

## CSR to advocate for brown sugar



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*The company wants to make brown sugar more accessible in Malaysia, says CEO*

**By RAHIMI YUNUS / Pic By ISMAIL CHE RUS**

Central Sugars Refinery Sdn Bhd (CSR) is embarking on a massive rebranding exercise, putting more focus to shift customers to brown sugar and deliver better bottomline to the company.

The company is allocating between RM16 million and RM20 million for that purpose, largely for the rebranding exercise, new products development and promotional activities, as well as educating the public about brown sugar.

CEO Hishammudin Hasan (*picture*) said the company plans on new products over the next one year as it pushes the agenda for Malaysians to shift from white to brown sugar.

"It will translate into better sugar habits and margin for us," he said at the launch of CSR's product rebranding in Shah Alam yesterday.

CSR will also reduce its base range brown sugar price from RM4.25 per kg to RM3.50, starting this August to make the product more affordable.

Hishammudin said imported brown sugar of equivalent range is available between RM7 and RM20 per 450g.

He said the company wants to make brown sugar more accessible in Malaysia where the usage is almost negligible.

"European consumes a significant amount of brown sugar. For example, they use brown sugar in beverages. In fact, Australians have been promoting low glycaemic index sugar, a more advanced sugar type than brown sugar," Hishammudin said.

Malaysians consume about 1.5 million metric tonnes of sugar per year, but the country produces three million metric tonnes.

Hishammudin said the brown sugar consumption in Malaysia is almost "nonexistent".

CSR also offers a variety of brown sugar in the premium range, including soft and aromatic brown sugar for more specific usage in confectionery and cakes. It has introduced stevia-white sugar mix after months of research and development.

Under the rebranding exercise, CSR's products have a fresh new packaging with more products expected to be unveiled in the next 12 months.

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