FOR IMMEDIATE RELEASE

**Over 60 new Artisan, Smoked and Fusion Salts to launch in the UK with American Salt Expert, Mark Bitterman.**

This September sees the launch of Saltworks, Americas Sea Salt Company in the UK. The collection of over 60 artisan salts from all around the World will make their debut at the launch event at Divertimenti on London’s Brompton Road on the 4th September will a full day event. Also launching will be the Saltworks collection of 9 different sized Himalayan Salt Slabs

The collection of artisan sea salts includes Bolivian Rose, Kala Namak and Bali Pyramid in the 25 strong collection from around the World. The 7 smoked salts include Bonfire, Wildfire and Salish and pack a stunning similarity to their names. The fusion salts include Ghost Pepper, Expresso Bravo, Lime fresco, Matcha Green Tea and Thai Ginger, amongst the collection of 26 varieties. The fusion salts are already proving popular with chefs and restaurants looking for finishing salts for their dishes.

The salts will be packaged here in the UK in a brand new 70g hexagonal spice jar from the British classic, Kilner. Each jar will come with its own handmade wooden rosewood salt spoon, making the product smart enough for casual dining straight from the jar. The salts will range in price from £3.99 to £7.50 RRP for a 70 gram jar, and larger sizes are being produced for chefs, restaurants and food service.

American Salt and Ingredients Expert, Mark Bitterman will be in London for 10 days in early September to promote the salts and salt blocks along with his two books, “Salted” best seller and winner of James Beard Award and “Salt Block Cooking” along with media interviews, TV, radio, and cooking master classes.

All Saltworks products are made from 100% natural ingredients, without anti caking agents and are Kosher Certified.

For further information, press copies of “Salted” and “Salt Slab Cooking” samples of salts, images and press packs please contact pressoffice@the-style-academy.com or 01264 310717

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