

# SALTWELL®

Less sodium – completely naturally!



## **IMPAG** – *together unique*

IMPAG has been your partner for raw materials for 100 years. Competence and passion are our strengths; integrity and respect define our actions. Thanks to long-standing partnerships with our suppliers and a well-established scouting network, IMPAG combines stability with innovation in a constantly changing environment.

### 35% less sodium

The World Health Organisation has been calling for a reduction in salt for a long time. Swiss consumers are also prepared to reduce their salt intake, but are not willing to compromise on taste.

With Saltwell, the sodium content can be reduced by a whole 35%. Every single salt grain contains 65% sodium, 30% potassium, and various minerals.

Potassium is an essential nutrient and blood pressure reducer that is recommended by doctors and health authorities.

### Great flavour

The composition of Saltwell not only makes it unique, but also explains why its appearance and taste are indistinguishable from conventional sea salt.

### A unique, natural salt grain

Saltwell is harvested exclusively from a 1 million-year-old, mineral-rich underground sea beneath the Atacama desert in Chile.

The salt grains are obtained in a natural process by drying in the sun.

In this sustainable process, sodium and potassium crystallize together into one salt grain, making Saltwell a truly unique sea salt.

SALTWELL

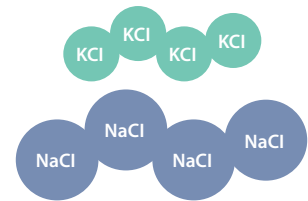
### Ordinary salt: 1:1 substitutable

Saltwell is easy to use without having to reformulate your existing recipes.

Ordinary salt can be replaced 1:1 with Saltwell, which is already being used successfully in diverse applications, such as:

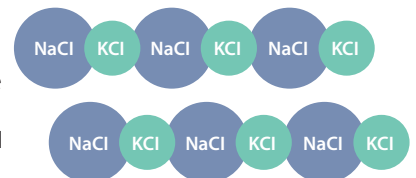
- Bread and pastries
- Finished products and salty snacks
- Soups, sauces, and dressings
- Meat products
- Herb and spice mixes

Ordinary table salt with 99% sodium chloride (NaCl)



SALTWELL®

65% sodium chloride (NaCl), 30% potassium chloride (KCl) und minerals



### Salt experts since 1830

The independent company Saltwell has been an expert in salt production and trade for nearly 190 years. This knowledge and experience allow Saltwell to supply markets all around the world with salt of the highest quality. Saltwell is already being run in its fourth generation, and stands for high security of supply and product innovation.

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