



16 AUG, 2020

MSM diversifies its product range with new alternative sweeteners

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Page 1 of 2

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KUALA LUMPUR: FGV Holdings Bhd's (FGV) public-listed subsidiary, MSM Malaysia Holdings Bhd (MSM) continues to leverage on its high-quality refined sugar repute through its brand new range of sweetener products – Premium Prai, Go½ and GoNatura.

Premium Prai includes low-calorie sucralose, Go½ and the sugar stevia mix, GoNatura to fulfill the emerging trends among consumers seeking healthier lifestyle choices.

These new variants entered the market in July 2020, and are en route to enter local modern trade chains.

MSM Group chief executive officer, Datuk Khairil Anuar Aziz said Gula Prai has been the most in-demand refined sugar brand among consumers in Malaysia with a 61 per cent market share.

"Having been in the business for more than 50 years, we must adapt to current industry and consumer demands, hence the new products will strengthen MSM's position as a market leader," he said in a statement on Friday.

"To be consistent with FGV Group's emergent initiatives for growth, MSM will continue to employ sustainable strategies that redefine opportunities in view of the progressive market demand and accessibility. More product and business opportunities will be explored this year in order to diversify its income streams," said Khairil Anuar.

Go½ is a sugar blended with sucralose, a zero-calorie sweetener that is widely used to enhance the taste in

a variety of food and beverage products that include soft drinks. Despite being about 600 times sweeter than sugar, sucralose contributes to the sweetness without adding calories or carbohydrates. Additionally, Go½ delivers the sweetness with less sugar by cutting the sugar intake in half.

Instead of replacing the sugar entirely with stevia, GoNatura complements smaller sugar portions with the natural sweetness of stevia. This mixture ensures a distinctive taste for consumers to experience sweetness with less sugar intake.

Khairil Anuar said: "We are mindful that consumers are now more health-conscious. Attentively, there is a need for us to create balanced lifestyle choices, offering alternative sweetening solutions for consumers. Our products provide the right balance of sweetness that control consumers' sugar intake without losing their appetite.

"The expansion of our production portfolio through these new products will also increase the utilisation rate of our new refinery in Johor. Currently, the utilisation rate is at 34 per cent and is expected to rise to between 48 per cent and 50 per cent for financial year 2020, following the group's development in new market segmentation and product diversification," he said.

Go½ and GoNatura are conveniently packed in small boxes with 50 sachets each for easy storage.

Currently, both products are available at Elewsmart, and can also be purchased online through KedaiFGV on Shopee. –Bernama



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Page 2 of 2

SUMMARIES

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