



**PRESS RELEASE  
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## **Central Sugars Refinery Launches Better Brown Low Glycemic Sugar**

*CSR Paves the Way for Healthy Sugar Versions and Encourages Malaysians to Consume Sugar Responsibly*

**PETALING JAYA, 8 NOVEMBER 2018:** Today, sugar manufacturer, Central Sugars Refinery Sdn Bhd (CSR) launched the “**Better Brown Low G Sugar**”- its new and healthier sweetener product that has a Low Glycemic Index (GI). The first in Malaysia and Asia, the **Better Brown Low G Sugar** is in line with CSR’s vision to promote healthy sugar consumption amongst Malaysians.

By having a low GI, CSR’s latest product will be more slowly digested, absorbed and metabolized. This leads to a lower and slower rise in blood glucose, thus helping consumers to sustain energy longer and curb hunger cravings.<sup>1</sup> Low Glycemic is a relative ranking of carbohydrate in foods according to how they affect blood glucose levels. While the GI count of regular white sugar stands at  $69 \pm 5$ , **Better Brown Low G Sugar** carries a GI count of 55 or less and yet provides the same sweet taste, making it suitable for use in food and drinks preparation.

“CSR’s **Better Brown Low G Sugar** is a result of our continuous innovation and a breakthrough in technology. Our goal has always been to address customer needs and to create an awareness and encourage consumers to consume sugar responsibly in order to lead a healthier lifestyle. This new **Better Brown Low G Sugar** by CSR has set a new benchmark for healthier sweetener options, that not only tastes great but is affordable to all,” said Hishammudin Hasan, Chief Executive Officer of CSR.

“With this new **Better Brown Low G Sugar**, we want to encourage and switch customer’s preferences to brown sugar. This is in line our vision to continuously innovate and evolve to

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<sup>1</sup> Glycemic Index Foundation

provide customers with the better and healthier choice, and to encourage the community to consume sugar in a responsible manner in accordance to our lifestyles,” he added.

As integral part of its operations, CSR places great importance on the quality and safety of its products. CSR’s **Better Brown Low G Sugar** and all other products are Halal certified, complying with all international food standards such as HACCP and GMO Free. The company is also committed towards sustainable development throughout its entire supply chain.

In conjunction with the new product launch, CSR has appointed Datuk Redzuawan Ismail or famously known as Chef Wan and local artist, Farahdhiya Mohd Amin as its product ambassadors. CSR sees a great fit with Chef Wan and Farahdhiya as they are well-known for encouraging healthy eating and sharing the ease of cooking nutritious local foods at home with their fans on social media. By collaborating with the celebrities, CSR hopes to drive further awareness amongst Malaysians on the importance of leading a healthy lifestyle by consuming sugar in a responsible manner.

“We are pleased to be joined by the exceptional Chef Wan and Farahdhiya. They are the two personalities and influencers that encapsulate what CSR’s **Better Brown Low G Sugar** stands for today. Chef Wan and Farahdhiya embody values and commitments, similar to ours; encouraging their fans and social media followers to make healthier food choices and eat healthy. We look forward to working with them and believe this partnership will bring tremendous positive impacts to the Malaysian community,” said Hishammudin Hasan.

CSR has been ramping up its efforts in encouraging people to consume sugar responsibly and to adopt a healthy lifestyle. In October, the company formed a partnership with the National Diabetes Institute, Malaysia (NADI), with a commitment to spread awareness of consuming sugar responsibly and fighting diabetes. As part of the collaboration, CSR will be supporting NADI’s ‘*Promote Healthy Lifestyle, Fight Diabetes*’ Programme that looks to conduct various educational activities and engages with rural and urban Malaysians.

Additionally, CSR and NADI will spread awareness to every home in Malaysia through the release of its new **Better Brown Low G Sugar** with NADI’s ‘*Promote Healthy Lifestyle, Fight Diabetes Program*’ logo that captures both organisation’s support of a healthy lifestyle.

As part of the launch and to drive further awareness, CSR employees will have their car and motorbikes pasted with stickers promoting the new **Better Brown Low G Sugar**. CSR has also partnered with several café outlets to give away 100 cups of Americano for free, from the 10th to 11th of November 2018, to try out the **Better Brown Low G Sugar**. You may follow or like CSR’s Facebook Page, CSR Teman Sajian for more details.

CSR’s Better Brown Low G Sugar is available at all leading retail outlets nationwide at RM3.80 per pack.

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## **About Central Sugars Refinery Sdn Bhd**

CSR is one of the leading producers of quality sugar products in Malaysia. Starting life out as the United Malay State Sugar Industries (UMSSI) in 1965, Central Sugars Refinery stepped out into the world with a small yet noble dream; to be Malaysia's go-to name when it comes to sugars and sweeteners. Nearly half a century later, that dream is still fuelling the dedication and commitment of our employees.

From a modest sugar melting capacity of 150 metric tonnes at inception, CSR now churns out 1800 metric tonnes a day providing only the finest sugar and specialty sweetener ingredients for consumers, retailers, foodservice distributors, food manufacturers, culinary professionals and specialty markets across Malaysia.

*Issued on behalf of Central Sugars Refinery by Perspective Strategies:*

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