

An aerial photograph of a vast field of purple flowers, likely lavender, stretching towards a distant horizon. The sky is a mix of blue and white clouds, with a bright light source on the left creating a lens flare. A large, dark grey diamond shape is centered over the image, outlined in a thin green line. Inside the diamond, the text 'MSS Club' is written in large, white, bold letters, and 'Official Launch' is written in smaller white letters below it. Two small green triangles point towards the text from the top and bottom of the diamond.

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

- ✦ What special sugars for what use?
- ✦ Support from an ambassador (Chef in relevant market segment: Bakery / Pastry / Confisery...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

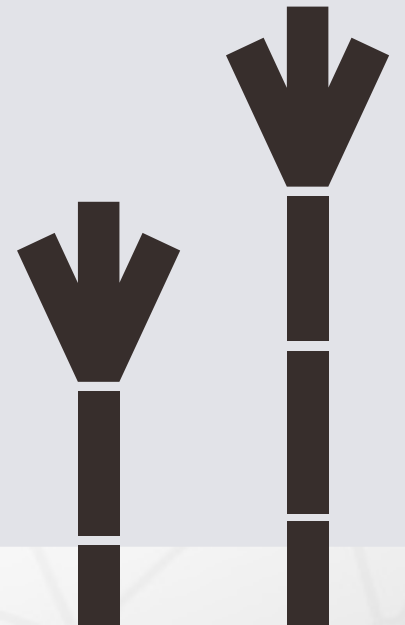
2022 PRE-LAUNCH PROGRAM

November

- Webinar on “**The Historical Journey across Centuries of Cane Sugar 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**



LES
GRANDS
SUCRES

