



# Go Golden

INTRODUCING

**DOMINO® GOLDEN SUGAR**

NOW AVAILABLE IN BULK FORMATS

## Unlock Golden Opportunities for Your Business

Domino® Golden Sugar is now available in convenient bulk formats – 50 lb bags and 2,200 lb totes – specifically designed for manufacturing operations like yours. Leverage the proven appeal of our Golden Sugar, a product celebrated by consumers with an impressive 46% repeat purchase rate<sup>1</sup>, to enhance your offerings and drive new growth. Go Golden and deliver the quality your customers expect.

### Why Go Golden?

Domino® Golden Sugar offers a less processed\* way to sweeten as every crystal retains more of the molasses from the sugarcane grown in the field. What this means for you:

- **Flavor:** imparts a subtle molasses flavor
- **Color:** delivers a warm, golden hue and promotes browning
- **Versatility:** can be used in place of granulated sugar in a wide variety of applications with no change to the nutritional fact panel or ingredient statement

\*less processed than white granulated sugar

### Quality You Can Trust

Since 1901, Domino® Sugar has maintained a commitment to quality, a passion for craftsmanship and a dedication to sweetening the lives of countless bakers and culinary professionals.



### Ready to Go Golden?

Contact your ASR Group® Professional sales manager today or visit [asrgroup-professional.com](http://asrgroup-professional.com).



<sup>1</sup>Source: Circana - National Consumer Panel (Total US-All Outlets) and POS Data (Domino Trading Area)



At ASR Group® Professional, we are committed to helping our manufacturing and foodservice customers find the ideal sweetening solution for their business. We offer a spectrum of sweetening solutions from traditional to transformative. Our nationwide manufacturing and distribution footprint means that you can count on receiving your order when you need it, where you need it, every time.

