

**The SWEET new
performer in the Brown
Sugar Category that
mothers love.**



Our A⁺ Plus Brown Sugar is currently the top selling branded brown sugar in SPAR KZN.

The most recent South African National Health and Nutrition Examination Survey* showed that 43% of South African children were deficient in vitamin A. As sugar producers, we are in a position to do something about this, so we created the A⁺ Plus brand to raise awareness about nutrition.

Just 3 teaspoons of A⁺ Plus Brown Sugar contributes 1/5 of the daily requirement for vitamin A.

The product comes in the following sizes: 500g, 1kg, 2kg, 5kg and 10kg and is manufactured at our factory in Dalton, Kwazulu-Natal.



A⁺plus



BROWN SUGAR

SOURCE OF
Vitamin A

100% PURE
100% GRANULATED
100% SUGAR

Typical nutritional information for the product as packed

	Per 100g	Per 12g daily serving (3 teaspoons)	%NRV* per 12g serving
Energy	1699 kJ	204 kJ	
Carbohydrate	99 g	11.9 g	
of which sugar	98.3 g	11.8 g	
Protein	1 g	0.1 g	
Total fat	0.1 g	0 g	
of which saturated fat	0 g	0 g	
Cholesterol	<5 mg	<5 mg	
Dietary fibre	0.1 g	0 g	
Total sodium	3 mg	0 mg	
Vitamin A	1500 µg	180 µg	22.5%

*Nutrient Reference Values for individuals 4 years and older

A+ Ordering Information

- The product comes in the following sizes: 500g, 1kg, 2kg, 5kg and 10kg and is manufactured at our factory in Dalton, Kwazulu-Natal.
- Orders for this product can be placed with Leslie Naiker at SPAR DC KZN.

Additional Product Information

The most recent South African National Health and Nutrition Examination Survey* showed that 43% of South African children were deficient in vitamin A. This is despite the implementation of food fortification, as well as the national vitamin A supplementation program.

While there are many ways to address vitamin A deficiency**, we believe that there is still a need to provide additional sources of vitamin A that are immediately accessible to the individuals who need it the most.

Sugar is one of the foods that is consumed frequently even in the poorest households in South Africa, where a varied, adequate diet is still elusive.

We do not believe that the excessive consumption of sugar should be encouraged, however, we know that sugar is a very good vehicle for added vitamin A because it is already used as a fortification vehicle in many countries in the world.

* SANHANES-1, 2012

** Optimal breastfeeding of infants, eating an adequate and varied diet, and controlling infectious disease

Millhouse Park
Mount Verde, Hilton
South Africa
Tel: (033) 390 1760
info@millhouse.africa

