



# MSS AWARD 2022

Category :

**The best sustainable  
storytelling**



MAURITIUS  
SUGAR  
SYNDICATE

# 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

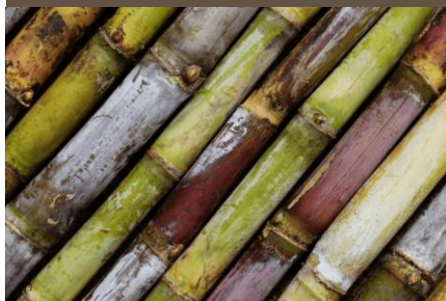
# and collaborating with **Mauritius Sugar Syndicate** responds absolutely to our sustainable engagement

## 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

1

# 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





2

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



**Modern, simple and  
colourful design for a  
clear product  
comprehension**



3

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





4

## 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

**Modern, simple and colourful design**

For a clear product comprehension

**A completely new eco-designed paper packaging**

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

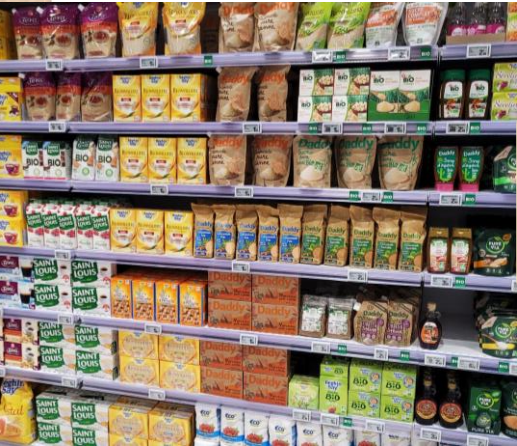


**A complete new packaging with a "long head"** to facilitate the cutting and create a spout

**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** communication and  
special **photoshooting**



**Corporate**  
communication through  
Cristalco's LinkedIn page

Additional highlight on  
Daddy's **website**



Additional  
communication on **social**  
**media**





# Daddy N°1

TOP OF MIND  
AWARENESS



MSS  
IS THE GARANTEE OF  
**QUALITY** and  
**TRACEABILITY**



MAURITIUS  
SUGAR  
SYNDICATE

# 4 MILLIONS

BUYERS  
EXCLUSIVELY ON  
DADDY CANE



**ECO-  
DESIGNED  
PAPER  
PACKAGING**



**UNIQUE  
& EXCLUSIVE  
600G** FORMAT

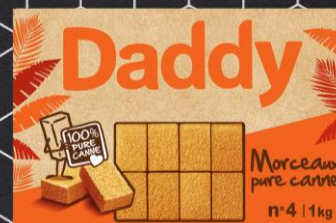


DADDY CANE :  
**10  
MILLIONS**  
UNITS SOLD PER  
YEAR

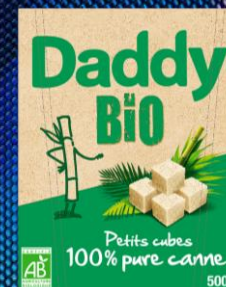
LABELED BY  
**MAX  
HAVELAAR**



**COLOURFUL &  
CONTEMPORARY  
DESIGN**



SERVING THE  
**CANE  
MARKET  
VALORISATION**





*Cristalco*<sup>o</sup>  
BETTER BY NATURE

**THANK YOU**