

LOT Ultra-soluble Salt

Landa

November 2024



Executive Summary

- ❑ **LOT is** a unique proprietary sodium reduction technology enabling low-cost production of ultra-soluble salt flakes
- ❑ The extremely rapid solubility of **LOT** salt flakes enables high saltiness taste while significantly reducing sodium consumption
- ❑ **LOT** technology produces, low bulk density, 100% *pure salt* - without additives of any kind - enabling clean label products
- ❑ Leading global food and flavor producers have validated **LOT's** high flavor and low sodium properties in their products
- ❑ **First commercial salty snack launch: H1 2025**

FDA Phase II sodium reduction goals could reduce daily intake by 20% in 3 years

By Elizabeth Crawford
20-Aug-2024 - Last updated on 20-Aug-2024 at 12:58 GMT



The Need

Sodium reduction in food is a major challenge. High sodium intake can lead to adverse health conditions such as high blood pressure, heart disease and stroke. Most of the sodium consumed by humans is in the form of salt.

The CDC estimates **1.9 million global deaths** a year are associated with excessive sodium consumption. Both regulators and food producers are seeking to reduce average salt consumption by at least 50%.

There is a clear market need for *low sodium salt* - in other words, for a salt technology that can offer high saltiness taste while substantially reducing sodium intake.



FDA to Challenge Food Industry to Take Up New Sodium Targets

— Agency hopes mean intake will drop to approximately 2,750 mg/day if companies comply

by Nicole Lou, Senior Staff Writer, MedPage Today
August 15, 2024



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PRIME BOOSTER QUIZ

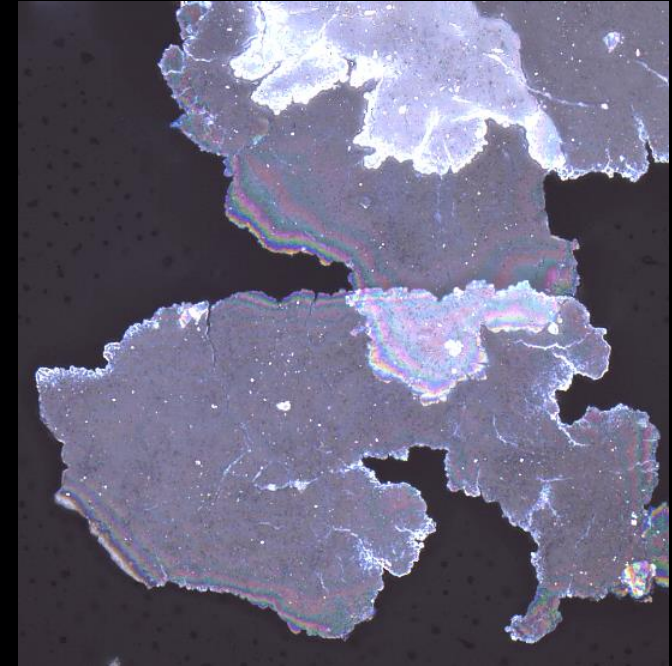
Expanding

Nutrition Facts	
Serving Size 1 Meal (227g)	
Amount Per Serving	
Calories 240	Calories from Fat 80
% Daily Value*	
Total Fat 9g	14%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 930mg	39%
Potassium 100mg	5%
Total Carbohydrate 32g	11%
Dietary Fiber 3g	12%
Sugars 5g	
Protein 8g	

The LOT Solution

The perception of saltiness is proportional to the amount of salt in the product and how rapidly it dissolves in the mouth. Conventional salt dissolves slowly, so much of it is swallowed before being tasted, contributing to sodium consumption but not to saltiness sensation.

LOT is comprised of very high surface area salt flakes which have ultra-fast dissolution properties, providing high salt sensation with low sodium content.



LOT Ultra-soluble Salt Flakes

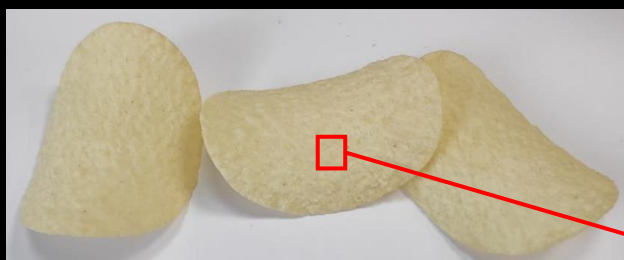
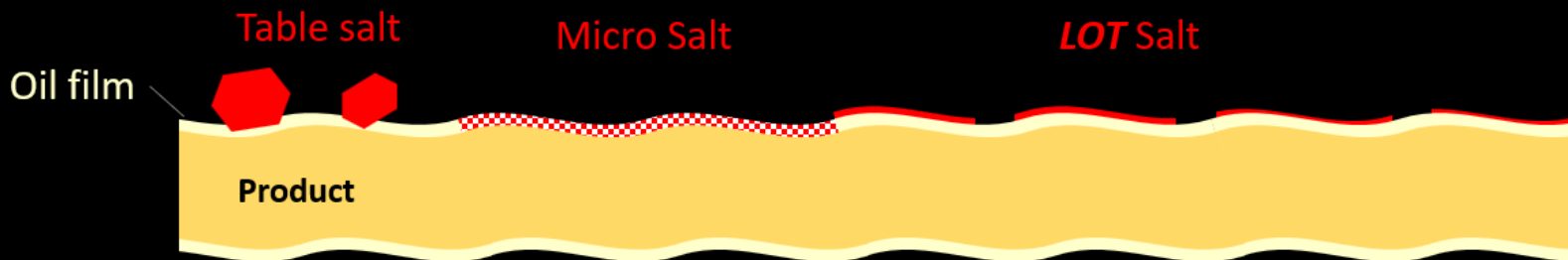
LOT offers:

- ❑ Over 50% sodium reduction for the same saltiness flavor
- ❑ Pure salt (100% sodium chloride) – no additives, no after taste, clean label
- ❑ Low bulk density – enabling uniform topical application
- ❑ Variety of flavors, using pure salt as a carrier – including beef, onion, chile, parmesan, others...
- ❑ Low cost

How it Works - Example: potato chips

Conventional table salt is comprised of relatively large particles, which dissolve slowly. Dissolution rate can be enhanced by reducing the particle size of the salt grains (micro salt). However, since potato chips are coated with a thin oil film, the micro salt grains become immersed in the oil layer, slowing down dissolution. Additionally, small salt particles are difficult to handle, due to dusting and clumping.

LOT salt flakes are big and small at the same time: large in diameter but very thin in thickness. The unique shape of **LOT** flakes enables not only uniform distribution and easy handling, but also, since the flakes lay on top of the oil film rather than being immersed in it, they dissolve extremely rapidly, allowing less salt to provide more flavor. Thus, LOT combines low sodium consumption with high salt sensation.



Uniform distribution of LOT flakes



2g Table salt

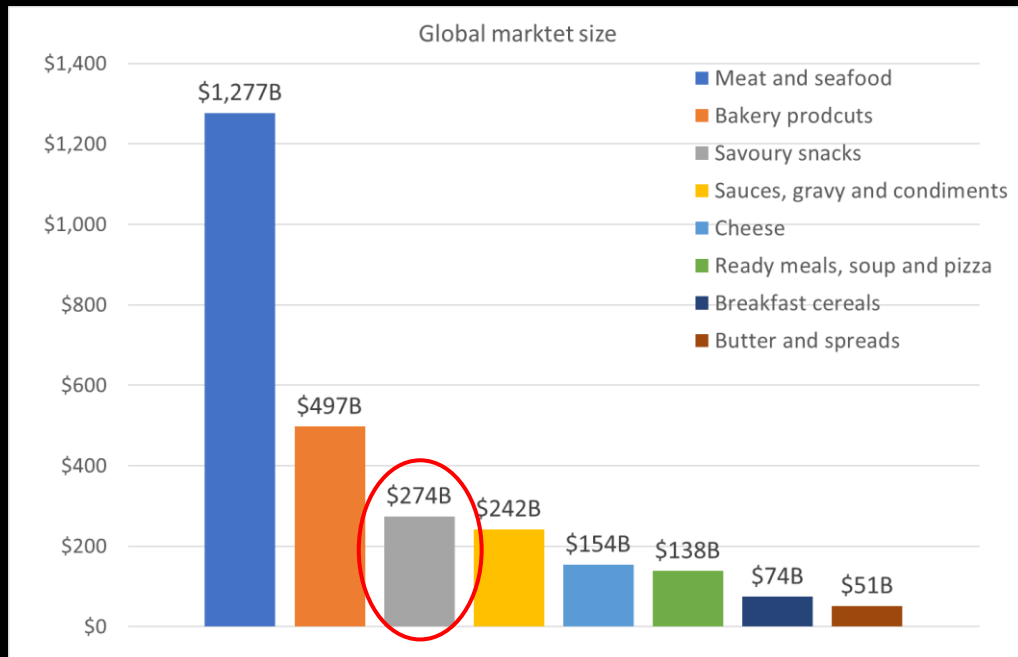


2g **LOT** salt



The Opportunity

- ❑ The global food market is \$2.7 trillion dollars in size
- ❑ Savory snacks alone represent a \$274 billion market (2023), expected to reach \$431 billion by 2032 (5.4% CAGR)
- ❑ **LOT** low sodium salt opportunity estimated to be in excess of \$10 billion (2025)



Contact Information and Landa Group Websites

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