

## SEA SALT BY THE NUMBERS



According to the Food Lover's Dictionary, salt is rather inexpensive and universally available, but that wasn't always the case. Because of its importance in food preservation and the fact that it is a necessity to the human body, salt has become an extremely valuable commodity throughout the ages. Salt (sodium chloride) comes from salt mines or the sea. Most of today's salt is mined, but sea salt is an ingredient and flavor that is trending in a variety of product categories—from salty snacks, chocolate, breads and butters, consumers are able to get their salty fix across the supermarket and even on the menu.

Sea salt is the type of salt that has been used throughout the ages and is the result of evaporation of sea water. Sea salt is available in several varieties, each depending on where the salt is harvested and additional processing methods like roasting or artisanal techniques. From Hawaiian Sea salt derived from the volcanic clay on Kauai to Anglesey Sea Salt from off the west coast of Wales, each salt provides a unique color, flavor profile and particle size.

### SEA SALT IN THE MEDIA

While perusing Pinterest, sea salt pins were spotted featuring classic flavor pairings and included everyday pantry staples. With recipes for everything from indulgent desserts with sea salt to sweet and salty snacks, the sea salt opportunities for consumer snacking is endless. Featured pins include, Sea Salt Coffee, Smoked Almonds with Sea Salt, Chocolate Anise Toffee with sea salt and Sea Salt & Vinegar Sweet Potato Chips.

On Food.com more than 8,300 recipes appear if you search for sea salt. The majority of the recipe examples include vegetable and meat dishes, but other recipes include seafood, pasta, rice and grains. The main meal accounts for 34% of the total sea salt recipes available on Food.com. Main meal recipes include Filet Mignon with Sea Salt & Avocado, Cumin and Sea Salt Rubbed Chicken and Tuna with Lime, Coriander and Sea Salt Rub.

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A quick Twitter search provides tweets ranging from products including sea salt as a flavor such as Chocolove Chocolate (Almonds & Sea Salt in Dark Chocolate), Quinn Popcorn's Vermont Maple and Sea Salt, and Sea Salt Snaps. Other tweets include individual's recipes such as Sea Salt Fudge Cookies and Salmon with Smoked Applewood Sea Salt.

There are several mentions of sea salt in both print and internet media including:

- An article in the NY Times highlighting Jacobsen Sea Salt, "It's very clean, very pure." said the chef April Bloomfield, who uses the salt at the Breslin in New York. "It's tactile. I like when you pick it up it's so delicate. You can crush it between your fingers and scatter it about."
- A sea salt product winning the 2012 soft award—Gourmet Salt Collection No. 1 is an 11-tube sample selection with some of the finest, hard-to-find salts from around the world.
- An article in the Huffington Post features 13 Sea Salt Recipes, "Desserts usually mean sweet, not salty. But sometimes the contrast of light, sugary flavors and the crispness of sea salt can hit the spot. In our opinion, desserts that involve sea salt are among the tastiest. Of course sea salt goes well with caramel, and peanut butter is the ingredient's other natural companion. But a pinch can also be added to chocolatey, and even fruity desserts for a surprising kick."

Blogs are even spotlighting sea salt as an ingredient with several mentions of sea salt in recipes, facial scrubs and the health benefits of sea salt.

- Olive Oil Doughnuts with Dark Chocolate Glaze & Sea Salt, *Blogging Over Thyme*
- Flourless Chocolate Chip Chickpea Blondies with Sea Salt, *Ambitious Kitchen*
- Health Benefits of Celtic Sea Salt, *Juicing for Health*
- Citrus Herb Sea Salt for Mother's Day, *CraftGawker*

## SEA SALT ON THE MENU Q4 2008-Q4 2012

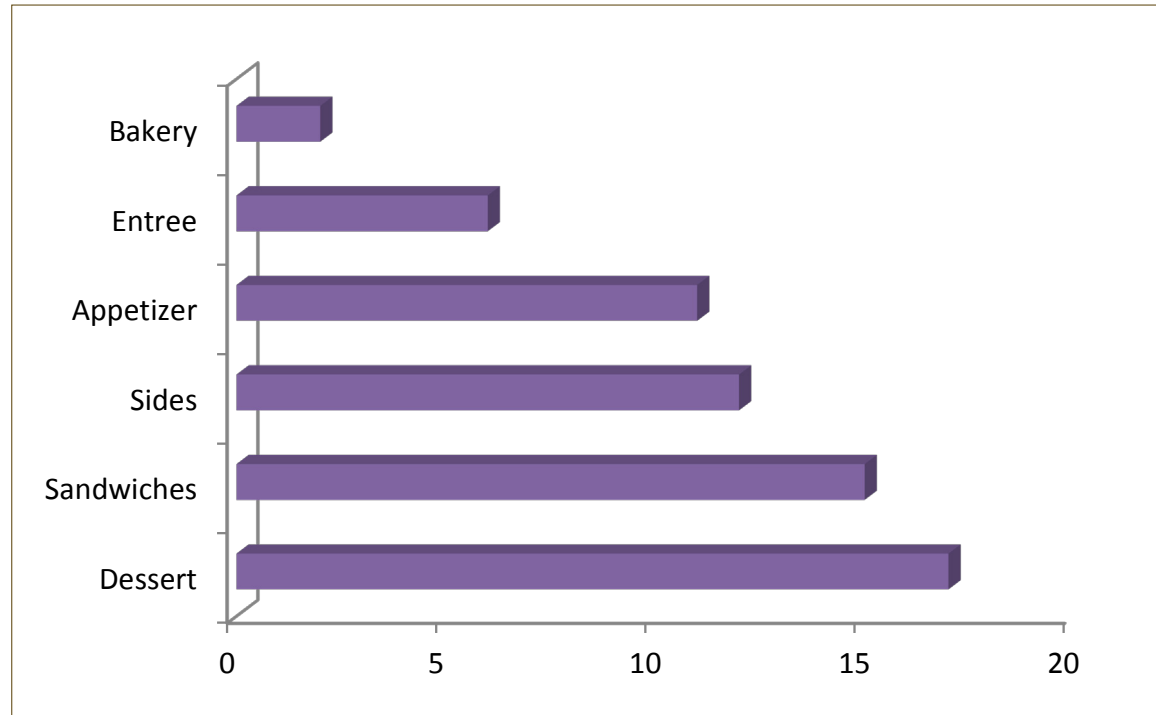
- Carrot Cake Brownie with Sea Salt Ice Cream, *Westend Bistro*
- Housemade Chips And Dip, *made fresh to order and seasoned with sea salt and black pepper, Longhorn Steakhouse*
- Spanish Olive Oil-Sea Salt Tuile Five Spice Chocolate Cup, *Abacus*
- Sea Salt Roasted Nuts, *Bubble Lounge*

These salty menu items are interesting not only in the way they show how a flavor pairing enters the mainstream, but also because they bring salt, an ingredient that is in most food, into the menu lexicon. Fancier salts (sea, Himalayan) are certainly worth a mention, and other restaurants are showing that salt is worth mentioning whenever it's used in unusual ways. For instance, Red Robin added a salted caramel shake to its extensive shake line-up. Finished with red Hawaiian sea salt, this treat gets a boost of color, flavor and texture on top. Bahama Breeze serves steamed edamame with ginger-infused sea salt, a notable way to flavor a simple starter or side.

**63**  
MENTIONS

**700%**  
INCREASE IN  
SEA SALT FLAVORED  
MENU ITEMS

### SEA SALT ON THE MENU: TOP MENU SECTIONS



In 2008, only 2 items with sea salt were on the menu. As of Q4 2012, there were 16 items.

## SEA SALT NEW PRODUCT INTRODUCTIONS, GLOBAL PRODUCTS OF NOTE

**1,865**  
NEW PRODUCTS



Mövenpick Winter Limited Edition Caramel & Fleur de Sel de Guérande Ice Cream: Switzerland



Lay's Harvest Chips Garlic & Sea Salt Potato Crisps: Belgium



Healthieries Sea Salt & Balsamic Vinegar Air Popped Potato Bites: New Zealand

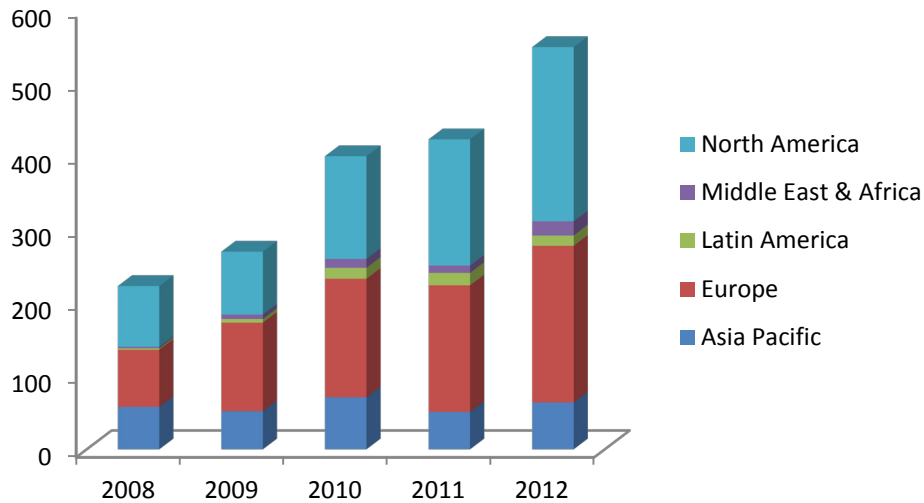


Greenhalgh's Green Olive & Sea Salt Bread: UK

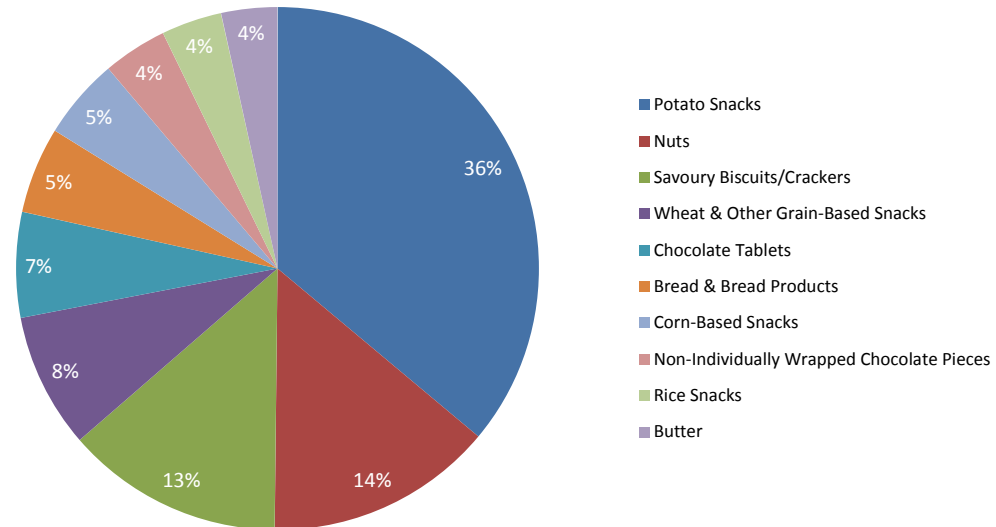


Annie's Homegrown Organic Honey Wheat Pretzel Bunnies with Sea Salt: Singapore

## SEA SALT NEW PRODUCT INTRODUCTIONS, GLOBAL 2008-2012



## SEA SALT NEW PRODUCT INTRODUCTION, GLOBAL 2008-2012 BY TOP SUB-CATEGORY



## SEA SALT NEW PRODUCT INTRODUCTIONS, NORTH AMERICA PRODUCTS OF NOTE

**719**  
NEW PRODUCTS



Keebler Townhouse Flatbread Crisps Crackers With Sea Salt and Olive



Sun-Maid Sea Salt & Cracked Blacked Pepper Cranberries



Ghirardelli Intense Dark Save Me, San Francisco Sea Salt Almond Dark Chocolate Bar

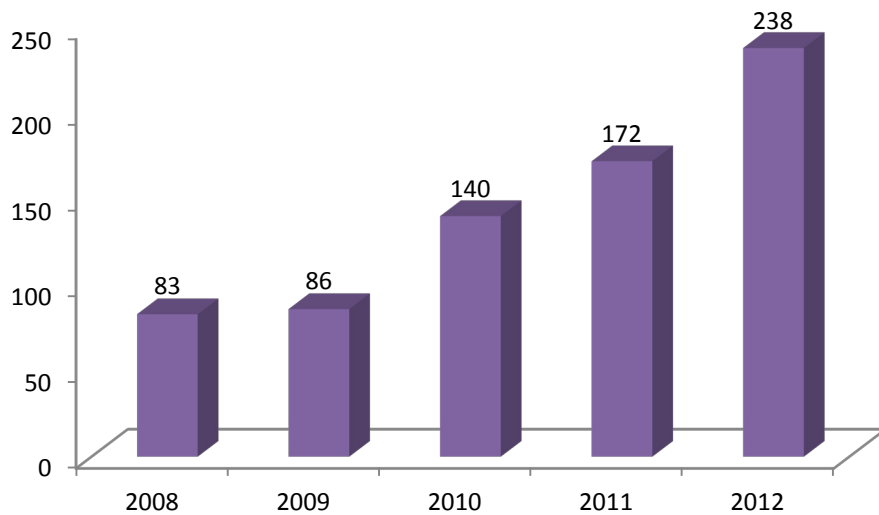


Crave Canyon Bit O' Land & Sea Cane Juice & Sea Salt Kettlecorn

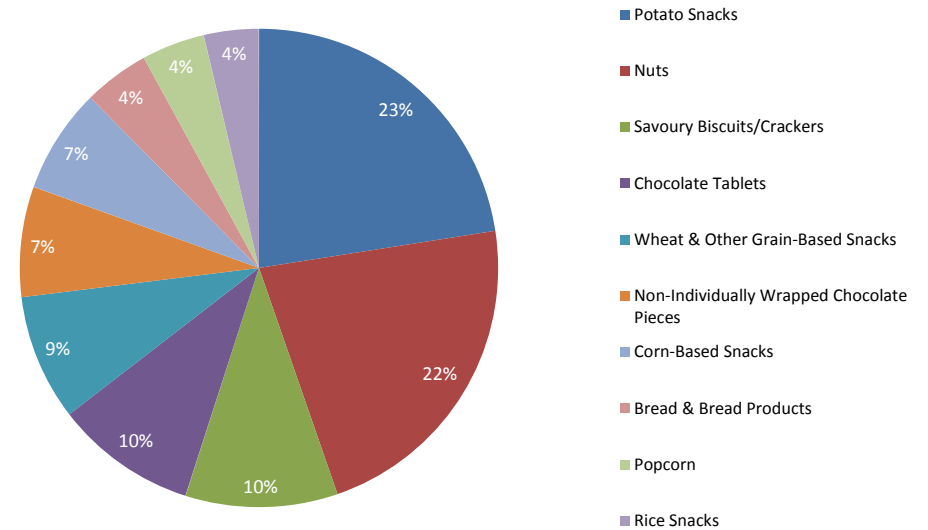


Halfpops Natural Butter and Pure Ocean Sea Salt Popcorn

## SEA SALT NEW PRODUCT INTRODUCTIONS, NORTH AMERICA 2008-2012



## SEA SALT NEW PRODUCT INTRODUCTIONS 2008-2012 BY TOP SUB-CATEGORY



**Black Pepper is the top flavor paired with Sea Salt**

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## SOURCES:

*Mintel GNPD*

*Mintel Menu Insights*

*Google Blog*

*Pinterest*

*Twitter*

*Food.com*

*Food Lover's Companion*

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## FONA CAN HELP!

Let FONA's market insight and research experts translate these trends into product category ideas for your brand. They can help you with concept and flavor pipeline development, ideation, consumer studies and white space analysis to pinpoint opportunities in the market.

Our flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. We understand how to mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution. From concept to manufacturing, we're here every step of the way. Contact our Sales Service Department at 630.578.8600 to request a flavor sample or visit [www.fona.com](http://www.fona.com).