Forget gleaming kitchens, Tebuka’s story starts on village streets. Taking over from his father in 2003, Cleophas Nsazimana the man behind the magic, saw not just a business, but a canvas for innovation.

Initially, the company pedaled warm loaves in wicker wooden boxes. His ovens were makeshift, and he faced plenty of challenges, but he put his heart into every bake.

Today, under his leadership, the bread company has blossomed, its aroma wafting beyond Nyagatare district, reaching towns and districts across Rwanda.

But Nsazimana never forgot his roots. Young hands in the community learned to bake, and the Tebuka bakery became a community beacon in the Eastern Province of Rwanda.

Presently, Tebuka Company stands tall, a symphony of flavors. Beyond bread, the company’s ovens birth flaky pastries, wholesome cereals, and decadent cakes in different shapes, structures and at affordable prices, catering to every craving.

But the heart remains: community, tradition, and the belief that a shared loaf rises to something extraordinary.

With flour-dusted cheeks and a smile in his bakery, Nsazimana encourages bakers to embrace their stumbles and move on to a bigger, better loaf if they don’t give up. His philosophy is simple: dedication, focus, and a sprinkle of unwavering belief.

“Tebuka is more than bread,” he beams. “It’s about rising together.” And as long as the ovens stay warm and hearts open, Tebuka will continue to be a household hero, one delicious bite at a time.

Tebuka’s magic lies not only in its time-honored recipe, but also in the whispers of improvement passed down from generation to generation.

The bakery has built a distribution system that serves as the backbone of the wholesale bakery business, ensuring that freshly baked goods reach distributors, retailers, and consumers in a timely and efficient manner.

“The first time I bit into Tebuka bread, it was like a burst of sunshine,” says local resident Marie Mukamwezi in Nyagatare district. “The crust crackles, the inside is

soft, and the flavor… It’s like nothing I had ever tasted before. Most importantly, the package is good and my children love it.”

Tebuka’s impact extends beyond the taste buds. During the Covid-19 storm, when fear and uncertainty swirled, the bakery became a beacon of hope.
The company kept their ovens roaring, providing not just sustenance but a sense of normalcy, a reminder of shared comfort in the face of hardship.

“The company was our lifeline during the lockdown,” says John Nsabimana, a father of three. “They kept their doors open, they helped the community in need and their bread kept our spirits high. It was a small comfort, but it meant the world to us during the pandemic,” notes Nsazimana.

Nsazimana acknowledges the government’s role in his success. He says that the RPF government transformed the landscape, most of Nyagatare once a national park but was given to the community, now it has provided space for Tebuka’s growth.

“They built the infrastructure like roads which we use for distribution. We also have available utilities like water and electricity which keep the oven humming. The district also offered us trainings to hone our skills as bakers, ensuring consistent quality” he points out.

The company’s commitment to the community runs deep. Tebuka employs local talent, offering not just jobs but skills and a sense of belonging.

The flour is sourced within Kigali’s Gasabo district, supporting local transport companies and weaving their success into the regional fabric.