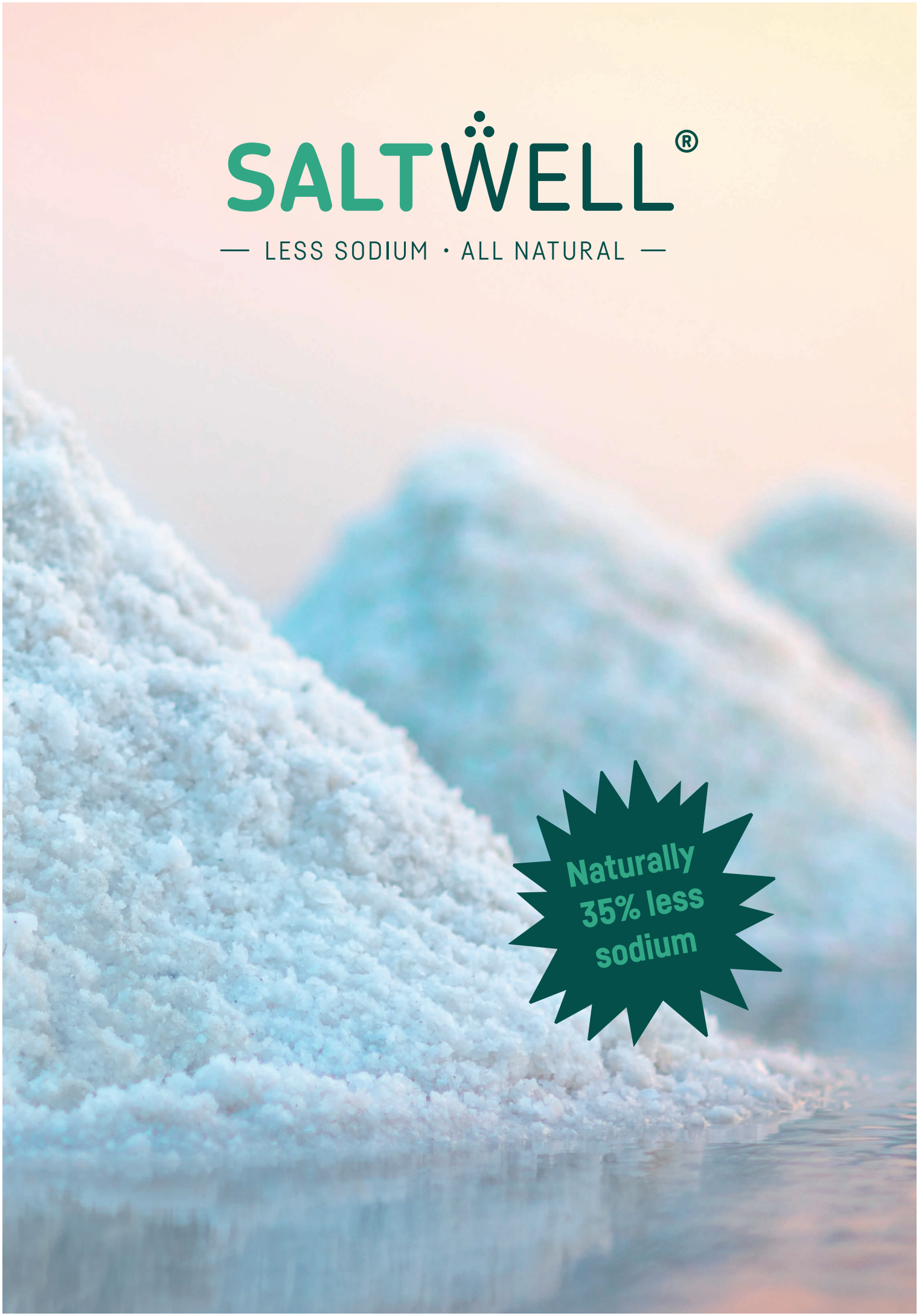
SALTWELL®

— LESS SODIUM · ALL NATURAL —



SALTWELL®

Naturally low in sodium and with a smooth salty profile.

NUTRI-SCORE A B C D E

A BETTER CHOICE

35% Less Sodium than Standard Salt

SALTWELL® is a completely natural sea salt, with 35% less sodium. It´s a perfect sodium reduction solution, and in line with EU, FDA, WHO, FSA and FSSIA calls for reduction of salt, and consumer demand for natural healthy ingredients.



One Natural, Unique Grain

Naturally extracted through solar evaporation. Sodium, potassium and minerals from an ancient underground sea crystallize into one grain, making SALTWELL® unique.

Clean Label

CLEAN LABEL

SALTWELL® can be labelled as a **sea salt** in the ingredient list. 100% natural.

Great Taste & Function

Many customers claim SALTWELL® tastes better than other salts. The appearance and taste of SALTWELL® is like sea salt and the functionality is excellent. Naturally 35% less sodium.

Easy to switch

1:1

SALTWELL® is used successfully as a simple 1:1 replacement for sodium chloride in all food production categories.



The WHO goal

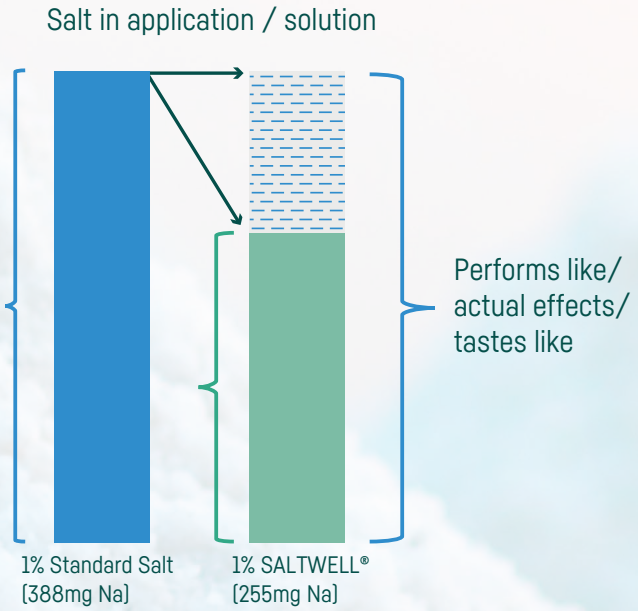
Sodium consumption in excess contributes to high blood pressure which causes heart diseases and stroke, and can even have an adverse effect on the kidneys and liver. All WHO member states have agreed to reduce the global populations intake of salt by 30% before 2025.

Salt to SALTWELL® Application Areas

SALTWELL® is a clean label 1:1 replacement for sodium chloride in manufactured foods e.g., ready meal, snack, meat, plant, seasoning blend, sauce, seafood, poultry, dairy and bakery applications.

Many leading brands have already made the switch to SALTWELL® to achieve significant sodium reduction in their products, to keep/obtain a clean label, and to retain a natural salty profile to satisfy consumers.

Research found that 69% of consumers look for simple, recognizable ingredients when shopping for food. As a natural sea salt, SALTWELL® is a perfect fit, and has the added advantage of being low in sodium.



1% Standard salt	388mg sodium
1% SALTWELL®	255mg sodium
1.5% SALTWELL®	388mg sodium

Nutrition Data/100g	Control / Standard	Development
Energy kJ	**0**	**0**
Energy k Cal	**0**	**0**
Fat	**0.0**	**0.0**
Of which saturates	**0.0**	**0.0**
Carbohydrates	**0.0**	**0.0**
Of which Sugar	**0.0**	**0.0**
Fibre	**0.0**	**0.0**
Protein	**0.0**	**0.0**
Sodium	**0.388**	**0.255**
Equivalent as Salt	**0.994**	**0.654**

1% Salt Nutritional

Clean Label, Food Grade Quality and Certified

For food brands, retailers, and producers of food products, salt and sodium reduction are a pressing issue. SALTWELL® helps you reduce sodium levels while keeping an optimal salty taste profile. And it is certified to strict international food, safety and quality assurance standards.

SALTWELL® is a simple 1:1 replacement for standard salt but has 35% less sodium.



To guarantee compliance with strict international food quality and safety standards SALTWELL® is rigorously analyzed throughout the whole production process. Physical, chemical and microbiological analyses are included in the Quality Control Program

KOSHER HALAL BRCGS Food Safety CERTIFICATED CLEAN LABEL ISO 22000 ControlCert SYSTEM CERTIFICATION qvalify ISO 9001 qvalify ISO 14001

For the food industry, sodium and salt reduction are a pressing issue. To help achieve salt targets and reduce sodium levels whilst keeping optimal taste and function, use SALTWELL® reduced sodium sea salt.

- **35% Less Sodium than Standard Salt**
- **Great Taste & Function**
- **1:1 Easy to Switch**
- **Clean Label**
- **One Natural, Unique Grain**
- **Food Grade Quality**



Natural, Regular, Microfine and Iodised grades for various application needs. Produced and packed in Europe, shipped to food producers all over the world.

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For more information on the Saltwell range, and to discuss reducing sodium in your products, contact us.

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