We proudly present to you

DODO SUGAR





The story of the DODO SUGAR brand

2014



Incorporation of KONSONET Owner of DODO SUGAR brand



Collaboration with MSS (Mauritius Sugar Syndicate)

Debuts of DODO SUGAR with a range of 7 types of sugar from Mauritius

2015



Opening local coffee shop dristributing the whole range

2021



Working on DODO SUGAR FITNESS with LOW GI and ANTIOXIDANT sugar

The DODO SUGAR retail design packaging features

7 vivid colours on darker base tone for a striking effect.





Vegan/Gluten free pictogram • on front to be seen instantly by customers. Contrasting two toned colour packaging design. Aimed for cost efficiency with great visual impact on display.



Pantone 412 C Dark greyish brown as our range base colour.

 Mauritius map silhouette with "from Mauritius" text showing and promoting the country of origin.

The DODO SUGAR retail design packaging features Unrefined Brown Cane Sugar

Kept a two toned • packaging design with contrasting colours

Illustration of a sunset view through the sugar cane fields of Black River district in Mauritius



 Recycable and moisture resistant packaging with easy open feature.

 Large transparent strip on packaging showing the product

Mauritius island silhouette on the back on the packaging.

The DODO SUGAR range A complete range of culinary taste and usage



Golden



Demerara Cubes

Golden Caster





The DODO SUGAR range A complete range of culinary taste and usage



Demerara - Ideal for sweetening coffee, sprinkling on cereals, in muesli production and as a crunchy topping for cakes as well as fruits.

Dark Muscovado - It is used in confectionery, in baking more specially in spicy fruitcakes and gingerbread as well as in the preparation of savory dishes and sweet and sour sauces.

Light Muscovado - Used in baking of sponge cakes, biscuits and pastries with a soft consistency. Perfect for caramelizing popcorn and glazed topping.



Golden Granulated - Used as a substitute for white Refined sugar in tea, cereals as well as in jam, marmalade and wine making. It is also used for cake and biscuit making.



Demerara Cubes - Ideal for sweetening coffee, tea and any other beverages. Some people also put it in their porridge and let it melt to have the taste of cane sugar juice.



Golden Caster - Perfect substitute for white Refined sugar in tea, cereals as well as in jam, marmalade and wine making.

Innovation as an edge to the healthy segment

UPCOMING DODO SUGAR FITNESS SOON ON THE EUROPEAN MARKET

We saw in these 2 new cutting-edge products a fresh path forward in keeping with our concept of constantly improving and providing healthier products to our clients.





Innovation as an edge to the healthy segment

Geometric wedge-shaped lines for a contemporary and attractive look

> We intended for this design • to convey to our customers our concept of an innovative product, as a symbol of development and optimism.

Kept our packaging • simple and efficient. 2 colours were used : Pantone 4I2C and 7625C/322C



FITNESS

Thanks to our collaboration with the MSS, we have been inspired to share the centennial Mauritian know-how in Europe by the global trend of demand for high-quality products with health advantages.



Principal benefits of the product printed on the box's front

Promoting DODO SUGAR in Trade Fairs

2015 Baltic Food and Beverages



2019 Baltic Food and Beverages

NUNSUNETAS

2020 Riga Food



Promoting DODO SUGAR in Trade Fairs

2021 Riga Food

2021 Tallinn Food





2022 Riga Food



<image>

2022 Tallinn Food



Thanks for watching

