

2020 Fine Food Show North
8-9 March' 20
Stand C15
Yorkshire Event Centre

Contact: Hanan Samara
T: 020 8661 9695
E: info@terra-rossa.com
W: www.terra-rossa.com

Grind yourself 21 Minerals from 400m Below Sea Level

Terra Rossa is pleased to announce the launch of its Natural Edible Dead Sea Salt from the Sunny Jordan Valley.

Most people are aware of the health benefits of the Dead Sea Salts but very few know that it has been used for culinary purposes for millennia especially for preserving food and even the human body by the Egyptians!

Salt is an ionic mineral compound made of sodium and chloride ions and is as essential as water for humans. In fact, all life has evolved to depend on its minerals to survive.

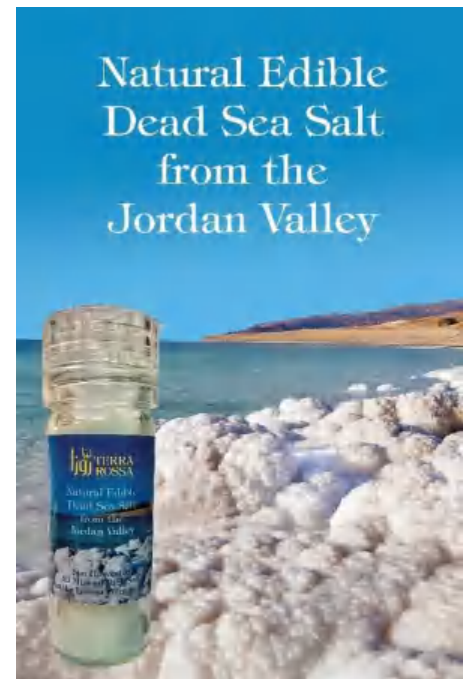
It plays an important role in the systems of the human body and regulating its fluids so we all need and cannot survive without it.

Salt has been used as a tradable and taxable commodity, as a bartering tool and as money for paying workers and even the word 'salary' comes from the Latin word for salt.

This high quality edible Dead Sea Salt is the result of natural condensation for millennia from a unique area located 400m below sea level in the Jordan Valley.

With hot temperatures, very clean dry air, plenty of sunshine and little precipitation, the natural waters of the Dead Sea produce pure salt crystals that contain a high concentration of more than 21 healthful minerals - making it 10 times higher than any regular salt.

The salt is extracted by pumping water from the Dead Sea into solar ponds that are sun dried and monitored by satellite to determine when the salt is ready to harvest. The bromide in the salt is then separated out from the salt crystals before being washed.



TERRA ROSSA

10 Burnell Road, Sutton, Surrey, SM1 4EE Tel 020 8661 9695
info@terra-rossa.com www.terra-rossa.com
Company Registration Number 5097072 VAT Registration Number 833 6707 19



The finished product is a non-ionised and smooth flavoured salt that is rich with important minerals such as calcium, iron, potassium and magnesium that boosts human health.

It is ideal for seasoning, pickling, preserving and finishing touches that bring out the flavours of any dish from salads and vegetables to meat, poultry and fish.

Although excessive intake of salt maybe harmful to one's wellbeing, it is paramount that the salt used in one's diet is of the very best quality.

The Edible Dead Sea Salt comes in a Re-fillable Glass Jar with Grinder and has an RRP of £3.95 for 100g with a trade price of £2.37. A Refill of 150g in a Reusable and Recyclable Plastic Tub is also available at an RRP of £4.70 with a trade price of £2.83. As with all of its products, Terra Rossa distributes this

product directly to retailers.

Terra Rossa hopes to attract buyers from delicatessens, farm shops, gift retailers and garden centres with fine food halls as well as pubs/bars/cafes and restaurants who wish to incorporate their product range into their menu and serve them as starters or appetisers.

- End -

For further information please contact Hanan Samara on 020 8661 9695 or email info@terra-rossa.com.

TERRA ROSSA