



MSS AWARD 2022



The best sustainable storytelling



AGENDA

- 1. Your vision into engaging into Fairtrade / sustainable development
- 2. Sourcing of fairtrade special sugars from mauritius
- 3. Eco-friendly packaging
- 4. Examples of your communication done about this sustainable engagement

At Cristalco, committing to a sustainable approach means

the desire to improve the overall chain, from the fields to the household's consumption

for a better world



Cristalco is fully engaged in this sustainable approach by working on many actions

AGRICULTURAL



- Investment in innovation and R&D to improve the agricultural practices for more sustainability
- Help and train farmers to improve their methods and reduce their environmental impact
- Control and save the water resources: water contained in our beets is recycled in our industrial process and reused for the field's irrigation = 5 5 million m3 saved each year

PRODUCTION



- Continuously optimizes the production cycles and industrial lines
- The Daddy kraft eco-designed packaging "doypack" has saved 10 million plastic bottles per year





TRANSPORT



Very short loop
 The production and the beets collect is optimized, with an average distance of 30km between our fields and our production sites.

ENERGY



- Ambitious actions to reduce our energy consumption and decarbonize our activity and reduce our dependence on fossil fuels
- No more coal energy, all our sugar factories and distilleries operate with natural gas or biomass boilers
- → -8% of energy consumed since 2010 and a target of -17% between 2010 and 2030
- → -15% CO2 emissions since 2010 and a target of -35% CO2 emissions between 2015 and 2030

PARTNERS



 CCO pays a particular attention to selecting its partner, auditing them and asking them to follow demanding standards

and collaborating with Mauritius Sugar Syndicate responds absolutely to our sustainable engagement

RELIABILITY



Serious and reliable partner

TRACEABILITY



MSS brings
traceability with
transparency at all
stage,
with strict quality
standards

QUALITY



Constant, high quality sugar.

Natural and delicious taste.

Non GMO

ORIGIN



Sugar canes
grown on unique
lands with
distinctive
geological features

SUSTAINABILITY



A eco-friendly partner with a negative foot print

Understand the French cane market in few key points

- Cane retail french market: 38 000 tones; 93 millions € turnover
- Penetration rate (almost 50%) can be more developped by recruiting new buyers
- Target priority: new buyers coming from the young generation → 14% of cane buyers are under 35 (55% are over 50)
- Consumers expect today more natural products, sustainable packaging and clear origins on products
- Capitalize on **cane powder sugar**, the home-made and pastry uses, which show better performance than cubes
- Daddy, the 1st cane national brand purchased by more than 4 millions buyers

In this context, how Mauritius Sugar Syndicate helped Cristalco to take the challenge up











Origin transparency from Mauritius

The guarantee of quality and reassurance



High cane quality from Mauritius

A new product labeled **Fairtrade by Max** Havelaar



A complete new design to recruit the new generation and younger buyers







Modern, simple and colourful design for a clear product comprehension

A new packaging form with a "long head" to facilitate the cutting and create a spout





A completely new eco-designed paper packaging





A special small 600g sachet to encourage the product discovery and buyers' recruitment



This unique 600g format requested the purchase and qualification of a new Italian industrial line

In a nutshell, this new fairtrade product symbolises the next cane generation product: contemporary, committed and sustainable



For a clear product comprehension

A completely new eco-designed paper packaging

who requested the purchase and qualification of a new Italian industrial line



A complete new packaging with a "long

head" to facilitate the cutting and create a spout

Origin transparency from Mauritius

Guarantee of quality and reassurance

Special small 600g sachet

to encourage the product discovery and buyers' recruitment

Supported by a 360°-degree visibility

Highlighted every day by our sales team of 30 people

PR comunication and special photoshooting



Accueil Mon entreprise À propos Posts Off

Cristalco

3 853 shonés

Touris le Cassonade brute et équitable chez Daddy ! Et si on yous en disait plus ? § En lien étroit et historique avec les

Nouvelle cassonade brute et équitable chez Daddy ! Et si on vous en disait plus ?

En lien étroit et historique avec les planteurs de canne à sucre de l'îlle Maurice, Cristalco propose une nouvelle cassonade naturellement brute, non raffinée et équitable ! Tout pour plaire, non ?

Output pour plaire, non ?

Certifiée Max Havelaar, cette offre maintenant disponible en Hyper et supermarchés soutient les producteurs de l'île. Cette collaboration, qui a débuté en 2017, nous permet de bénéficier des 400 ans d'expérience de Maurice avec la canne à sucre.

"Cristatico contribue à soutenir la communauté des petits planteurs de l'îlle Maurice en leur apportant une prime additionnelle permettant de soutenir leur activité, fout en metade ne avant l'origine de notre soute ainsi que le label Fair artade. Ce label est un des éléments de notre engagement pour soutenir durablement nos clients recherchant un soutreing responsable", se réjouit Sebastien Giraud, Chief

#SucreDaddy #sucre #engagement #fairtrade #sourcingresponsable Sucre Daddy



Corporate communication through Cristalco's LinkedIn page

Additional highlight on Daddy's website



Additional communication on social media

L'actualité croustillante de Daddy

C'est tout chaud, comme à la sortie des fourneaux !



Daddy Daddy Daddy



AVEC DADDY STÉVIA, ALLEZ LÁ OÙ ON NE VOUS ATTEND PAS

Venez à la rencontre de cette plante aux pouvoirs étonnants ! On vous révêle tous les secrets de notre stévia...

EN SAVOIR PLUS ->





Daddy N°1

TOP OF MIND AWARENESS



MSS
IS THE GARANTEE OF
QUALITY and
TRACEABILITY



4 MILLIONS

> BUYERS EXCLUSIVELY ON DADDY CANE



Daddy
100% PURE CANNE

Cassonade
fine

GAINS RIS
TETTER FRUIT

ECO-DESIGNED PAPER PACKAGING



UNIQUE & EXCLUSIVE 600G FORMAT



DADDY CANE :

10 MILLIONS

UNITS SOLD PER YEAR

LABELED BY

MAX HAVELAAR



COLOURFUL & COMTEMPORY DESIGN



CANE
MARKET
VALORISATION



