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## NOTA DE IMPRENSA | PRESS RELEASE

### **Innovative packaging for Marisol's superior sea salts**

*Marisol® launches two salt varieties in new zip-lock pouches for the price conscious gourmet*

**OLHÃO, Algarve, Portugal, 22 March 2013** – Marisol® natural sea salt company will launch new zip-lock plastic pouches for its Flor de Sal (200g) and Sal Tradicional (500g) salts at Alimentaria international food fair Lisbon, from Sunday, April 14 through to Wednesday, April 17, 2013.

To help gourmet conscious consumers to purchase high quality, natural sea salt while managing household finances, Marisol has reduced packaging costs and introduced two new varieties to its retail product range. The new packaging sizes – a 200g Flor de Sal plastic pouch and a 500g Sal Tradicional plastic pouch – make the product more accessible, particularly to smaller households.

### **Doy-pack preserves artisanal qualities**

In addition to improving affordability, the resealable doy-packs help to preserve the natural qualities of Marisol's hand-harvested Atlantic sea salts. The plastic pouches, incorporating Marisol's new corporate identity, can be stood upright for tidy storage or for ease of use in the kitchen. The new corporate identity is being implemented across all product packaging, company literature and promotional material, and is in response to Marisol's steady growth over the past 12 years.

### **Consumer-focused packaging**

Transparent sections of the new packaging design allow consumers to see the delicate natural flakes of Marisol's Flor de Sal crystals and the natural whiteness of Marisol's Sal Tradicional. The Flor de Sal flakes are carefully skimmed from the brine's surface by hand during the salt season, and are ideal for seasoning and finishing touches. Sal Tradicional is hand raked from the clay bottoms of salt pans and can be used as a kitchen salt for all culinary purposes.

The combined PET/PE primary packaging for the new retail products is lightweight and sturdy – and meets EU packaging regulations for food safety and handling.

**Specifications:**

Catalogue number	Product	Unit
3050	Marisol® Flor de Sal 200g doy-pack (PET/PE zip lock pouch)	18pc
2603	Marisol® Sal Tradicional milled 500g doy-pack (PET/PE zip lock pouch)	24pc

**Innovative processing preserves the qualities of superior sea salt**

Marisol® sea salts are produced in accordance with Certiplanet's strict standards on traditional salt gathering and comply with kosher and organic standards set by Natural Food Certifiers, USA. After harvest, the raw salt is carefully processed in the custom-made, semi-automatic transformation line for artisanal salt: the salt is cleaned by hand to remove impurities and then carefully packed in accordance to HACCP standards. Sal Tradicional is milled to a medium grain size. Marisol guarantees the highest food quality and safety standards with the international certifications, ISO 22000 and IFS Food.

Marisol, working in partnership with certified artisan saltpan producers, is committed to providing completely natural sea salts of superior quality, using sustainable methods. All salt is harvested by hand, dried naturally in the sun, and manually cleaned. No artificial processing or additives are used. The sea salts are harvested from salt pans in the protected nature reserves of the Ria Formosa and Sapal de Castro Marim on southern Portugal's Atlantic coast.

**Böer & Siebert Lda ('Marisol')**

The Portuguese company owns the trademarks Marisol® and Flos Salis® and produces natural sea salts for wholesalers, major supermarkets, and specialist retailers all over the world. Export countries include amongst others, the UK, Germany, Austria, Switzerland, Denmark, Spain, Sweden, USA, Canada, Australia and Japan. The company also produces bespoke packages for own label brands, food manufacturers, and pharmaceutical companies.

Founded in 2000, the company works in partnership with traditional salt producers in the protected nature reserves of southern Portugal's Atlantic coast. Böer & Siebert Lda ('Marisol') stands for the sustainable production of unprocessed, natural sea salt and is committed to verifiable quality, a transparent supply chain, and fair business partnerships.

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(582 words)

**Notes to Editors:**

For further information, please call Andrea Siebert at Böer & Siebert Lda on +351 289 793 601 (10h00 to 18h00 GMT), email [sales@marisol.biz](mailto:sales@marisol.biz) or visit <http://www.marisol.biz>

Members of the trade can request samples of products using the same contact details.

**Legal:**

The company is certified by Certiplanet, Peniche/Portugal; Natural Food Certifiers (USDA accredited), New York/USA; and SGS Portugal for ISO 22000 and IFS Food.

Certificates, product specifications and analytical data are available on request.

Marisol® and Flos Salis® are registered and protected as community trademarks within the EU and the United States.

**Marisol new corporate identity:**

Please refer to press release *Marisol® to unveil new brand identity as part of company relaunch at Alimentaria Lisbon 2013* (dd March 2013) for further details.

**For further information:**

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