocked additional investments in consumer education, community engagement and technical capacity. It allowed the company to position itself not only as a fortified flour producer, but as a leader, mentor, advocate and resource for other millers and partners across Pakistan as well as internationally through the Millers for Nutrition coalition.

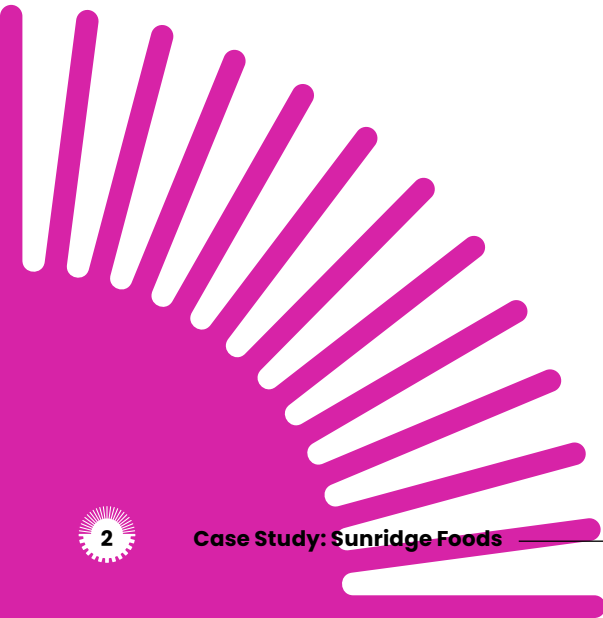




Table of contents

Making Fortification Visible as a Strategic Choice Through Sunridge Fortified Chakki Atta	4
Building the Technical Background for Fortification	5
From Leader to Mentor: Training Other Millers and Engaging Regulators	6
Educating Consumers to Protect the Brand Promise	7
From Fortified Flour to Fortified Portfolio	8

Making Fortification Visible as a Strategic Choice Through Sunridge Fortified Chakki Atta



Sunridge's fortification journey began with a clear assessment of what was missing in the market. Flour is a staple in Pakistan, yet flour fortification operates largely in a voluntary context, with mandates applying unevenly across provinces. In such an environment, most brands have historically competed on price, taste and availability instead of micronutrient value. In 2019, Sunridge faced a strategic inflection point. Fortification was technically feasible and increasingly encouraged by development partners, yet consumer awareness of nutrition remained limited, and price competition in the flour market was intense.

Renaming its flagship product to "Sunridge Fortified Chakki Atta" was a deliberate decision to treat flour fortification as a strategic opportunity to strengthen brand equity and contribute to public health outcomes. At the time, Chakki Atta represented Sunridge's core flour product and a significant share of its total flour volume. Centering fortification in the product name therefore represented a company-wide commitment.

Initially, Chakki Atta and Fortified Atta had an estimated market split of roughly 70:30. Over time, however, the share of Fortified Chakki Atta steadily increased. By the end of 2021, the fortified product had fully replaced the regular flour offering, reaching average monthly volumes of 3,500 metric tons by early 2022. As consumer awareness grew, demand expanded further across multiple fortified flour segments, including fortified all-purpose flour and fortified super fine flour. Today, combined sales across these fortified products exceed 10,000 metric tons per month.



Picture: Sunridge flagship flour products: The Sunridge Fortified Chakki Atta and the Sunridge Super Fine Atta.



This repositioning made fortification visible to every consumer and in every retailer interaction. It also raised the bar for accountability: once “fortified” is embedded in the product name, it cannot remain a quiet technical feature but becomes part of the brand promise.

The vital expertise and mentorship from international organizations including Wilmar International Limited, Unilever and the Millers for Nutrition Coalition supported Sunridge’s internal decision to treat fortification as a long-term strategic pathway. These inputs also helped Sunridge refine internal processes and increase efficiency, supporting the commercial viability of its branded fortification approach.

Building the Technical Background for Fortification



With fortification as part of its brand name, Sunridge continued to strengthen its internal fortification capacity step-by-step: first by aligning the fortification approach with WHO guidance and national and provincial requirements, then by integrating equipment and testing into routine operations so that fortification would be delivered reliably at the end of the line.

Sunridge operates three milling facilities with differing installed capacities (including a large site at 530 tons per day and additional facilities in the 180 and 150 tons per day). Implementing fortification therefore required equipment sizing and feeder calibration aligned to each plant’s needs. The company worked with its milling equipment partners to integrate micro-feeders matched to processing capacity, ensuring vitamins and minerals are dosed consistently during production.

On the quality side, Sunridge has built an end-of-line verification routine. The company established standard operating procedures and trained 25 staff members to check fortified flour at the end of the packaging line in every shift. This provided ongoing operational confidence and strong quality assurance for their fortified products.

Through these targeted investments and capacity-strengthening decisions, Sunridge has integrated fortification as a core operational competency across its operations.



From Leader to Mentor: Training Other Millers and Engaging Regulators



“We see ourselves as a mentor and resource hub for millers...so they can accelerate adoption of fortification standards.”

Hammad Anwar
General Manager of Mill
Operations at Sunridge Foods

Today, Sunridge acts as a capacity-building node for Pakistan's milling sector. In national and provincial workshops, company experts have been invited as speakers and trainers. Mill owners, particularly from outside major urban centers, travel to learn how fortification works in practice at Sunridge Foods: what equipment is required, how dosing is managed, how flour is tested and how systems are embedded into routine operations.

This mentoring role matters in a market where implementation quality can vary widely. Without proper alignment between premix dosing and milling output, fortification can become uneven with some flour receiving too much premix while other batches receive too little or none. Sunridge's training emphasis therefore focuses on operational fit: aligning equipment with capacity, building reliable mixing and dosing practice and institutionalizing quality assurance checks.

Alongside peer training, Sunridge sees itself as an advocacy actor. The company is active in awareness-building on the consumer side and in engagement with authorities and associations on the policy side, positioning fortification as a national public health opportunity and a practical industry pathway. Through this engagement, Sunridge is actively building and expanding the fortification market in Pakistan on behalf of the industry.

Participation in the Millers for Nutrition coalition helped Sunridge build confidence and credibility with external stakeholders. Regular engagement with regulators and standard-setting bodies, alongside NGOs and technical partners, reinforced Sunridge's standing as an industry leader. Through facility visits and stakeholder interactions, Sunridge could point to recognized frameworks and coalition-linked expertise to demonstrate that its approach is aligned with international best practices.



Educating Consumers to Protect the Brand Promise



“We can confidently communicate our role in addressing nutritional deficiencies, which enhances brand reputation and also create a competitive edge in the market.”

Hammad Anwar
General Manager of Mill
Operations at Sunridge Foods

Making fortification visible also created a new obligation: explaining it. Sunridge recognized early that branding alone would not be sufficient in a market where nutrition concepts are not always intuitive. Consumer education therefore became a strategic necessity. The company backed the product rename with consistent marketing and outreach, positioning fortified flour not only as a product feature but as a symbol of nutrition, quality and trust.

The company therefore paired its rebranding with proactive, face-to-face consumer engagement, including live cooking and bread-making demonstrations in shopping malls and public spaces. Rather than relying solely on packaging claims, Sunridge used real-world engagement to make fortification tangible. These activities allowed Sunridge to link fortification to everyday cooking practices, demonstrate that fortified flour does not compromise taste or texture, and build familiarity and trust through direct interaction. These events also helped build a community of consumers who could repeat and reinforce the message, turning customers into informal advocates for fortified staples.

To further expand consumer awareness, Sunridge launched the nationwide “Taqatwar Pakistan” campaign, featuring leading Pakistani actor Fahad Mustafa. The campaign framed flour fortification as part of a collective effort to address malnutrition and invited consumers to participate by sharing their purchase of Sunridge Fortified Atta using #SunridgeTaqatwarPakistan. For every post, Sunridge donated additional packs of fortified flour to families facing food insecurity, linking consumer engagement with a broader nutrition mission.

By translating a technical intervention into a tangible, everyday experience, Sunridge works to normalize fortified flour as a mainstream product. These efforts create direct opportunities to connect product use with its nutritional benefits and to explain the health rationale behind fortified flour.





From Fortified Flour to Fortified Portfolio



Sunridge Foods demonstrates how a strategic decision, when executed systematically, can realign an entire organization. Over time, fortified Chakki Atta became more than a single product. It evolved into the nutritional backbone of Sunridge's broader portfolio.

Today, the company uses fortified flour across a range of downstream products, including baked goods, snacks, and confectionery items. This integration allows Sunridge to extend its nutrition positioning beyond staple flour and continue innovating across its product portfolio to provide more value to consumers. At the same time, this shift is reflected in the company's sales trajectory, with fortified flour volumes growing from around 3,500 metric tons per month in 2022 to more than 10,000 metric tons today across multiple fortified flour segments.

Sunridge demonstrates a practical pathway for fortification leadership in a market where flour fortification is still emerging: combining brand strategy with operational systems and pairing consumer engagement with sector mentoring. The company's "Sunridge Fortified Chakki Atta" brand illustrates a bold move to normalize fortification in consumer decision-making, while its technical investments show what it takes to deliver consistently across sites and capacities.

A key insight from Sunridge's journey is that fortification leadership is not only about adding micronutrients. It is about making a promise visible and building the systems to keep it.

In a voluntary market, that combination can turn fortification from a quiet compliance activity into a durable source of trust, resilience, and industry-wide influence.



Picture: A selection of Sunridge product portfolio, highlighting Sunridge Fortified Chakki Atta as the company's flagship product.

Imprint

Commissioned by

The Millers for Nutrition Coalition, powered by TechnoServe

Written by

Christian Pirzer, Endevo GmbH

Acknowledgments

This case study was developed with contributions from Sunridge Foods, in particular Hammad Anwar, General Manager of Mill Operations. It was prepared as part of the Millers for Nutrition Coalition and its partner network, including TechnoServe.

Design and layout

Sonja Lorenz, LOSO Design

Publication date

May 2026

Copyright

© 2026 TechnoServe. All rights reserved.

Disclaimer

The views expressed in this case study are those of the author and do not necessarily reflect the official views of the Millers for Nutrition Coalition, TechnoServe, or their partners.

While every effort has been made to ensure the accuracy of the information presented, no responsibility is accepted for any errors or omissions.

Contact

Millers for Nutrition Coalition
www.millersfornutrition.com

Strategic Fortification Partners



Regional Strategic Fortification Partners



Powered by  TechnoServe Business Solutions to Poverty with support from Gates Foundation