



17 AUG, 2020

FGV unit targets the health-conscious

New Straits Times, Malaysia



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NEW SWEETENERS

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KUALA LUMPUR: FGV Holdings Bhd's subsidiary, MSM Malaysia Holdings Bhd, is leveraging the reputation of its high-quality products by launching a new range of sweeteners.

FGV said the products under the brand "Premium Prai" included the low-calorie sucralose, "Go½" and the sugar stevia mix, "GoNatura" would fulfil the demand from health-conscious consumers.

The products entered the market last month and are en route to enter local modern trade chains.

MSM group chief executive officer Datuk Khairil Anuar Aziz

said the company must adapt to the current industry and consumer demands.

He said the new products would strengthen MSM's position as a market leader.

FGV said Go½ was sugar-blended with sucralose, a zero-calorie sweetener that was used to enhance the taste in food and beverage products.

Sucralose contributes to the sweetness without adding calories or carbohydrates.

On the other hand, GoNatura uses stevia leaf extract as a natural sweetener.

"Consumers are becoming

more health-conscious.

"There is a need for us to create balanced lifestyle choices. (MSM does this by) offering alternative sweetening solutions for consumers.

"Our products provide the right balance of sweetness which allows consumers to control their sugar intake," said Khairil.

He said the new products would increase the utilisation rate of its refinery in Johor.

He said its utilisation rate was at 34 per cent and was expected to increase to between 48 and 50 per cent for the financial year 2020.

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SUMMARIES

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