# Twiga Foods pauses Nairobi operations amid restructuring and distributor acquisitions



Twiga Foods, the prominent Kenyan agri-tech and food distribution company, has temporarily paused its Nairobi operations as a final phase in its ongoing business transformation strategy. Established in 2014, Twiga has positioned itself as a vital player in modernising agricultural supply chains in Kenya, utilising its digital platform to directly connect farmers with retailers. This innovative approach aims to reduce intermediaries and lower post-harvest losses, thereby improving market access for farmers and ensuring retailers consistently receive affordable fresh produce.

The company’s decision to halt its Nairobi operations is part of a broader plan to create a more strategic distribution centre, with a goal to resume full operations by August. Twiga's temporary suspension comes at a time when the company is also undergoing significant internal restructuring, including notable workforce adjustments affecting its supply chain department. Speaking on the matter, Twiga expressed its commitment to conducting the restructuring "transparently, respectfully, and in strict compliance with Kenyan labour laws". The company has pledged to support those who are impacted during this transition.

As part of its reorganisation efforts, the firm is aiming to align its operational model with the evolving market landscape. The restructuring will enhance its core capabilities in technology, business intelligence, and digital solutions, which according to Twiga, are critical to effectively meet the needs of its customers and partners. The firm contends that these strategic decisions are essential to build a more robust organisation capable of scaling effectively within Kenya's dynamic market.

In parallel with the operational pause, Twiga recently announced significant expansions to its procurement capabilities by partnering with three food distribution companies—Jumra, Sojpar, and Raisons. This strategy seeks to improve Twiga’s reach in Nairobi and other regions by leveraging the distributors' networks alongside Twiga's technology. These partnerships are expected to enhance operational efficiencies and accelerate the company's growth, positioning it as a preferred partner for both local and international fast-moving consumer goods (FMCG) brands.

However, the backdrop of this strategy has not been without controversy. Following the acquisition of the three distributors, allegations have surfaced suggesting that the restructuring might be a tactic to avoid financial responsibilities, including unpaid vendor bills and commercial leases. Twiga has not publicly responded to these allegations, which raise questions regarding transparency and employee welfare during this transition. The company’s internal restructuring follows a series of layoffs earlier this year, which reportedly saw 59 employees dismissed as Twiga seeks to enhance operational efficiency while navigating tough market conditions.

Despite the challenges posed by such restructuring, Twiga Foods remains optimistic about its mission to revolutionise food distribution across Africa. CEO Peter Njonjo has emphasised the company’s commitment to innovation amid these changes, highlighting ongoing efforts to stimulate business growth, particularly in light of the evolving market demands.

In sum, while Twiga Foods is undergoing significant transformations aimed at solidifying its market position and operational efficiencies, the implications of these changes—both for employees and the overall business landscape—remain to be fully realised.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://techtrendske.co.ke/2025/06/07/twiga-foods-temporarily-pauses-nairobi-operations/), [[3]](https://www.africanretail.com/twiga-foods-buys-three-distributors-amid-turmoil/)
* Paragraph 2 – [[1]](https://techtrendske.co.ke/2025/06/07/twiga-foods-temporarily-pauses-nairobi-operations/), [[4]](https://www.techarena.co.ke/2025/04/17/twiga-foods-acquisitions-layoffs-kenya/)
* Paragraph 3 – [[1]](https://techtrendske.co.ke/2025/06/07/twiga-foods-temporarily-pauses-nairobi-operations/), [[2]](https://www.capitalfm.co.ke/business/2025/04/22/twiga-foods-plans-fmcg-expansion-with-new-investments-partnerships/), [[5]](https://allafrica.com/stories/202504220221.html)
* Paragraph 4 – [[3]](https://www.africanretail.com/twiga-foods-buys-three-distributors-amid-turmoil/), [[4]](https://www.techarena.co.ke/2025/04/17/twiga-foods-acquisitions-layoffs-kenya/), [[7]](https://techcabal.com/2023/08/20/twiga-foods-lays-off-283-employees/)
* Paragraph 5 – [[6]](https://techcabal.com/2024/08/21/twiga-foods-layoffs/)
* Paragraph 6 – [[1]](https://techtrendske.co.ke/2025/06/07/twiga-foods-temporarily-pauses-nairobi-operations/), [[2]](https://www.capitalfm.co.ke/business/2025/04/22/twiga-foods-plans-fmcg-expansion-with-new-investments-partnerships/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://techtrendske.co.ke/2025/06/07/twiga-foods-temporarily-pauses-nairobi-operations/> - Please view link - unable to able to access data
2. <https://www.capitalfm.co.ke/business/2025/04/22/twiga-foods-plans-fmcg-expansion-with-new-investments-partnerships/> - Twiga Foods, a Kenyan B2B e-commerce platform, has entered into agreements with three food distribution firms—Jumra, Sojpar, and Raisons—to enhance its fast-moving consumer goods (FMCG) procurement capabilities. This strategic partnership aims to expand Twiga's reach across Nairobi, Central, Western, and Coastal regions, leveraging the distributors' established networks and Twiga's technological infrastructure to modernise Kenya's food distribution landscape. The collaboration is expected to improve operational efficiencies and accelerate cost-effective national scaling, positioning Twiga as a preferred partner for local and international FMCG brands across various distribution channels.
3. <https://www.africanretail.com/twiga-foods-buys-three-distributors-amid-turmoil/> - In a significant strategic move, Twiga Foods has acquired majority stakes in three local distributors—Jumra, Sojpar, and Raisons—as part of its transition from a fresh produce supplier to a full-service FMCG platform. This acquisition aims to strengthen Twiga's procurement capabilities and expand its national footprint. However, the move has sparked controversy, with allegations suggesting that the restructuring may be designed to circumvent financial obligations, including commercial leases and unpaid vendor bills. The company has yet to address these claims publicly.
4. <https://www.techarena.co.ke/2025/04/17/twiga-foods-acquisitions-layoffs-kenya/> - Twiga Foods has announced the acquisition of three regional food distributors—Jumra, Sojpar, and Raisons—as part of its expansion strategy to streamline food distribution across Kenya. The integration of these distributors into Twiga's supply chain is expected to enhance operational efficiencies and expand the company's reach. However, the acquisition comes amid allegations of mass layoffs and internal restructuring, raising questions about the company's handling of employee welfare and transparency during this period of expansion.
5. <https://allafrica.com/stories/202504220221.html> - Twiga Foods, a Kenyan B2B e-commerce platform, has entered into agreements with three food distribution firms—Jumra, Sojpar, and Raisons—to strengthen its FMCG procurement capabilities. This strategic partnership aims to expand Twiga's reach across Nairobi, Central, Western, and Coastal regions, leveraging the distributors' established networks and Twiga's technological infrastructure to modernise Kenya's food distribution landscape. The collaboration is expected to improve operational efficiencies and accelerate cost-effective national scaling, positioning Twiga as a preferred partner for local and international FMCG brands across various distribution channels.
6. <https://techcabal.com/2024/08/21/twiga-foods-layoffs/> - Twiga Foods has laid off 59 employees as part of its restructuring efforts aimed at enhancing operational efficiencies and accelerating towards profitability. This move follows a previous round of layoffs in August 2023, where a third of the workforce was let go due to tough market conditions. The company has also announced plans to hire 25 new staff members in its growth and innovation department to stimulate progress in the current market and financial conditions.
7. <https://techcabal.com/2023/08/20/twiga-foods-lays-off-283-employees/> - Twiga Foods has undergone operational restructuring, resulting in the layoff of a third of its 850 permanent employees. The company cited tough market conditions and the need to become a lean, agile, cost-efficient organisation as reasons for the redundancies. Despite these challenges, Twiga Foods continues to operate in Uganda, and CEO Peter Njonjo has stated that the company remains committed to its mission of revolutionising food distribution in Africa through innovative digital solutions.