



# Brown & Raw Cane Sugars



OUR FAMILY OF BRANDS



### **ASR Group Brown & Raw Cane Sugars**

Some say sugar refining has changed little in over a century. The truth is remarkably different. Leveraging generations of knowledge, ASR Group is continually innovating to produce superior sugars and syrups for every industry and application.

**Only cane sugar** produces the full spectrum of brown and raw cane sugars, and our expertise as the world's leading cane sugar refiner shows in the quality of our products.

Our **Soft Brown**, **Turbinado** and **Golden** sugars have varying levels of natural molasses which add a depth of richness, texture, flavor and color to any product, with a wide range of uses, particularly in baking.

Each sugar, with its particular characteristics, will provide a unique flavor and texture to the end product, making your applications more appealing and irresistible to the consumer.



## Cane vs. Beet Sugar

Our business is based on sugarcane — whether growing sugarcane in our Floridian fields or refining throughout the USA, it’s what we do.

As shown below, compared with its nearest equivalent sugar beet, sugarcane offers many advantages when it comes to growing methods, product variation and ease of use in cooking.

	Sugar Cane	Sugar Beet
Molasses commonly used in food and drink manufacture	✓	
Produces sweet, caramel tasting molasses which can be used in the production of brown sugars	✓	
Produces molasses that taste earthy/musty and therefore mainly used for animal feed		✓
Plants grown in the USA are always non GMO	✓	
Can be used to make single ingredient boiled brown sugars without requiring ‘painting’ of white sugar	✓	
Can be used to produce other brown sugars like Turbinado, Raw Cane Sugar, Golden Sugar, etc.	✓	

## Advantages of Brown & Raw Cane Sugars over Refined White Sugar

- Can undergo less processing than traditional white refined sugar
- Consumers identify Brown and Raw Cane Sugars as “natural”
- Boosts flavors
- Provides rich, deep, colors to baked goods without the need for food colorings
- Binds water — can improve texture and shelf life

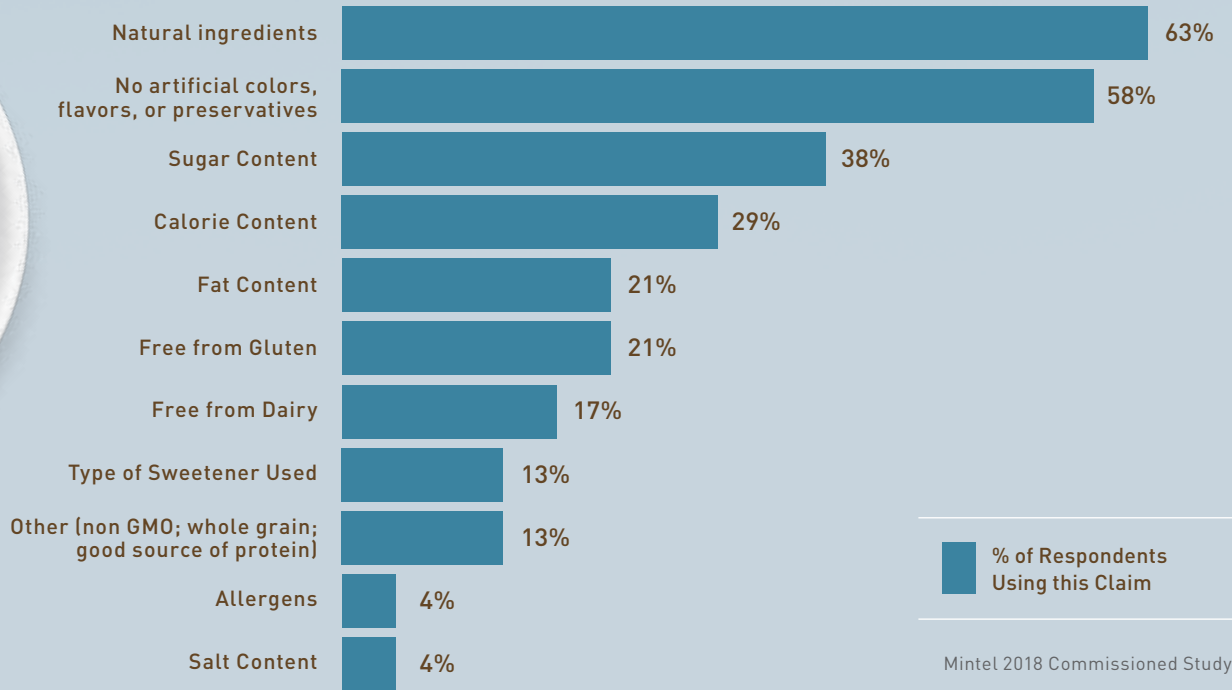


# Consumer Trends

## The Continuing Rise of 'Natural' and 'Clean Label' Trends

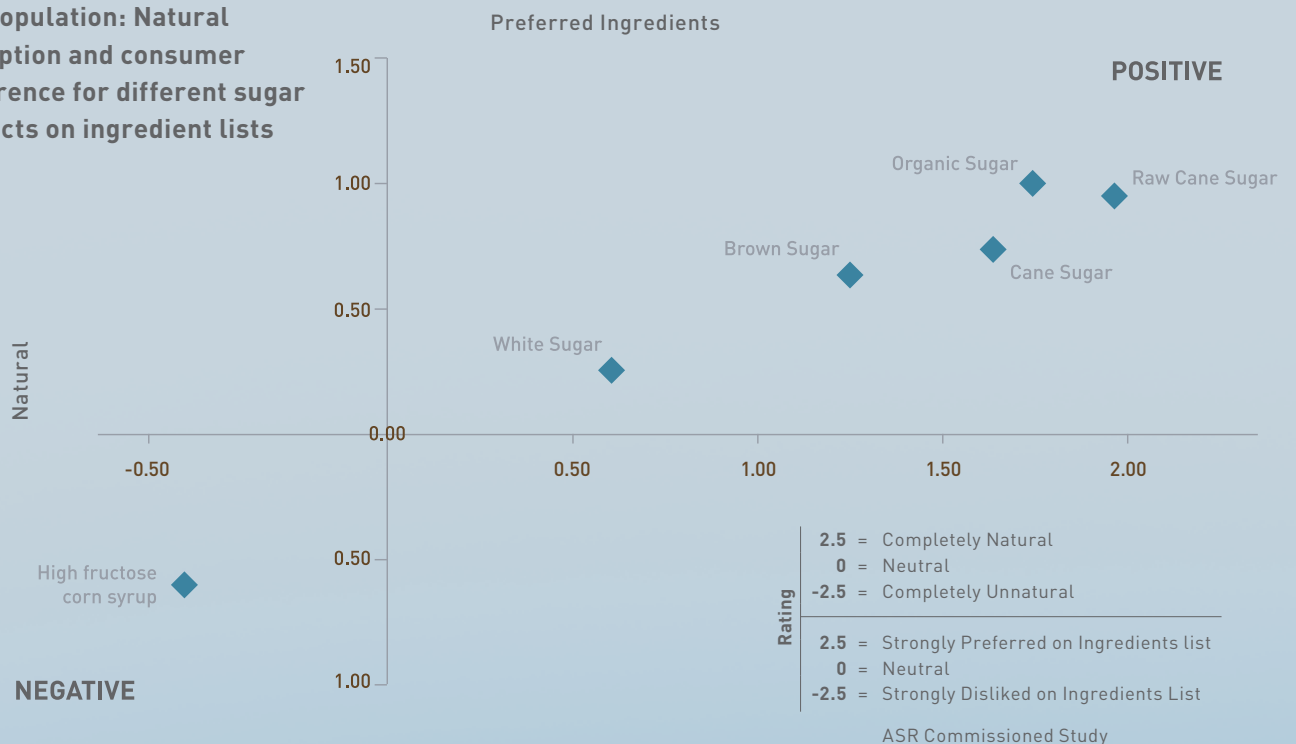
One of the main reasons for the increasing appeal of brown and raw cane sugars is that 'Natural' ingredients of any type remain the most sought after product claim.

### Front of pack claims in use today



## Not all Sugars are equal

U.S. population: Natural perception and consumer preference for different sugar products on ingredient lists





## Comparing Cookies Made with White or Brown Sugars

Test bakes of cookies showed that using a brown sugar allowed the removal of caramel coloring as well as improving **taste, texture and shelf life**.

Time 29 Days	Control: White sugar and caramel color	Test: Using brown sugar
Appearance	No change	No change
Mouthfeel	Soft, chewy, stale, claggy and difficult to chew	Open, layered, crunchy texture, slightly drying
Flavor	Very little flavor, little sweetness, delayed salt note	Lots of flavor, sweet cinnamon
Aroma	Little cinnamon aroma	Sweet cinnamon
Aftertaste	Plastic	Caramelized sugar
Acceptability	Unacceptable (became unacceptable at 26 days)	Acceptable after 26 days

Source : Reading Scientific Services Ltd  
2014 commissioned study

## Our Range and Applications

Product	Repacking (e.g. Sugar Packets)	Cookies	Cakes	Toppings	Cereals (+ bars)	Sauces	Confectionary
Light Brown Sugar		✓	✓		✓		✓
Medium Brown Sugar		✓	✓		✓		✓
Dark Brown Sugar		✓	✓		✓	✓	
Raw Cane Sugar				✓	✓	✓	✓
Extra Fine Raw Cane Sugar		✓	✓				
Powdered Raw Cane Sugar				✓			✓
Demerara Cane Sugar	✓			✓	✓		
Qwik Flo® Sugars		✓	✓		✓	✓	✓

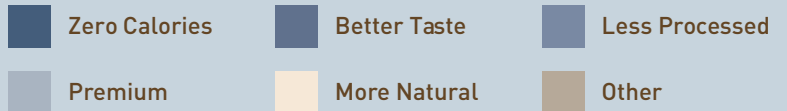
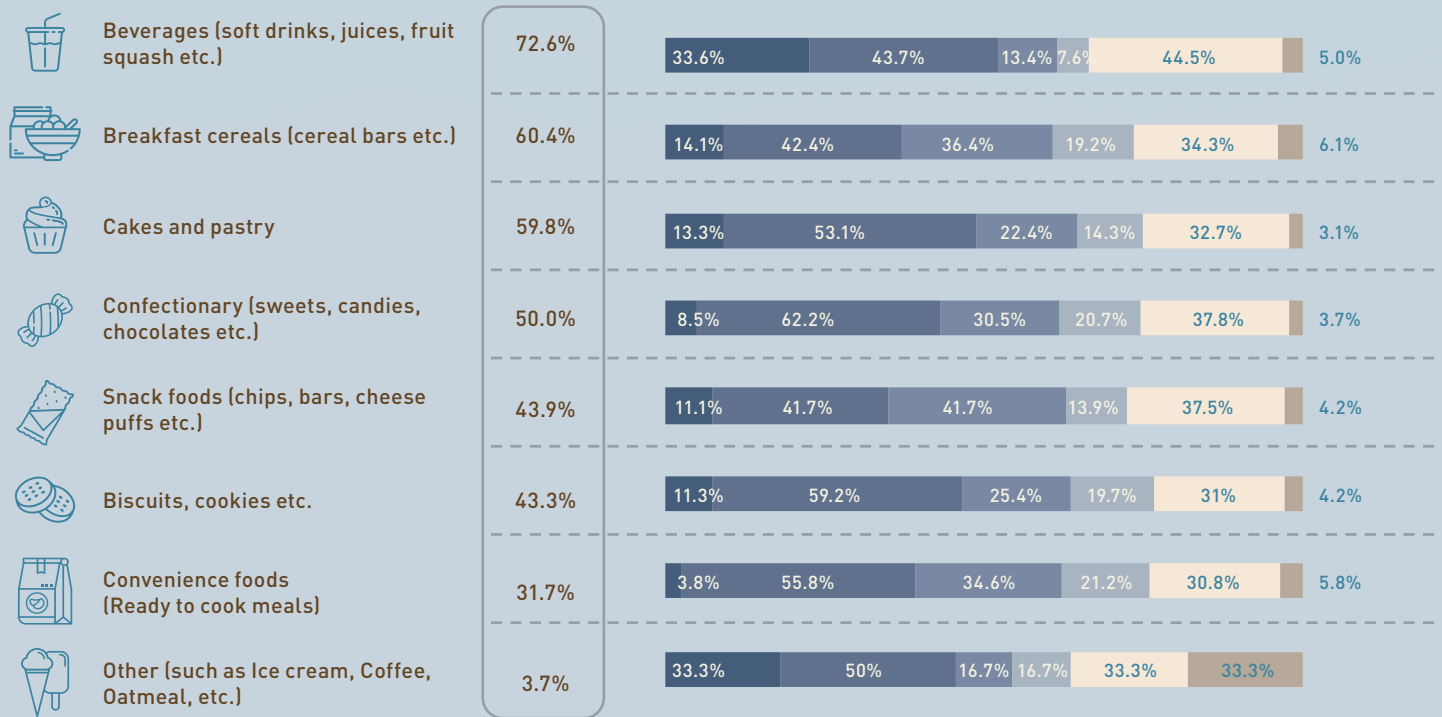
## Taste is Key

Most consumers tell us that the **type** of sugar or sweetener used is an important factor they look for when buying a packaged food, even more important than 'No artificial colors, flavors or preservatives'.\*

Although these consumers feel zero calories sweeteners are important for beverages, what they are really looking for from their sugars/ sweeteners is a **better taste**, followed by a **less processed** and more **natural** ingredient.

### Emphasis on Sugar Type for Food Items

### Desirable Properties in Sugar/ Sweetener



US Consumer Perception Study 600 respondents

**This is where we can help.** Our range of brown sugars not only fulfills the clean label requirement but also gives products the best taste possible.

Whereas white sugars and HFCS give clean, pure sweetness, they do not give the depth of flavor which comes from brown and golden cane sugars.

From our mild, caramel tasting Raw Cane Sugars to the deep, molasses taste of Dark Brown Sugar, we have a product for every taste requirement.

\* 56.5% of respondents listed "Type of sugar/sweetener used" as being important to them while purchasing processed foods vs 51% for "No artificial colors, flavors or preservatives".

## Conventional Soft Brown Sugars

Our brown sugar range includes all the familiar products from both Domino® and C&H Sugars®. From the smooth caramel of Light Brown Sugar to the deep molasses tastes of Dark Brown Sugar, our sugar range gives consumers and manufacturers rich tastes not possible with simple white sugar.

Our Light and Dark Brown Sugars are commonly used in cookies, cereals and cakes to improve the **taste**, **texture** and overall product **appearance**.

Furthermore, brown sugars bind water more strongly than normal white sugar. This can reduce water activity and maintain the perfect texture for longer.

Only cane sugar can provide true boiled brown sugars. Boiled brown sugars are not simply white sugar 'painted' with molasses but rather they are made by directly boiling a dark brown syrup until crystals are formed. This creates a sugar with the great brown sugar taste all the way through the crystal.



**Light Brown  
Sugar**



**Medium Brown  
Sugar**



**Dark Brown  
Sugar**

## Golden Granulated® Raw Cane Sugar

Golden Granulated® Raw Cane Sugar is a granulated, soluble, less processed sugar made from freshly squeezed sugar cane juice using a single crystallization process.

It has a golden tan color and subtle flavor from the molasses that remains after processing. It is ideal for a one-for-one refined white sugar replacement in food and beverage applications.

Another strong benefit to manufacturers comes from the 'Raw Cane Sugar' declaration. When consumers see this name on an ingredient list they know it's a sign of a less processed, premium product.

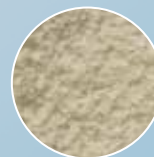
To provide an option for every application, we have a range of crystal sizes, as well as the standard product. We have an Extra Fine version that is fast dissolving and gives a great crumb structure to baked goods; and for blends, decoration and glazes we have a 10X Powdered version.



**Raw Cane  
Sugar**



**Extra Fine Raw  
Cane Sugar**

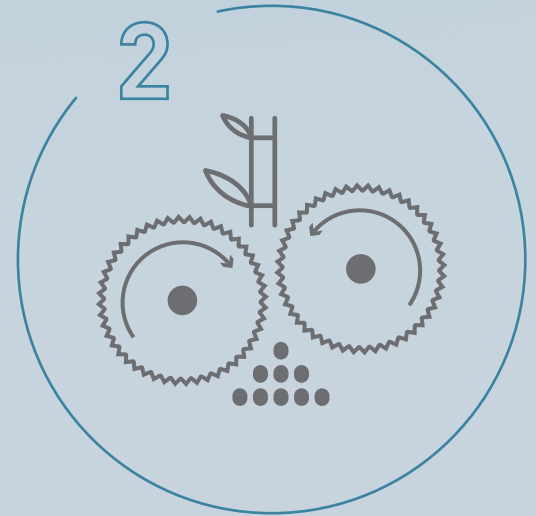


**Powdered Raw  
Cane Sugar**

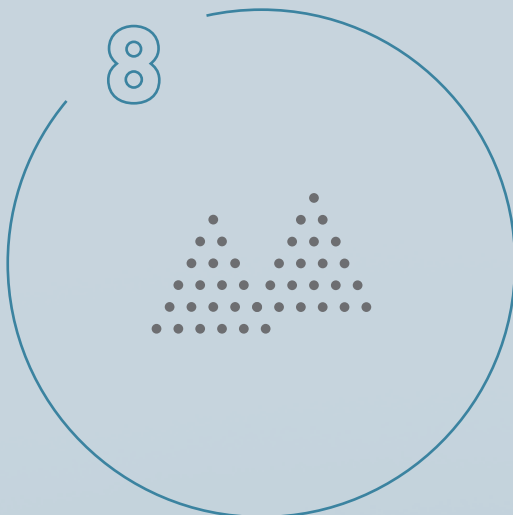
## Sugar Production



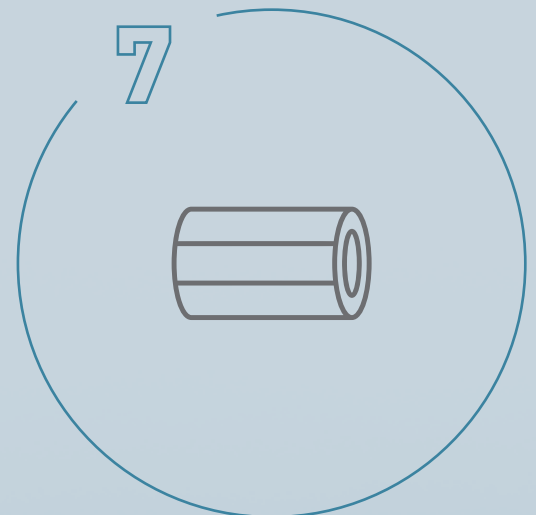
**SUGAR CANE**  
is grown in tropical places such as  
our own cane fields in Florida.



**JUICE EXTRACTION**  
Cane is chopped into smaller pieces,  
shredded and crushed to become  
cane juice.



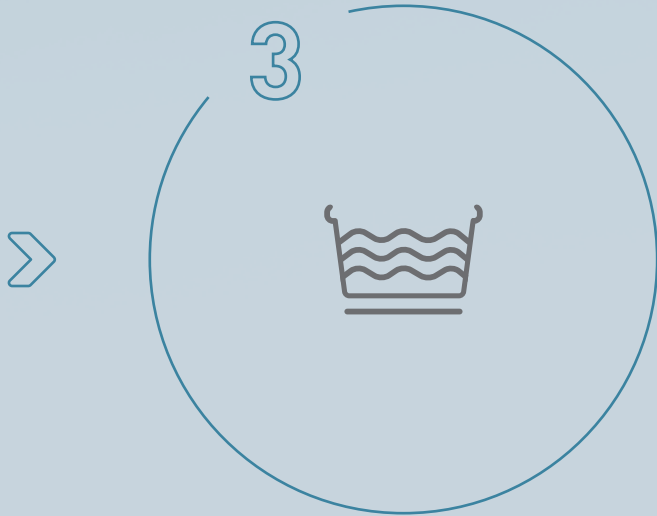
**RAW CANE SUGAR**



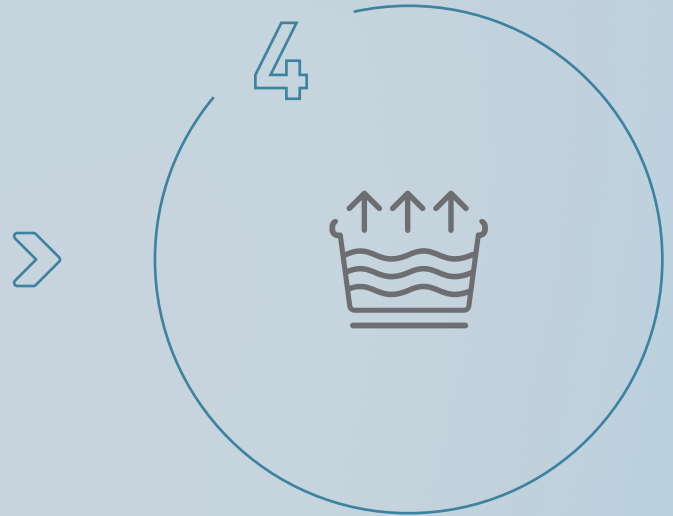
**DRYING**  
The crystals are then dried and  
packed in a food grade facility for  
direct consumption.





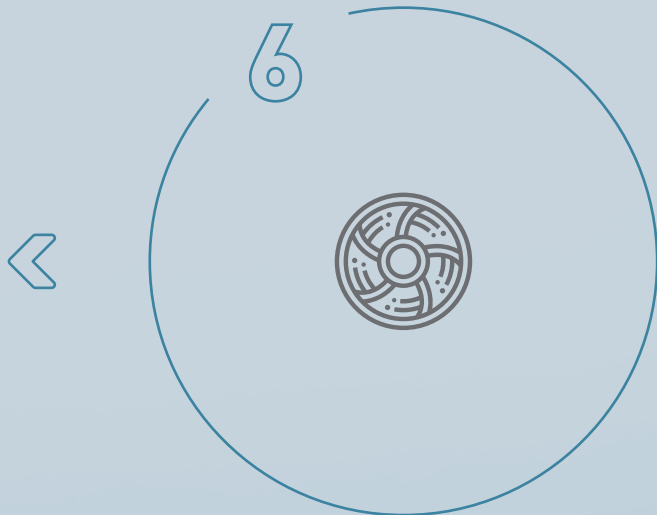


**CANE JUICE**



**JUICE CLARIFICATION/ EVAPORATION**

This juice is then filtered, heated, and impurities are removed. To prepare the clarified juice for crystallization, most of the water is removed.



**CENTRIFUGING**

Sugar crystals and the remaining liquid are separated.



**CRYSTALLIZATION**

The juice is further concentrated and heated turning most of the syrup into crystal sugar.

## Demerara/Turbinado Cane Sugar

An excellent alternative to white refined sugar, Turbinado Sugar (sometimes known as Demerara sugar) is a large grain sugar with a vibrant amber color, crunchy texture, subtle molasses flavor, and bold aroma. ASR Group's Turbinado Sugar is made to the highest quality standards in our own GFSI approved production sites.

Turbinado Sugar is dry and **free-flowing** which makes it ideal for repacking into coffee packets. It's also commonly used as a decorative sugar to add sparkle and crunch to cookies, cakes, and other desserts.



## Organic Sugars

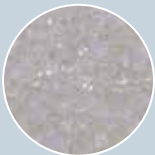
To meet the growing demand for organic foods, ASR Group has developed an organic range to complement our conventional range of brown sugars. These sugars give you the color, flavor, and processability you are familiar with but with the all-important USDA-NOP Organic certification.



**Organic Light  
Brown**



**Organic Dark  
Brown**



**Organic GG Raw  
Cane Sugar**



**Organic GG  
Powdered Raw  
Cane Sugar**



## Qwik-Flo® Sugars




**Want to use brown sugar, honey or molasses but held back by their stickiness or high moisture content? We can help. Introducing Qwik-Flo**

Produced by our proprietary “co-crystallization” process, Qwik-Flo® Sugars are ASR Group’s answer to many problems faced by food manufacturers. These quick dissolving, great tasting, dry and free-flowing sugars are a comprehensive solution for clean labeling, production, flavoring, and coloring.

Our range includes ultra-low moisture **Brown Sugar, Light** and **Dark Molasses, Honey** and our new **Maple** variety, made from sugar cane molasses, real honey or maple syrup to meet the needs of customers.

The adaptability of the product means that bespoke customer requirements are entirely possible; almost any ingredient can be added to sugar to make a dry, quick dissolving product. Just let us know what you need!



Product Name	Ingredient Declaration		Grades
Qwik-Flo® Honey	Cane Sugar, Honey		Available in granule or powder form
Qwik-Flo® Brown Sugar	Brown Sugar		
Qwik-Flo® Light Molasses	Cane Sugar, Cane Molasses (15%)		
Qwik-Flo® Dark Molasses	Cane Sugar, Cane Molasses (15%), Coloring: Caramel Class III		
Qwik-Flo® Maple	Cane Sugar, Maple Syrup, Natural Flavors		

For more information about Qwik-Flo®, please refer to our Qwik-Flo® dedicated brochure or contact your representative

Our Qwik Flo® Honey is now also available in an Organic version.

## We Also Produce a Range of Brown Sugars in Canada

Our Canadian soft brown sugars are made in our Toronto refinery and bring the same great taste and functionality as our US range.



**Golden Yellow Sugar**



**Light Yellow Sugar**



**Dark Brown Sugar**

## Browns & Raw Cane Sugars made in Mexico

Our state-of-the-art sugar mill in Mexico produces a range of sugars similar to those we make in the USA.



## Contact Us

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