SaltWorks® Strives for Absolute Perfection with Its Ancient Ocean® Himalayan Pink Salt

WOODINVILLE, Wash., Oct. 8, 2013 /PRNewswire/ -- After 12 years of industry experience, SaltWorks set out to further perfect their Himalayan pink salt before it reaches customers' tables.

Himalayan pink salt appears in every niche of the culinary world – from grocery shelves and packaged snacks to the delectable sprinkle on top of chocolates. For centuries, culinary and health experts have been singing its praises for the rich mineral composition, full flavor, potential health benefits, and sheer beauty. Already one of the purest salts on Earth, how can SaltWorks make something so near perfect, more perfect?

SaltWorks has developed a proprietary technology that ensures each package contains only the purest, unadulterated crystals, setting the highest standard in the market. But that's not where the quality assurance begins. It starts with finding the right supplier.

All Himalayan salt derives from Pakistan, however quality varies depending on the supplier used. SaltWorks only sources Himalayan pink salt from the Himalayan Mountain Range in Northern Pakistan– considered the premium location for salt. Their well-respected and reputable suppliers are registered with the FDA, and in most cases, they are family owned.

Only one of every twenty tons of harvested Himalayan pink salt earns the Ancient Ocean label. Large salt chunks are hand sorted for color and high mineral content. This initial screening guarantees that SaltWorks receives only the best.

Packed inside specially made, air tight, one-ton super sacks, SaltWorks transports the raw salt from the mine to their factory in Woodinville, Washington.

To ensure ultimate purity, the raw salt runs through a proprietary combination of sifters, aspirators, rare-earth magnets, and metal detectors to prepare the salt for its final process: optical cleaning.

SaltWorks inspects every single grain of Ancient Ocean salt using a proprietary Optically Clean® technology. With high-definition color CCD cameras and a very fast computer processor, color sorters detect micro defects in the salt crystals and remove them with a single blast of air. Only the flawless salt proceeds -- beautiful, and ready for the SaltWorks stamp of approval. "We've got an amazing team dedicated to perfection. It's apparent in our process and especially our result," remarked Mark Zoske, CEO of SaltWorks.
After investing millions into these state-of-the-art optical sorters, kosher certified Ancient Ocean Himalayan Pink Salt boasts unrivaled quality and value.

Specify a grain size ideal for your application for bulk orders, or find Ancient Ocean Himalayan Pink Salt available for retail in convenient 21-ounce flip-top canisters offering both fine and coarse grain options.

Why does SaltWorks spend so much time, effort, and money on Himalayan salt?

Consumers around the globe have become more conscious of the quality and origin of their food products, whether it's the salt sitting on the table or the ingredients in packaged food. SaltWorks believes they deserve premium choice, all-natural products, and goes above and beyond as a brand synonymous with quality to provide that.

About SaltWorks

SaltWorks is America’s sea salt company, founded in 2001 and offering the largest selection and finest brands in the world, including Artisan Salt Company®, Fusion®, Ancient Ocean®, and Pure Ocean®. No other company offers as many types, packaging configurations, or grain sizes. All of SaltWorks natural sea salts are kosher certified and guaranteed for purity and quality. Learn more at http://www.seasalt.com and http://www.artisansalt.com.

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