

KILOMBERO
SUGAR COMPANY
AN ILLOVO SUGAR AFRICA COMPANY

Making
sense of
sugar

FACTS ABOUT SUGAR



ALL ABOUT SUGAR

Sugars are an important source of energy with glucose being the most important for the body. The brain requires around 130 grams of sugar (glucose) per day to keep functioning.

The common 'sugar' that we use in our homes contains glucose and fructose and is extracted from sugar cane.

A range of different characteristics make sugar an ideal substance for all kinds of food preparation. Sugar is used to improve the taste of food and also to provide structure, texture, and also acts as a natural preservative.

Sugars are naturally present in a food, for example a piece of fruit, or used during the manufacturing or preparation processes in various food and drinks.

The body breaks down sugar in exactly the same way independently of their source, what differs is the rate of absorption into the blood streams which can vary depending on if the source is a solid or liquid food.

SUGAR AND HEALTH

OBESITY AND DIABETES

Sugar does not directly cause conditions such as obesity or diabetes. Both of these conditions are due to a complex range of factors such as excess body weight, physical inactivity, genetics, diet and other factors. Keeping an active lifestyle is recommended to reduce accumulation of excess body fat which can result in obesity and increase the risk of type 2 diabetes.



DENTAL HEALTH

It is recommended to brush your teeth twice daily with fluoride toothpaste to reduce the risk of tooth decay which can be caused by consumption of foods and drinks that contain fermentable carbohydrates (e.g. sugary foods such as cookies, cakes, processed food and soft drinks and candy). Making frequent visits to a dentist can also help maintain your dental health.



DID YOU KNOW?

- Healthy eating is about consuming the right amount of foods for your energy needs and the right balance of foods to make sure your body gets all the nutrients it needs
- Sugars are an important source of energy with glucose being the most important for the body
- Our brain requires around 130g of glucose per day to keep functioning.
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- 'Empty calories' is a concept often used to refer to food and drinks that supply energy without other nutrients. However, since calories themselves provide your body with energy, there is no such thing as an 'empty calorie' – a calorie is a calorie

RECOMMENDED NUTRITIONAL DIET TRIANGLE



ABOUT 'MAKING SENSE OF SUGAR'

Making Sense of Sugar is a campaign that aims to inform and educate people about sugar and the role it can play in the diet to enable people to make informed choices about what they consume.

Based on robust science and facts, the campaign provides information about sugar in a way that is simple, straightforward and informative, as well as addressing common myths.

Making Sense of Sugar has been developed and funded by AB Sugar which is one of the largest sugar producers in the world, with operations in ten (10) countries and around 32,000 employees, including those employed by **Illovo Sugar Africa**.

Kilombero Sugar Company Limited (KSCL) is part of the Illovo Sugar Africa Group, Africa's biggest sugar producer with extensive agricultural and manufacturing operations in six African countries; including South Africa, Malawi, Mozambique, Eswatini, Zambia and Tanzania. Illovo Sugar Africa is a wholly-owned subsidiary of Associated British Foods plc (ABF), listed on the London Stock Exchange.

For more information about making sense of sugar visit: www.makingsenseofsugar.com/tz or follow us on Twitter @senseofsugar.