



MSS Club

Official Launch



OBJECTIVES OF THE MSS CLUB

- ▼ Create a platform of exchange and interaction
- ▼ Sustain the long-lasting relationship with our partners
- ▼ Support our partners in developing and increasing their sales
- ▼ Enhance our Customers' Responsible Sourcing Vision



BECOMING A MEMBER

- ✚ The membership package is designed to bring real benefits to you and your company and likewise to the Mauritius Sugar Community.
- ✚ Any existing and potential customer willing to partner with the MSS and sharing a common vision in enhancing our brand value and sales

MEMBERSHIP BENEFITS

1

COMMERCIAL SUPPORT

- Support in growing your market and customer base
- Help in exploring new business development opportunities
- Encourage you to visit Mauritius or reward your best customers

- ✦ Product Trials for Industrial users for existing and new SKUs
- ✦ Innovation and market driven with New Product Launch
- ✦ Approach new market segments (Catering / Pastry/ Bakery / Gourmet)
- ✦ Reward System for your best customers

2

MARKETING SUPPORT

- Know how to market Mauritius Special Sugars
- Support in your branding and/or those of your customers

- ✦ Specific usages for each variety of Special Sugar
- ✦ Support from an ambassador (Chef in relevant market segment: Bakery / Pastry / Confectionery...etc)
- ✦ Value-Added service to customers: Product Knowledge and application
- ✦ Dedicated marketing budget for Special Sugars

3

RESPONSIBLE SOURCING SUPPORT

- Enhance your Responsible Sourcing

- ✦ Associate your business / brand with Mauritius Origin
- ✦ Create sustainable story-telling for end-users / industrials / HORECA

4

SOCIAL EVENTS

- Sharing of knowledge and experience

- ✦ Reward customers
- ✦ Network with fellow Club Members

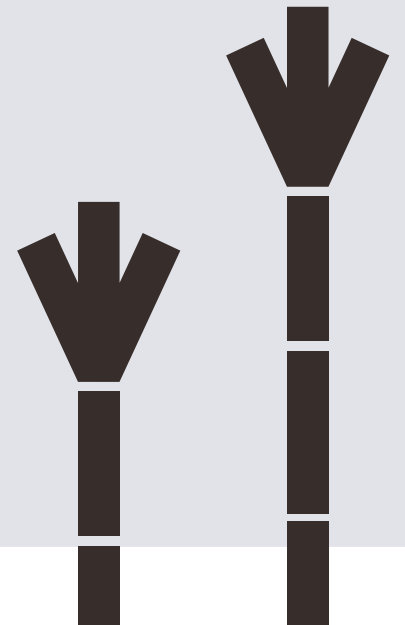
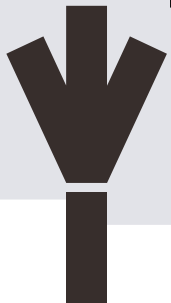
2022 PRE-LAUNCH PROGRAM

November

- Webinar on “**The Historical Journey across Centuries of Sugar Cane in Mauritius**”
by **Dr. Jean Claude AUTREY**

December

- “**Christmas Recipes**” using **Mauritius Special Sugars**
by **Chef Philippe BERTRAND**
- “**Family**” E-Masterclass with focus on a recipe for Kids
by **Chef Philippe BERTRAND**



MSS CLUB

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GRANDS
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