

MSM Diversifies its Product Range with New Alternative Sweeteners



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KUALA LUMPUR, 14 August 2020 – FGV Holdings Berhad (FGV) and its public listed subsidiary, MSM Malaysia Holdings Berhad (MSM) continue to leverage on its high-quality refined sugar repute through its brand new range of sweetener products.

The products in-line under the brand “Premium Prai” include the low-calorie sucralose, “Go½” and the sugar stevia mix, “GoNatura” to fulfil the emerging trends among consumers seeking healthier lifestyle choices.

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

MSM Group Chief Executive Officer, Dato’ Khairil Anuar Aziz said, “Gula Prai has been the most in-demand refined sugar brand among consumers in Malaysia with 61% market share. Being 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.”

“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 accessibilities. More product and business opportunities will be explored this year in order to diversify its income streams,” added 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 its high-intensity of about 600 times sweeter than sugar, sucralose contributes to the sweetness without adding calories or carbohydrates. Intriguingly, 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 unique 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 the 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% and is expected to boost up between 48% to 50% for FY2020 following the Group’s development in new market segmentation and product diversification,” added Khairil Anuar.

Go½ and GoNatura are conveniently packed in small boxes with 50 sachets each for easy storage. Currently, both products are available in Elewsmart and can also be purchased online through KedaiFGV on Shopee.

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