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SALTWELL to Showcase Clean-Label Salt Solutions with 35% Less Sodium at Fi Europe

28 October 2026 | News

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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 per cent 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 per cent 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 per cent 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.