As the brand leader in Asia, Mitr Phol offers an extensive range of high quality sugar products to meet the needs of the global market, with a focus on delivering over a half century ago with their dedication to produce and offer high quality products. They are committed to operating their business under the respected principle of “Grow Together”.

ACHIEVEMENTS
With Mitr Phol’s vision within the sugar industry, and its strong commitment to develop the business to the best of their experience, their intent is to innovative developments that help increase choices for consumers as well as add value to the products for industrial customers.

Apart from their dedication to initiate new products of choice for customers, Mitr Phol Sugar Business has continued to work closely in every step of production to ensure consistently high quality of every product under the “Mitr Phol Sugar” brand. Besides, Mitr Phol sugar mill is the first mill in Thailand certified by ISO 9002: 1994. Moreover, Mitr Phol has been accredited with national and international standards as follows: ISO 14001 : Environment Management System ISO 22000 : Food Safety Management System GMP & HACCP : Good Manufacturing Practice OHSAS 18001 : Occupational Health and Safety Management System ISO/IEC 17025 : Standard Used by Testing and Calibration Laboratories TLS 8001 : Thai Labour Standard

Their food production systems are also certified by Halal and Kosher standards. The certification of these international management standards can be regarded as evidence of their dedication to every process of production and their intention to deliver only high value products to their customers. Thus, it can be said that Mitr Phol sugar is the sugar of choice for consumers.

HISTORY
Mitr Phol Sugar was initially established in 1946 as a small family business producing and trading condensed syrup to sugar mills. In 1956, Mitr Phol Sugar Corporation Limited, as it is known today, was formally set up with in-house capacity to produce its own sugar. Since then, the company has expanded its business to meet the increasing demands within the sugar industry and is now recognised as Thailand’s top producer and exporter of sugar.

With their learning experience in Thailand and the readiness of the team, Mitr Phol Group decided to expand its production base to the People’s Republic of China (PRC), in 1993, and was registered in the name of Guangxi Nanning East Asia Sugar Co., Ltd. At present, Mitr Phol owns seven sugar mills. In addition, Mitr Phol broadened its production base to Laos People’s Democratic Republic (LPDR), in March 2006, under the name of Mitr Lao Sugar Co., Ltd. Plus, Mitr Phol expanded its investments to Queensland State, Australia in 2011. The group assumed ownership of MSF Sugar, one of the largest sugar manufacturers in Australia.

Today, Mitr Phol has six sugar mills in Thailand. The total crushing capacity stands at approximately twenty million tons of cane per annum, yielding sugar output of approximately two million tons. The proportion of domestic sales and international sales is approximately 25:75.

MARKET
Mitr Phol sugar business was initially established over a half century ago with their dedication to ensure a consistently high quality and international standard for all products under “Mitr Phol” brand. Mitr Phol, one of Thailand’s leading brands, attains 93% brand awareness and 78% Top of Mind brand awareness and continues to be perceived as brand leader. It is also associated with the best quality and innovation. As a market leader, Mitr Phol gained 20% share of the cane market, with a total of 34% market share of sugar for the consumer market.

Mitr Phol’s core philosophy is to produce and offer high quality products to their consumers with the best of their effort in every process they do. Today, they provide a wide range of products and continue to innovate and improve their products to satisfy customers - both industrial customers and consumers. In addition, they conduct their business with the utmost integrity and are fair in dealing with their stakeholders, especially their employees, farmers, buyers, suppliers and consumers. At Mitr Phol, they are committed to operate their business under the world-class standards.

Throughout, their sugar production system is in accordance with world-class standards. Moreover, Mitr Phol has been accredited with national and international standards as follows:

- ISO 14001: Environment Management System
- ISO 22000: Food Safety Management System
- GMP & HACCP: Good Manufacturing Practice
- OHSAS 18001: Occupational Health and Safety Management System
- ISO/IEC 17025: Standard Used by Testing and Calibration Laboratories
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PRODUCT
As the brand leader in Asia, Mitr Phol offers an extensive range of high quality sugar products to meet the different usages of both industrial customers and consumers. Mitr Phol intends to improve its sugar production process in accordance with world class standards to ensure “Quality in every crystal” under the “Mitr Phol Sugar” brand. The product ranges are divided into five product categories under the “Mitr Phol Sugar” brand:

**Basic use:** Super refined sugar and Syrup

**Food passion:** Rock sugar, Brown sugar, Paste

**Taste enhancement:** Coffee syrup, Flavored syrup

**Health Benefit:** Low Calorie sugar

**Convenience:** Stick sugar, Hygiene Bottled syrup

Mitr Phol is the first brand in Thailand that has developed pure syrup from sugarcane. Mitr Phol Syrup is recognised as an innovative product that serves as a better choice for customers in the food and beverage industry in regard to its cost and energy saving, including better taste.

RECENT DEVELOPMENTS
Realising the importance of sustainability to increase value to “sugarcane”, Mitr Phol Group has continuously developed and expanded its business from sugar industry to wood-substitute business and renewable energy business which are friendly to environment, help strengthen Thailand’s sugarcane industry and provide more opportunities for local farmers and Thailand’s economy. Mitr Phol’s renewable energy business uses bagasse waste from sugar production and other agricultural to residue to serve as a fuel for production of steam and electricity. The energy obtained from this process is partially utilised in the sugar production process and other businesses of Mitr Phol.

PROMOTION
To strengthen “Top of mind awareness” and customers’ trust and loyalty, Mitr Phol has focused its brand and marketing activities into Corporate, Products, CSR and Sponsorship including above-the-line and below-the-line. Furthermore, Mitr Phol also builds relationships with the customers via CRM programmes and online media through its Web page and Facebook fanpage.

BRAND VALUES
Mitr Phol strengthened its position of leadership through brand promise “Global Quality with Sustainability”. Mitr Phol gives great importance to World-class quality standards in every product, its expertise in the sugarcane industry and global trust by leading food industry customers and consumers which are simply identified by one phrase; it is “Quality in Every Crystal”. Mitr Phol has been dedicated to improve its sugar quality and initiate new products to provide the best choices for their customers.

For continuous customer satisfaction, Mitr Phol conducts the following cultural activities which are Proficiency, Integrity, Trustworthiness, Care and Accountability and Innovation. Furthermore, Mitr Phol has a strong passion to help sugarcane farmers live better lives by maximising productivity and profit by initiating several projects such as Mitr Phol Model, Productivity Development Village and Sustainable Development for Community.

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Mitr Phol develop business in parallel with their stakeholders especially sugarcane farmers under the principle of “Grow Together”

Mitr Phol develop business based on “From Waste to Value” model to ensure that wastes from production are transformed into more valuable products which are friendly to the environment.

Mitr Phol is the first sugar brand in Thailand that was registered as a “Low Carbon Label” on its sugar products from Thailand Greenhouse Gas Management Organization and Thailand Environment Institute since 2009.

Mitr Phol products have “No bleach”. They have filters to remove all impurities in the same manner as “water-filter” process. Throughout, their sugar production system is in accordance with world class standards.

**Things you didn’t know about MITR PHOL Sugar**

- Mitr Phol develops business in parallel with their stakeholders, especially sugarcane farmers, under the principle of “Grow Together”.
- Mitr Phol develops business based on the “From Waste to Value” model to ensure that wastes from production are transformed into more valuable products that are friendly to the environment.
- Mitr Phol is the first sugar brand in Thailand that was registered as a “Low Carbon Label” on its sugar products from Thailand Greenhouse Gas Management Organization and Thailand Environment Institute since 2009.
- Mitr Phol products have “No bleach”. They use filters to remove all impurities in the same manner as “water-filter” process. Throughout, their sugar production system is in accordance with world class standards.