



## PRESS RELEASE

# COMPLETION OF THE NEW STATE OF THE ART FACILITY CSR Padang Terap Ready To Produce Better Brown and Commercial Brown via Unconventional Technology

SHAH ALAM, 5 AUGUST 2020 – Central Sugars Refinery Sdn. Bhd. (CSR) announced today that they have completed the new facility in Padang Terap, ready to produce made in Malaysia Better Brown and Commercial Brown to help provide better solutions to consumers and customers both locally and internationally.

"CSR has a mission to be a leader in sustainable sugar solutions across the industry" said Victor Ng, Chief Operating Officer. "As part of this strategy, we will continue to invest in the rejuvenation of our facilities in both Shah Alam, Selangor and Padang Terap, Kedah to produce innovative products that meet consumers needs. The first is the made in Malaysia specification of Better Brown, which is our low glycaemic, healthier option sugar. The second is the new commercial specification of refinery Brown sugar that we call "Commercial Brown", which is ideal for industrial customers looking for an affordable, consistent, low moisture brown sugar to use in their food and beverage brands for great sensory performance." he added.

The Better Brown brand has been very successful in Malaysia achieving up to 33% brown sugar market share in modern trade. CSR have also recently launched the Better Brown in Singapore and have started exports to other international markets as well. Both products, developed in collaboration with their exclusive technology partners Nutrition Innovation, are world class and support CSR's program in sustainability with VIVE.

"We are delighted to have supported CSR in the exciting development of Better Brown and Commercial Brown in Malaysia." said Matthew Godfrey CEO of Nutrition Innovation. "Our technology was originally developed for application within a primary sugar mill but partnering with CSR has now collectively succeeded in applying our Nucane innovation to their refinery in Padang Terap. It is definitely a world's first for our technology and approach to healthier sugars."

"CSR is now ideally suited to lead the region and into Middle East in sugar innovation with these two new additions of Commercial Brown and Better Brown. We have built capacity to produce up to 8,000MT/month and are already seeing high interest and demand from the industry." Victor added.

**END**

## **ABOUT CENTRAL SUGARS REFINERY SDN BHD**

Started off as United Malay State Sugar Industries (UMSSI), CSR is one of the leading producers of quality sugar products in Malaysia since 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, food service distributors, food manufacturers, culinary professionals and specialty markets across Malaysia.

In line with our vision to continuously innovate and evolve to provide customers with the better and healthier choice, CSR launched its Better Brown Sugar in 2018, encouraging Malaysians to consume sugar in a responsible manner and lead a healthy lifestyle.

CSR has also partnered with National Diabetes Institute (NADI) to promote healthy lifestyle through its 'Promote Healthy Lifestyle, Fight Diabetes' Program. Through the initiative, CSR takes part in educating the rural and urban Malaysian community through roadshows and health screenings as well as sponsored the twice a year "NADI Diabetes Magazine" that advocates healthy living and provides tips and guides for those suffering from diabetes and other associated conditions. In addition to these, CSR also sponsored a mobile clinic for NADI to enable the institute to provide a more convenient setting for health screenings during roadshows around the country.

CSR focuses on three main pillars of Corporate Social Responsibility, namely orphanages, dialysis centres and the homeless and strive to make a difference towards these deserving communities.

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