



Dear Sir/Madam,

In today's food industry healthier products are in increasing demand. At the same time sodium reduction regulations are becoming ever more strict. Could there be an easy way to benefit from the health trend and comply to new standards while retaining taste-based consumer preference? Meanwhile food safety and sustainability remain on top of the agenda. Not only today, but everyday. We are Suprasel®, providing you with the best food salt solutions.

Reducing sodium the easy way

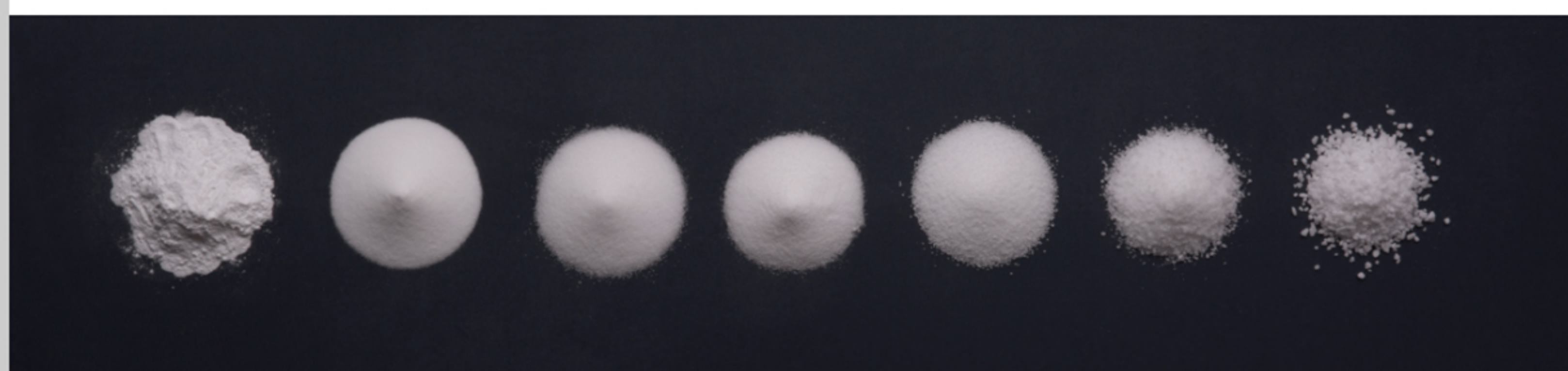
Suprasel®



Is there an easy way to benefit from the health trend, to meet the new sodium reduction regulations and to live up to your ambitions of satisfying the preferences of your customers? The answer is yes. And it's called Suprasel® OneGrain. Watch the one-minute video to see how it works.

- optimal balance of sodium salt, potassium salt and flavor
- up to 100% sodium reduction
- great salty taste while masking the negative taste of the potassium salt
- an effective and true one to one replacer of regular salt

Purity needs no cover up



Safety first. A promise that is crucial to the food business. Therefore, we at Suprasel take food safety as seriously as you do. We take pride in producing the purest salt there is - vacuum salt. It is even used in pharmaceutical applications.

But don't just take our word for it. At Suprasel®, we believe in transparency and welcome inspections of food authorities. Our public audits are open to everyone. Also, we know that food safety legislations are continuously being altered and improved. That's why we proactively prepare for potential legislation changes that may impact your food business.

Keeping your sustainability promise



Sustainability is a must in the food industry. But what exactly is sustainability? Nowadays, it is a promise. A promise to your customers about your practices best serving the planet and its people. We at Suprasel® dare to make you this promise. When it comes to sustainability, Suprasel® looks across the whole value chain, from the salt cavern to the end user. Thereby, we want to help you keep your sustainability promise.

Our sustainability goals for 2020



20% profit from products that are more sustainable than competition



25-30% more efficient use from energy and natural resources

Do you want to know more about Suprasel® OneGrain or our other healthy food salt solutions? Meet us at Food Ingredients Europe (stand 08.0L61) on 28 - 30 November 2017 in Frankfurt or visit our website .