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PRESS RELEASE

SALTWELL® puts flavour in focus with next-generation sodium reduction

Clean-label sodium reduction solutions with exceptional flavour will take centre-stage for SALTWELL® at the forthcoming Food Ingredients Europe.

SALTWELL® salt is a unique natural salt 35% lower in sodium than conventional salt but with equivalent functionality and taste – or, in some cases, improved taste. It is suitable for use across a wide range of food applications in the meat, bakery, dairy and ready meals categories, as well as soups, sauces and condiments.

At Fi Europe, formulation experts from SALTWELL Group will host a range of taste tests to demonstrate how it's now possible to reduce sodium – by as much as 40% in some applications – without impacting negatively on sensory attributes or shelf-life, and without sacrificing clean labels.

Anders Hansson, CEO of Sweden-based SALTWELL Group, says: “SALTWELL® is the perfect like-for-like replacement for conventional salt, and sensory tests have shown that in some cases it can actually improve flavour. Experiencing it in person is the ideal way to appreciate its outstanding flavour. When they get the opportunity to try it, people are often surprised that a natural salt with 35% lower sodium is able to deliver such great taste.”

Earlier this year, SALTWELL Group announced it had opened a new factory in Chile, close to the source of its raw materials. The new state-of-the-art facility, in Santiago, has enabled the company to increase production capacity significantly and create an even more robust supply chain.

Learn more about SALTWELL® salt on Stand 42N46 at this year's Food Ingredients Europe (Frankfurt, 17-19 November 2026).

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ABOUT SALTWELL® SALT

SALTWELL® is a unique natural salt that contains 35% less sodium than standard salt, but delivers comparable taste, texture and functionality. It serves as a healthier, clean-label, 1:1 replacement for standard salt, delivering equivalent sensorial properties and functionality in a comprehensive range of food applications. It enables food manufacturers to meet public health recommendations and requirements without sacrificing flavour, functionality or clean labels.

SALTWELL® is produced by Sweden-based SALTWELL Group, a division of Salinity, one of the world's oldest salt companies. SALTWELL Group, with a presence in Sweden, Chile, Cyprus, the Netherlands and US, works with the largest food manufacturers around the world. SALTWELL® salt is obtained through solar-evaporation and traditional sea salt production processes using hypersaline water resources from the Atacama salt flats. These waters contain a unique balance of sodium and potassium salts and trace minerals which, when dried in the sun, combines to become a natural mineral in a single crystal structure with 35% less sodium than standard salt.