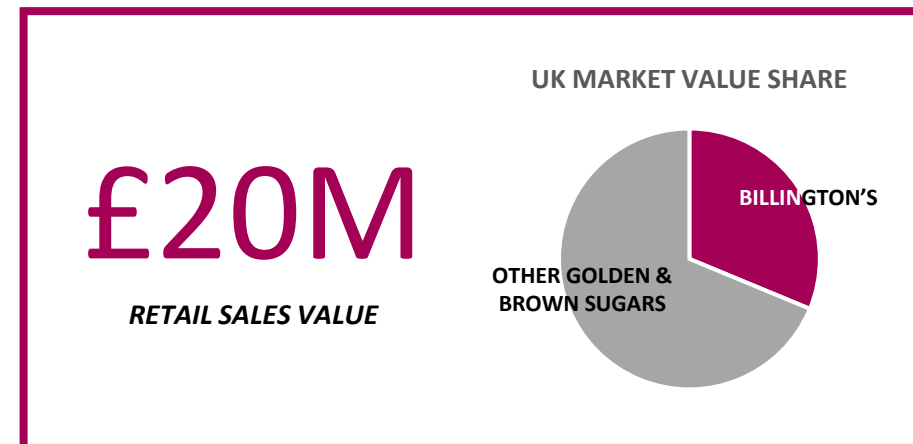


INTRODUCING BILLINGTON'S

NATURAL CANE SUGARS FROM MAURITIUS

BUILDING A BRAND



THE BILLINGTON'S CONSUMER



Regular bakers



Occasional bakers

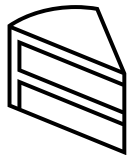


Hot beverage drinkers



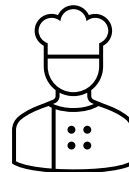


OUR MARKETING FUNDAMENTALS



FAMOUS FOR TASTE

Our unique depth of flavour is what sets us apart from our competitors and ensures our consumers love us so must be at the heart of all we do.



CHOSEN BY EXPERTS

Our consumers trust that our sugars will give them a better bake as it is only Billington's Unrefined Natural Cane Sugars that they see UK expert chefs use.



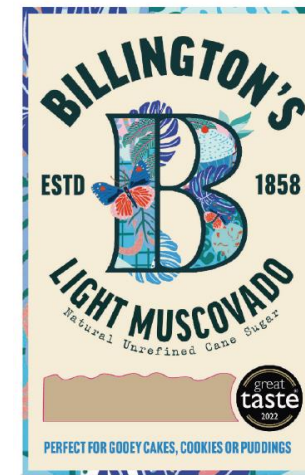
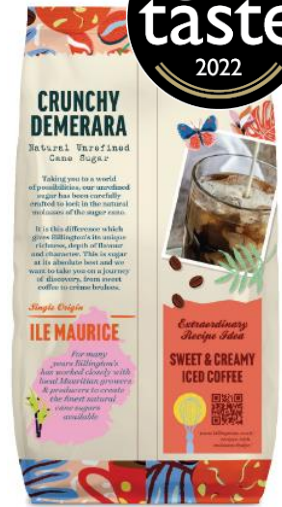
MADE IN MAURITIUS

Our partnership with the Mauritian Sugar Syndicate allows us to bring the best sugars in the world to the UK consumer and we are proud of that heritage.



FAMOUS FOR TASTE

FAMOUS FOR TASTE





The background of the image is a close-up, top-down view of various Billington's chocolates. There are several open boxes: one in the top left with a purple lid and a ribbon that says "paul a. young", another in the bottom left with a gold lid, and one on the right with a gold lid. The chocolates are arranged in rows and columns. Some are round and coated in white powder, others are round and coated in dark chocolate, and some are round and coated in red. The text "CHOSSEN BY EXPERTS" is centered in a white, distressed, serif font, flanked by two white leaf-like decorative elements.


CHOSSEN BY EXPERTS

BILLINGTON'S
SINCE 1858





WHAT OUR FRIENDS THINK



PAUL A YOUNG

Master Chocolatier

“An essential ingredient I always use at home and in my chocolate business is Billington's Dark Muscovado unrefined sugar. If you want silky ganaches and desserts with flavour then switch your white sugar now. You will be surprised by how your cooking will be transformed from doing one simple thing and its already packed with





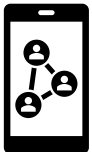
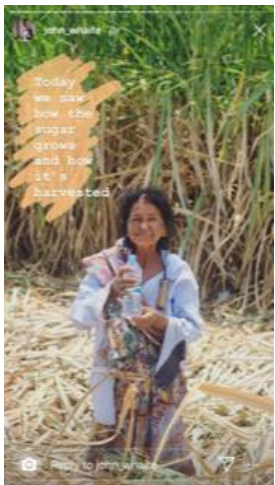
MADE IN MAURITIUS



DELIVERING AN EXPERIENCE



DELIVERS THE STORY





THANK YOU

BILLINGTON'S
SINCE 1858