

INTRODUCING NEW ILLOVO PACK! GROWING COMMUNITIES, GROWING SALES

Our trusted quality *Illovo Brown Sugar* product is now in a new pack. With every pack purchased, consumers support their local communities. This new proposition is sure to gain mass consumer appeal and grow your sugar sales!



TRUSTED
ILLOVO
QUALITY

**BROWN
SUGAR**

*Locally
grown*
CANE SUGAR

SAME
TRUSTED
QUALITY
IN A NEW
PACK!

LOCALLY GROWN
FROM OUR HANDS
To yours

TRUSTED
ILLOVO
QUALITY





WHY YOUR SHOPPERS WILL LOVE IT!

The *Illovo Brown Sugar* shopper is the nurturer of the home and ensures that the family is well taken care of, with quality products.

That's why *Illovo Brown Sugar*, made from pure cane sugar, is the perfect ingredient for the whole family.

CONSUMER BENEFITS:

- Illovo is a proudly South African brand, and many South Africans choose to support local brands.
- Illovo is a trusted brand which South African consumers have relied on to deliver quality sugar products for over 100 years.
- Every pack of new *Illovo Brown Sugar* showcases the brand's commitment to building a Thriving African Community, giving consumers a reason to choose Illovo.
- Consumers can connect with the individual growers and that personal connection with the brand helps consumers choose Illovo over competitors.



CHOOSE ILLOVO, CHOOSE GROWTH!

Illovo Brown Sugar is a great tasting quality product. It is for families made by the communities they live in. In alignment with Illovo's Thriving African Community purpose, in collaboration with National Treasury's Job Fund, just under 1500 small-scale local cane growers have been empowered by partnering with Illovo.

By choosing to stock Illovo, you actively assist in growing local cane growers, develop rural communities and contribute to the growth of the agricultural sector of South Africa. Most of all, you help all your shoppers do the same.

Read some of the growers' stories here:

Like Mrs Shezi who is not only using her land to produce quality sugar cane but also helping other small growers in her community. Find out more about her on the back of the **1kg** pack.

As well as Mbalenhle Shoji who you can find on the back of the **2kg** pack. She believes that the Illovo Thriving Community Initiative has a positive impact in her community.

ILLOVO
THRIVING
COMMUNITY
*Our
Grower's Story*



"Since I became part of the Illovo Thriving Community I have really seen the results. Previously I was not able to use my land, and now I am producing quality sugar cane and helping other small growers in my community. As a harvester, I have more than doubled the amount of sugar cane I am harvesting per week and more than doubled the number of people I employ. With the help of Illovo, I have grown my skills and my farm, as well as helped my community grow. Now that's real, quality goodness."

- Ntombikhona Shezi, Illovo Thriving Community Grower

*Disclaimer: Illovo Sugar SA assists small-scale farmers who supply sugar cane to the Szelela Sugar Mill. The growers' stories are intended to publicise Illovo Sugar SA's outreach initiative and its impact on the lives of small-scale farmers, and has been published with the relevant grower's consent.

INGREDIENTS		
Pure Cane Sugar		
STORAGE INSTRUCTION		
STORE IN COOL DRY PLACE		
*TYPICAL NUTRITIONAL INFORMATION (AS PACKED)		
	Per 100 g	Per 10 g serving
Energy (kJ)	1594	159
Protein (g)	0.0	0.0
Glycaemic Carbohydrate (g)	100	10
- of which total sugar (g)	99.6	10.0
Total Fat (g)	0.0	0.0
Cholesterol (mg)	0	0
Dietary Fibre (g)**	0.0	0.0
Total Sodium (mg)	0	0

ALLERGENS: NONE

* Nutritional Information as per SANAS Lab T0314
** Ref Megazyme Method, ADAC 991.43

PRODUCT OF THE REPUBLIC OF SOUTH AFRICA
MANUFACTURED BY ILLOVO SUGAR (SOUTH AFRICA) (PTY) LTD
1 Nkomo Avenue, Edgeside, Umhlanga Rocks, Durban, 4200
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ILLOVO
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*Our
Grower's Story*



"As a young black woman, I have been positively impacted by becoming a grower and joining the Illovo Thriving Community. Thanks to my hard work and support from Illovo, I now have more fields and an increased tonnage. I believe the quality of the sugar cane is changing the growers' lives and the initiative will uplift the community, creating employment for the next 10-15 years. That's guaranteed growth and goodness, for generations."

- Mbalenhle Shoji, Illovo Thriving Community Grower

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GREAT FOR COMMUNITIES, CONSUMERS AND YOU!

We used consumer focus groups to develop and test new packaging that would be appealing, have a good stand out and resonate with our consumers. In particular, consumer groups responded positively to the grower stories now included on our packaging.

Every **5kg** pack has the story of Nomanesi Ngcobo, who has been assisted by Illovo's Thriving African Community to overcome obstacles that come with being a grower, resulting in many job opportunities across her community through her farm.

Here's what she has to say:

Growers may struggle on their own, but Illovo makes thriving possible.

Read more of her story on the back of pack.

Illovo is going to the small-scale farms; normally big business [want] to trade with huge business, but Illovo is not doing that. They are going to the small people and employees [to] make them grow.

(Illovo Consumer Research, Blossom Insights, September 2020)

I think the information is quite relevant, it is quite inspiring, [you] must know where your sugar comes from, who is making your sugar, made with love, we must appreciate those people, they are doing a good job.

Find Mrs Machi on the back of the **10kg** and read up on how she's been able to give her children an education and help her employees do the same.



Our Grower's Story



"Diving a farm means dealing with many obstacles and challenges, which can sometimes get in the way of a grower's success. Since I joined the Illovo Thriving Community, I have been able to push through the obstacles and receive the tools required to produce quality sugar. This has resulted in job opportunities across the community, which make for a happy, successful and thriving community. Growers may struggle on their own, but Illovo makes thriving possible."

- Nomanesi Ngcobo, Illovo Thriving Community Grower

*Disclaimer: Illovo Sugar SA assists small-scale farmers who supply sugar cane to the Sotelo Sugar Mill. The sugar contained in this packaging is manufactured at mills other than the Sotelo Sugar Mill. The growers' stories are intended to publicise Illovo Sugar SA's outreach initiative and its impact on the lives of small-scale farmers, and has been published with the relevant grower's consent.

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Our Grower's Story



"Taking care of children is always a challenge for parents. So, when I became part of the Illovo Thriving Community I was able to face this challenge head on. I started planting sugar cane and quickly produced more sugar cane, allowing me to pay for my daughter's university education. The best part is that, not only am I helping my own family, I can also help the greater community and people like Mr Dube, my employee, take care of his family too. Now his kids never have to go to bed hungry."

- Christina Machi, Illovo Thriving Community Grower

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SWEETEN UP YOUR SHELVES...

The new pack, with overt brand colours, has the highest appeal and drives purchase intention while the grower story on the back of the pack is relatable providing an emotive connection with consumers.

The new *Illovo Brown Sugar* pack boldly grabs attention in-store and drives up purchases.

Here's how it will look on your shelves:

MERCHANDISE



Illovo will support you every step of the way, through your dedicated Illovo sugar sales representative, and provide assistance with all in-store merchandising implemented through Smollans.

PRODUCT SPECIFICATIONS:

Product Code	Product Description	Units Per Pallet units flat x units high	UOM	Units Barcode	Bale Barcode
ABI355A	12,5kg Light Brown Sugar	7 flat x 12 high = 84 units	BAG	6001241007234	N/A
ABI300A	10kg Brown Sugar	8 flat x 12 high = 96 units	BAG	06001241007166	N/A
ABI276D	4 x 5kg Brown Sugar	10 flat x 5 high = 50 units	BALE	6001241006893	16001241006890
ABI150G	8 x 2kg Brown Sugar	7 flat x 9 high = 63 units	BALE	6001241006886	16001241006883
ABI101J	14 x 1kg Brown Sugar	10 flat x 7 high = 70 units	BALE	6001241006572	16001241006593
ABI050N	25 x 500g Brown Sugar	10 flat x 8 high = 80 units	BALE	6001241006589	16001241006586

SWEETEN UP YOUR SALES!

Illovo Brown Sugar is produced by Illovo Sugar Africa, the continent’s biggest sugar producer. Our quality has been tried and tested for many years! By purchasing *Illovo Brown Sugar* for your store you can provide your consumers with the locally grown, quality taste of *Illovo Brown Sugar* while continuing to empower small-scale growers.

WHY CHOOSE ILLOVO?

- Grow sales based on consumer resonance
- Improve in-store shelf presence
- Improve standout on shelf and the total appeal of the sugar category for your store
- More support from Illovo to drive sales up!

We will provide the following in-store support to get the product off your shelves and into the consumer’s hands.

POS KIT



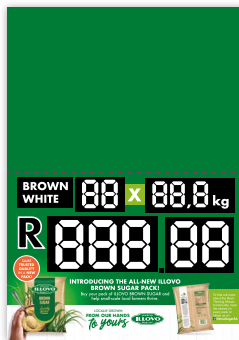
SUGAR PALLET MOCKUP



SHELF WOBLER



A1 POSTER



PRICE FLASHER



MEGAFLEX



MAKRO BOARD

THE CAMPAIGN LAUNCH WILL BE SUPPORTED THROUGH THE FOLLOWING MEDIA CHANNELS:



In-store



Press



Digital Media



Magazines

Want to place your order? Contact us here: Head Office: 031 508 4300



@Illovo Sugar SA



@IllovoSugarGrp



@illovosugar_sa



@Illovo Sugar Africa