

# GULA PRAI PRODUCTS HANDBOOK



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# OUR BRAND



**F**or half a century, MSM's flagship product, Gula Prai, has been the premium sugar brand in Malaysia and the most popular choice among consumers.

MSM offers a variety of products which are marketed and sold in a variety of packaging options under its flagship brand – Gula Prai. The products include various grades of refined sugar which include coarse grain, fine granulated, soft brown, icing and caster.

The 60 year-old iconic home-grown product, which carries an approximate brand value of RM624.3 million, is a testament that its brand values are being passed on from one generation of Malaysians to the next. Thus, Gula Prai certainly lives up to its slogan, "Sweetening Lives Since 1964."

MSM's two most popular sugar products are the high quality PXX sugar for industrial customers and P1 sugar for the general consumers, whereas Caster sugar and Brown sugar are also sought after by industries and consumers alike.

The sugar products are packed in an assortment of packing sizes and types, each tailored to the consumers' requirement and convenience.



**Gula Prai has been ranked as the third in the Top 10 List of Most Chosen FMCG Brands of the Food and Beverage segment in Malaysia.**

Rigorous quality control, enhanced food science and supply and demand analytics provide the necessary assurance to our consumers which oversees the entire process of production ranging from raw sugar sourcing, refining, sales and distribution. MSM observes strict standard operating procedures and its refineries are regularly audited to maintain the highest of standard of food safety and quality.

# CORE VALUES

S

**Sense of Belonging**

W

**Winning Attitude**

I

**Integrity**

I

**Innovation**

T

**Teamwork**





# PRAI SUPER PREMIUM SUGAR

Super Sugar for Super User Like You!

Refined to a pure, uniform white colour with enhanced sweetness. Ideal for use in all culinary creations, from confectionery to baking and beverages. Try premium sugar today and experience the difference in taste and quality.

### Sugar Grade

- Premium Refined Sugar
- ICUMSA 40

### Ingredient

- 100% natural cane sugar

### Storage Condition

- Keep sugar in a cool and dry place at ambient temperature



### Packaging Size

- 1kg

### PRODUCT SPECIFICATIONS

PARAMETER	UNIT	SPECIFICATION
Loss On Drying (Moisture)	%	Max. 0.040
Polarization	Z	Min. 99.85
Reducing Sugar	%	Max. 0.020
Conductivity Ash	%	Max. 0.015
Colour	I.U.	Max. 40
Mean Aperture	mm	0.95 - 1.35
Copper	pmm	Max. 2
Arsenic	pmm	Max. 1
Lead	pmm	Max. 0.5
Sulphur Dioxide	pmm	Max. 5

# PRAI COARSE GRAIN SUGAR

The Most Popular Choice

Here's a sugar product that you won't miss! Available almost everywhere and at every retail outlet in Malaysia. This sugar delivers an excellent taste, making it the ideal sugar for all your sweetening needs.

### Sugar Grades

- Coarse Grain Sugar
- P1
- EP1

### Ingredient

- 100% natural cane sugar

### Storage Condition

- Keep sugar in a cool and dry place at ambient temperature



### Packaging Sizes

- 500g
- 1kg
- 2kg
- 25kg
- 50kg
- 500kg
- 1,000kg

### PRODUCT SPECIFICATIONS

PARAMETER	UNIT	SPECIFICATION
Loss On Drying (Moisture)	%	Max. 0.040
Polarization	Z	Min. 99.50
Reducing Sugar	%	Max. 0.020
Conductivity Ash	%	Max. 0.015
Colour	I.U.	Max. 150
Mean Aperture	mm	0.95 - 1.35
Copper	pmm	Max. 2
Arsenic	pmm	Max. 1
Lead	pmm	Max. 0.5
Sulphur Dioxide	pmm	Max. 5



# PRAI FINE GRANULATED SUGAR

Refined to Sweeten Your Day

Another hot-selling sugar that is finely crafted for your every need. This sugar easily dissolves in your recipes, whether you're baking, cooking, or making drinks. It's the perfect choice to make your food and drinks taste just right!

### Sugar Grades

- PXX
- P1S
- EPXX
- EP1S
- Fine Granulated Sugar

### Ingredient

- 100% natural cane sugar

### Storage Condition

- Keep sugar in a cool and dry place at ambient temperature



### Packaging Sizes

- 1kg
- 25kg
- 50kg
- 500kg
- 1,000kg
- Bulk

### PRODUCT SPECIFICATIONS

PARAMETER	UNIT	SPECIFICATION
Loss On Drying (Moisture)	%	Max. 0.040
Polarization	Z	Min. 99.50
Reducing Sugar	%	Max. 0.015
Conductivity Ash	%	Max. 0.015
Colour	I.U.	Max. 20
Mean Aperture	mm	0.50 - 0.70
Copper	pmm	Max. 2
Arsenic	pmm	Max. 1
Lead	pmm	Max. 0.5
Sulphur Dioxide	pmm	Max. 5

# PRAI SOFT BROWN SUGAR

Where Sweetness Meets Aroma

Indulge in the rich flavour of our soft brown sugar, distinguished by its subtle golden colour, robust aroma, and moist texture, crafted through the perfect infusion of molasses. Ideal for enhancing the taste of cookies, cakes, and even your daily cup of coffee.

### Sugar Grades

- Soft Brown Sugar
- PB
- P4

### Ingredient

- 100% natural cane sugar

### Storage Condition

- Keep sugar in a cool and dry place at ambient temperature



### Packaging Sizes

- 500g
- 25kg
- 50kg

### PRODUCT SPECIFICATIONS

PARAMETER	UNIT	SPECIFICATION
Loss On Drying (Moisture)	%	Max. 2.000
Polarization	Z	Min. 95
Colour	I.U.	1500 - 3500
	I.U.	3500 - 5500



# PRAI CASTER SUGAR

The Baker's Perfect Choice

Beloved by bakers, the fine crystals effortlessly blend into butter, dissolve more readily into meringues and batters. Caster sugar adds more volume to baked products, creating a lighter texture preferred by bakers. It is also perfect to be lightly sprinkled over baked goods.

## Sugar Grade

- Caster Sugar

## Ingredient

- 100% natural cane sugar

## Storage Condition

- Keep sugar in a cool and dry place at ambient temperature



## Packaging Sizes

- 500g
- 25kg
- 50kg
- 900kg
- 1,000kg

## PRODUCT SPECIFICATIONS

PARAMETER	UNIT	SPECIFICATION
Loss On Drying (Moisture)	%	Max. 0.050
Polarization	Z	Min. 99.85
Reducing Sugar	%	Max. 0.020
Conductivity Ash	%	Max. 0.015
Colour	I.U.	Max. 35
Retained on 0.50 mm	%	Max. 15
Copper	pmm	Max. 2
Arsenic	pmm	Max. 1
Lead	pmm	Max. 0.5
Sulphur Dioxide	pmm	Max. 5

# PRAI ICING SUGAR

Finest Powdered Sugar

No cake is truly complete without it! A versatile essential in sweet bakery, sugar, and chocolate confectionery, it provides a smooth, soft finish texture. Ideal for cream fillings, shortbread, fondants, marshmallows, and to add decorative touches over your baked masterpiece.

## Sugar Grade

- Icing Sugar

## Ingredients

- 98% natural cane sugar
- 2% corn flour

## Storage Condition

- Keep sugar in a cool and dry place at ambient temperature



## Packaging Sizes

- 500g
- 40kg

## PRODUCT SPECIFICATIONS

PARAMETER	UNIT	SPECIFICATION
Loss On Drying (Moisture)	%	Max. 0.300
Polarization	Z	Min. 97.50
Reducing Sugar	%	Max. 0.030
Conductivity Ash	%	Max. 0.015
Colour	I.U.	Max. 50
Starch (by weight)	%	Max. 2
Copper	pmm	Max. 2
Arsenic	pmm	Max. 1
Lead	pmm	Max. 0.5
Sulphur Dioxide	pmm	Max. 5



# PRAI CUBE SUGAR

## Precise Perfection, Elegantly Sweet

Crafted from fine sugar, Prai Cube Sugar dissolves effortlessly, ensuring a smooth infusion of sweetness. Ideal for precise portion control, each 5g cube adds a touch of sophistication to your tea or coffee, elevating your moments with simplicity and refined taste.

### Sugar Grade

- Fine Granulated Sugar

### Ingredient

- 100% natural cane sugar

### Storage Condition

- Keep sugar in a cool and dry place at ambient temperature



### Packaging Size

- 5g x 100 cubes

### PRODUCT SPECIFICATIONS

PARAMETER	UNIT	SPECIFICATION
Loss On Drying (Moisture)	%	Max. 0.040
Polarization	Z	Min. 99.50
Reducing Sugar	%	Max. 0.015
Conductivity Ash	%	Max. 0.015
Colour	I.U.	Max. 20
Mean Aperture	mm	0.50 - 0.70
Copper	pmm	Max. 2
Arsenic	pmm	Max. 1
Lead	pmm	Max. 0.5
Sulphur Dioxide	pmm	Max. 5

# PRAI CUP PACK SUGAR

## Sweet Convenience On-The-Go

Sugar sachet offers a practical and convenient solution for individuals, businesses, and food establishments seeking a hygienic and efficient sugar solution. Ideal for portion control, these portable sachets ensure a seamless hassle-free sweetness experience.

### Sugar Grade

- Fine Granulated Sugar

### Ingredient

- 100% natural cane sugar

### Storage Condition

- Keep sugar in a cool and dry place at ambient temperature



### Packaging Size

- 5g x 100 sachets

### PRODUCT SPECIFICATIONS

PARAMETER	UNIT	SPECIFICATION
Loss On Drying (Moisture)	%	Max. 0.050
Polarization	Z	Min. 99.50
Reducing Sugar	%	Max. 0.015
Conductivity Ash	%	Max. 0.015
Colour	I.U.	Max. 45
Mean Aperture	mm	0.50 - 0.70
Copper	pmm	Max. 2
Arsenic	pmm	Max. 1
Lead	pmm	Max. 0.5
Sulphur Dioxide	pmm	Max. 5