



# REDUCING SODIUM THE EASY WAY



Suprasel® OneGrain® is part of the Suprasel® "Salt for the food industry" range.

[www.suprasel.com/onegrain](http://www.suprasel.com/onegrain)

# Meet the new generation of salt

In today's food industry healthier products are in increasing demand. At the same time sodium reduction regulations are becoming ever more strict. Could there be an easy way to benefit from the health trend and comply to new standards while retaining taste-based consumer preference? The answer is yes, as the salt experts at AkzoNobel have developed **OneGrain®** - a unique mineral salt with less sodium and great taste, all in one grain.

## Sustainable business development the easy way

With OneGrain® you can meet the sodium reduction challenge and strengthen your market position. OneGrain® looks, behaves and stores like regular salt. It represents utter simplicity from sourcing to production, as well as the flexibility to act upon future needs and protect your margins without adding complexity to your processes. **All in all OneGrain® is the lowest total cost of ownership solution on the market.**



## Meet consumer needs the easy way

OneGrain® adds a proven health proposition to your products while retaining taste-based consumer preference. Having OneGrain® on board makes it **easy to differentiate and increase your market share**. Its friendly labeling means full compliance in terms of both corporate targets and legal requirements as well as the certainty of meeting consumer needs.

## Fast to market the easy way

OneGrain® has the same functionality as regular salt. It contains the optimum balance of mineral salts and aroma in each single grain. You can literally replace it on a one-to-one basis while retaining your own unique taste profiles. This very simplicity allows for quick and easy product development. **You can save time and cost, with the added benefit of an increased project success rate.**

### FOR YOUR PRODUCTS

Whether it's bread, processed meat, snacks, cheese, or culinary products such as soups and ready meals. **OneGrain® is sure to fit your product.**

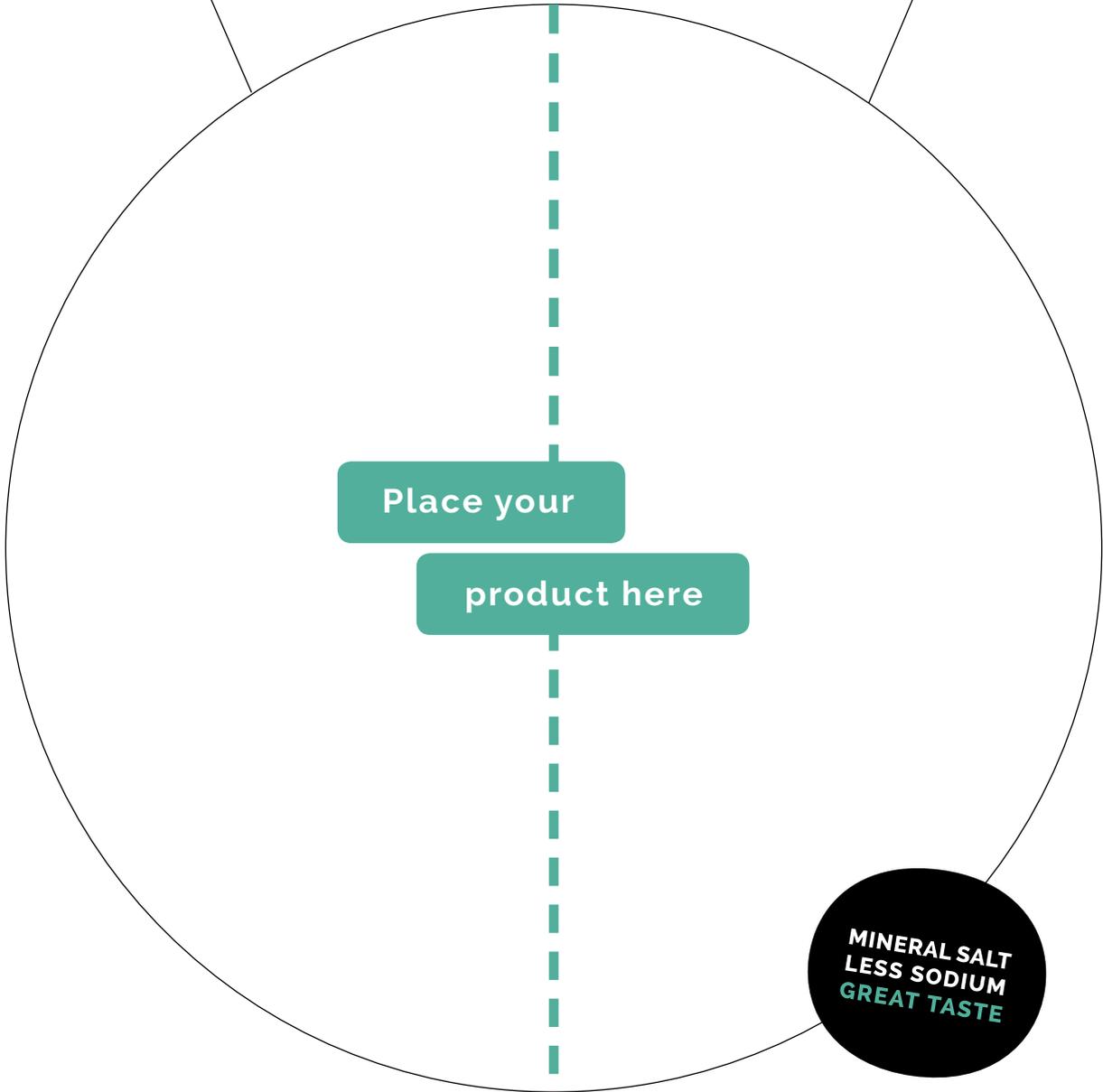


## WE LOVE TO HELP YOU!

For further information please visit our website [suprasei.com/onegrain](http://suprasei.com/onegrain) or give us a call +31 (0)74 244 41 80.

Common salt

**OneGrain®**



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