

IAM

Importations Alimentaires Mondiales inc.



SEA SALT

An essential ingredient



Advantages and specifications of sea salt

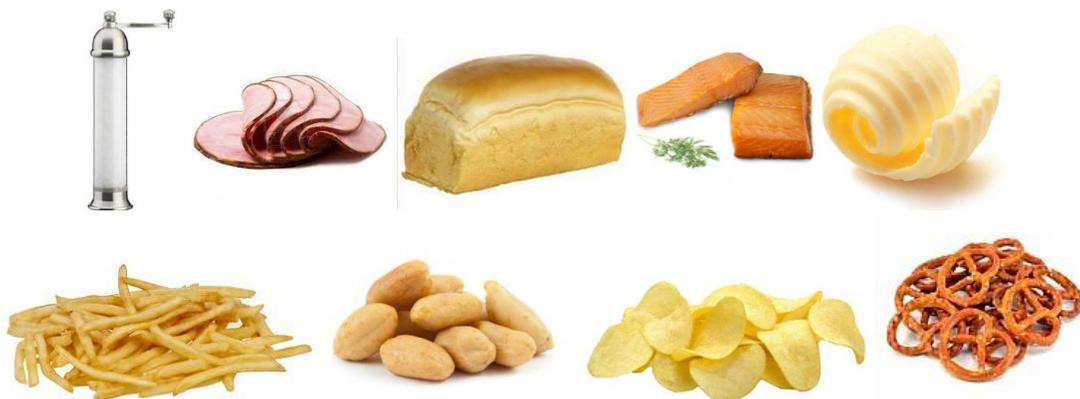
- Suitable for organic applications
- Rich in essential minerals and trace elements
- Has a high gastronomic value and is suitable for all culinary uses

Applications for the different varieties and granulations

- Fine sea salt (0.2 to 0.8 mm), processing of potatoes, French fries, potato chips, salted cookies, spice mixtures, butter, cheese, pastry and fish.
- Medium sea salt (0.8 to 1.2 mm), pretzels, spice mixtures, fish processing, smokehouse, brine production.
- Coarse sea salt (1.0 to 3.0 mm), salt cookies, spice mixtures, butter, cheese, fishmongers, smokehouse, brine production and salt mills.

Available sizes sea salt

- 5kg - 25kg - 1000kg



Sea salt to replace your table salt or for your organic products

Distinguishing between sea salt and table salt (vacuum salt)

Both are composed of sodium and chloride, but sea salt and conventional table salt are produced in a completely different way.

Sea salt is the result of the natural evaporation of seawater in salt marshes. The heat of the sun and the wind allow the water to evaporate, creating a salt crust and then harvested. For table salt, on the other hand, brine extracted from underground salt layers and brought to the surface to be chemically refined, evaporated and crystallized into fine salt grains.

We present you 3 concrete advantages.

1. Sea salt without additives

The raw salt crystals are only washed with pure water. **No chemical substances** are involved, unlike the refining process of table salt. Anti-caking agents are often added to table salt. This is not necessary with sea salt like MARSEL®. The very structure of sea salt prevents the crystals from clumping together. Make a sustainable strategic choice, since more and more retailers are banning products containing additives.

2. Unique explosion of flavors

How do you differ from your competitors? Thanks to the taste of your products, of course. Sea salt helps you do that. The difference between sea salt and vacuum salt is noticeable, especially in applications requiring larger grains. Sea salt provides a crispy or *crunchy*, which creates a **unique explosion of flavors** in the mouth.

In addition, numerous studies have shown that consumers find sea salt tastier, healthier and more sustainable than table salt. More and more food producers are using "sea salt" as a **sales argument on their packaging**.

3. The appropriate granulometry for each application

During the extraction process, sea salt is presented in the form of coarse and irregular salt crystals. The advantage? Unlike table salt, sea salt can be reduced to finer or finer crystals as desired. You can therefore **choose the appropriate granulometry for each product**. Whether you want to season snacks, add salt to a spice mix, add salt to sourdough bread or give another product a little extra kick, sea salt is always ideal.

Sea salt is clearly a sustainable and tasty choice for your products, whether organic or not.