



PRESS RELEASE

CSR INTRODUCES THE “GOLDEN SYRUP”

New Product Enhances CSR Brand Presence on the Shelves

SHAH ALAM, 26 AUGUST 2020 – After the huge success of Better Brown, the Low Glycemic sugar, Central Sugars Refinery Sdn. Bhd. (CSR) is proud to announce the arrival of its latest innovation – the Golden Syrup. This practical and easy-to-use syrup in a bottle is a result from a year’s worth of effort and research to ensure only the best and highest quality of product is produced for our customers and consumers.

Golden Syrup is a thick syrup made from caramelization of inverted syrup. It has a honey-like appearance and is available in two pack sizes - 350 grams (PET Plastic Bottle) for household use and 25 kilograms (Jerry Can Plastic) for the industry.

This amber coloured syrup would be a perfect companion for desserts and can be used in baking, cooking as well as a topping. Golden Syrup is already on the shelves at leading hypermarkets and supermarkets namely Giant, Aeon, Jaya Grocer, Lulu, Econsave, Hero, NSK Group, TF Value, CS Brothers, and Matahari with its recommended retail price (RRP) of RM4.90 for 350g and RM145.00 for the 25kg pack..

"We are very excited over of this latest innovation from CSR. This is in line with our vision to continuously innovate and evolve to provide customers with more sugar choices that would meet their everyday needs," said Mr. Ahmad Farid Kamarudin, CSR’s Director of Commercial. "Golden Syrup is an innovation that can be used in many recipes and it will not affect the taste of the finished product. Modern Trade and Food Services would be the market channels for this product as our target users are the household, bakers and chefs." he added.

Mr. Ahmad Farid also said that moving forward, CSR in collaboration with its strategic partners, will continue to innovate to provide consumers with more sugar options, hence consumers can expect to see a lot more of CSR products presence on the shelves.

Prior to Golden Syrup, CSR released the Better Brown brand in 2018 which has been very successful in Malaysia achieving up to 33% brown sugar market share in modern trade. The healthier sugar option is well-received and is endorsed by National Diabetic Institute (NADI) as part of a responsible sugar consumption campaign.

#SenangSangat #SureSedap

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ABOUT CENTRAL SUGARS REFINERY SDN BHD

Central Sugars Refinery (CSR) started off as United Malay State Sugar Industries in 1965 and has now become one of the leading producers of quality sugar products in Malaysia. From a modest sugar melting capacity of 150 metric tonnes in the beginning, CSR now churns out 1,800 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.

CSR is also the first in Asia to achieve VIVE claim level global standards as a sustainability sugar refinery while producing variety of sugar in its journey to become Fast-Moving Consumer Good (FMCG).

In line with our vision to continuously innovate and evolve to provide customers with the better and healthier choice, CSR launched its healthier sugar option “Better Brown” in 2018, encouraging Malaysians to consume sugar responsibly and lead a healthy lifestyle. This low Glycemic sugar is recognised by National Diabetes Institute (NADI) which has become a partner to CSR in promoting healthy lifestyle through its ‘Promote Healthy Lifestyle, Fight Diabetes’ Program.

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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