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NOTA DE IMPRENSA | PRESS RELEASE

Marisol® artisan Atlantic salts debut at ANUGA

Flor de Sal and Sal Tradicional from Portugal on show in Cologne

OLHÃO, Algarve, Portugal, 27 September 2013 – Marisol®, the natural sea salt company from Portugal, brings a fresh identity, new packaging designs and a new B2B website to Cologne. Used by top Michelin Star chefs in Europe and overseas, the company's artisan sea salts retail under the brands Marisol® and Flos Salis®. The delicate Flor de Sal flakes with their subtle, almost addictive taste are ideal for seasoning and finishing touches, whereas Sal Tradicional lends itself for all cooking purposes. Both salts are free from additives and harvested and processed in a truly organic sense.

Certifications cover the artisan production technique as well as and food quality and safety standards. A fresh identity, new packaging designs, and a redesigned B2B website are accompanying Marisol's attendance at major international food fairs in North America and Europe. The new site includes a full online product catalogue to serve the information needs of specialty food importers, distributors and wholesalers.

A sustainable business with worldwide exportation, Marisol guarantees the traceability of lots and provides full product specifications, including safety data and handling info. The company has established quality assurance and fulfilment procedures from quotation to delivery and after-sales service. It is through Marisol's unwavering commitment to sustainable and traditional hand harvesting that the Portuguese company is able to guarantee the subtle, natural taste and delicate texture of its sea salts.

Visit us from October 5 to 9 at ANUGA Organic in Hall 5.1, Booth C 010, Koelnmesse, Cologne!

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(243 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 or visit www.marisol.biz
Members of the trade can request samples of products using the same contact details.

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.

Legal:

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

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.