As important as it is to look to the future sustainability and prosperity of our business, it is equally as important to reflect on our past history and acknowledge the benefits our proud heritage has gifted us.

The origins of our African business extend back to the late 19th Century and underscore the formation of ILOVO SUGAR AFRICA: a company alive with potential, awake to opportunity and benefitting from the support of committed, engaged employees.

Today our business is:
- vibrant, growing, diversified and innovative;
- consumer-focused with products of trusted quality;
- strong, with deep African roots.

Registered first in KwaZulu-Natal as a single company in 1891 under the name of Reynolds Brothers Limited, ILOVO, as we know it today, has grown into a significant African business. It is the continent’s leading sugar producer, operating across six southern African countries, with its headquarters located in the South African province of its original founding, KwaZulu-Natal.

Now wholly-owned by Associated British Foods plc (ABF) in the United Kingdom, and through AB Sugar which manages ABF’s global sugar businesses, ILOVO is a significant part of the world’s biggest sugar producing organisation boasting interests in the UK, Europe, China and Africa.

The benefit of access to international insights and global support, combined with core African DNA, provides a platform for our ambitions that is unparalleled. Our focus is steadfastly aimed at African sugar and delivering world-class downstream production businesses that secure commercial success while serving the needs of vibrant African markets. The past has shaped our present and we are grateful for the lessons learned. The world has changed and with our eye firmly on future expansion, we knew it was time to update our brand too. Our newly originated logo which, under the name of ILOVO SUGAR AFRICA, underlines our African inheritance and future focus, also embodies our spirit and ambition of a long-term and sustainable future within AFRICA’S THRIVING COMMUNITY.

We invite you to join us on our journey over the next 125-YEARS....