

NEW MEMBER PROFILE



✓ Low Gi

✓ High Protein



THE LOW SODIUM SEA SALT COMPANY

Food manufacturers often cite “functionality” and “shelf life” when defending high levels of salt in their products and are then reluctant to announce reductions in salt levels due to potentially negative consumer perception once they have decided to do something about it. We are delighted to have joined the Federation as an Associate Member with the objective of driving down totally unnecessary salt levels across all frozen categories.

THE FROZEN FOOD INDUSTRY is uniquely placed to capitalise on consumer aspiration to lower salt intake by reminding the population that the freezing process retains nutritional content as well as providing a natural food preservation method. This helps to underline the principle point of difference between frozen and its fresh chilled counterpart and to lift its quality perception to ever higher levels.

Used by leading food companies around the world since 1999, SOLO® Original is an entirely natural product. In addition to bulk supplies to food manufacturers we also offer SOLO®-LITE in 3 Kg pails and single serve salt sachets for foodservice.

More recently we have added value to our core product by launching healthier breakfast

cereals under our “Keep Me” brand. “Keep Me Going®” is low in sugar, salt, and a low Gi (<50) similar only to traditional porridge. “Keep Me Strong®” is a high (20%) protein alternative. Offered in 750g bags for self service and single serve sachets for vending, room service, patient feeding and travel this line will appeal to all health conscious caterers. Our HOPOO® brand covers nuts and extruded salted snacks. Our starter range includes Shanghai 5 Spice cashews, Jalfrezi cashews, Satay peanuts and Spicy Mediterranean peanuts, all flavoured with natural herbs and spices. These super-premium products are packed in 40g and 50g consumer packs and 1 Kg bags for decanting into ramekins over the bar. All the foregoing is available from one central source....



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