



American International Foods, Inc.



AIFI Winter Newsletter

Where we strive to provide you with top-notch industry news and updates from around the Globe with a focus on how they affect you and your company.

Shaking Up Sea Salt: A Seasoned Trend in 2021

American International Foods, Inc. (AIFI) has identified three overarching trends that will shape the future of the food and beverage industry in 2021. These trends are:

1. Health & Wellness
2. Premiumization
3. Sustainability & Transparency

Consumers have made it clear that they want the facts about their food as they continue to seek more information about the products they purchase. From the ingredients in their food to the values of the brands they purchase from, it is apparent that these trends are here to stay.

AIFI's extensive salt offerings provide a unique solution that meets the criteria for these 3 trends. Salt is a functional ingredient that not only imparts flavor in foods and beverages but also acts as a natural preservative. Salt is one of the oldest

ingredients in food with its recorded use dating back over 8,000 years. More recently, sea salt has seen a rise in use as a gourmet ingredient in baking, confection, and snack foods. The snacking category has grown substantially as a result of the coronavirus pandemic. Statista reported a 14.8% growth of salty snacks between 2019 and 2020 due to the coronavirus.



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Health & Wellness

Consumers are looking more closely at the ingredients in their foods and what health benefits they provide. According to NPD Group, a Chicago based market research firm, approximately 25% of American adults are managing their health through food. The health and wellness trend has only grown in the last year as consumers continue to seek foods that promote health benefits including probiotics & gut health, immunity, metabolic health, and mental health. Manufacturers who are looking to cater to these consumers should consider using gourmet or reduced sodium salts.

Gourmet salts including Pink Himalayan and Mediterranean sea salt are often perceived as a healthier alternative to table salt because they contain trace minerals that table salt does not. Iron, manganese, magnesium, calcium, and zinc are just a few of the trace minerals found in these salts. Including salt as a part of the diet is essential to maintain healthy fluid levels as well as proper nerve and muscle function. Additionally, the trace minerals found in AIFI's pink Himalayan and Mediterranean sea salts support immune health, proper cognitive function, and regulate the body's blood pressure and metabolism. Manufacturers that are seeking sodium reduction solutions should consider what function salt serves in their formulation. Different granulation sizes offer the opportunity to reduce sodium content when used as a topping salt. Granulations with larger surface areas impart a saltier taste thus requiring less material to achieve the same level of saltiness. Reduced sodium sea salts provide a solution for manufacturers looking to deliberately reduce sodium levels in their formulations. AIFI's reduced sodium sea salt is a blend of our Mediterranean sea salt and potassium chloride that maintains the taste and benefits of sea salt. We offer 45%, 55%, and 60% reduced sodium sea salts.

Premiumization

Premium products offer consumers products with unique characteristics. These may include innovative ingredients, higher quality, superior performance, or other attributes that may justify an increased price. Food and beverage products touting premium claims have been growing leading



up to 2021. We at American International Foods, Inc. believe premium product launches will become even more prevalent in the coming year. From 2017 -2020 there was a significant increase in the number of premium product releases. According to data from Mintel, two products that saw the most growth were premium chocolate and premium processed fish, meat, and eggs, which saw a 76% and 200% increase in premium product launches respectively. Mintel's report also indicated sea salt was the fifth most popular flavoring trend in the United States and sixth most popular trend globally. Gourmet Salts including Mediterranean sea salt and Himalayan pink salt help boost a products premium appeal without the need to redevelop formulations. This makes for an easy and cost-effective solution when formulating premium products.

Himalayan pink salt provides premium appeal while also adding a splash of color products when used as a topping salt. Insights In Marketing (IIM), a market research firm based in Chicago, states that 85% of consumers are heavily influenced by the color of a product. Additionally, IIM states products that have hues of red impart feelings of hunger and urgency in consumers. Himalayan pink salt gets its color, which ranges from white to deep pink colors, get its color from higher levels of trace minerals contained in its crystalline structure.

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Salts and Sodium Reduction Ingredients

Blending Salt	Low Sodium Sea Salt
Flaked Salt	Potassium Chloride
Flour Salt	Pretzel Salt
Granulated Salt	Reduced Sodium Salt
Himalayan Pink Salt	Sea Salt
Mediterranean Sea Salt	Specialty Salt
	Topping Salt

All AIFI Ingredients include:

- *Full documents vetted for quality and safety*
- *World Class Pricing*

Contact your AIFI Sales Rep for details

Transparency & Sustainability

Consumers want to know where their products come from and how they are sourced. Sustainability has been a trend gaining traction in the food and beverage sector for several years. Sea Salt is the only salt that does not require mining to harvest. AIFI's sea salt is manufactured naturally through the solar evaporation of water from the Mediterranean Sea. Our partners use a proven century old method of harvesting Mediterranean sea salt in evaporation ponds by hand. The benefit of this is that the sea salt is harvested from plentiful natural saltwater bodies with very minimal treating and processing. We offer our sea salts with and without anti-caking agents to provide solutions for our customers who demand products with no additives. Our untreated sea salts are recognized as organic compliant and are eligible to be used in certified organic formulations.

In terms of transparency consumers are seeking information about where products are made and where ingredients are sourced from. This means ingredients that are responsibly and ethically

sourced from reliable sources. AIFI has always prided itself on providing its customers with the highest quality ingredients at competitive prices. Our Pink Himalayan salt is harvested from the salt range mountains in Pakistan and, like all of the components we supply, have full documentation for quality and safety. In 2014, American International Foods, Inc. partnered with Altava Sal, a family-owned Spanish sea salt producer to ensure continuity of supply of high-quality sea salts for our customers. AIFI has exclusive rights to distribute Altava Sal's Sea Salt products in the USA. Altava Sal sea salt products are non-GMO and free from allergens or gluten. To learn more about AIFI and Altava Sal's sea salt offerings [click here](#).

How AIFI Can Help You:

Superior Document Control

American International Foods exercises rigorous document control over all of their ingredients to ensure superior quality and purity. Our regular facility inspections and vetting of every process minimizes any chance of contamination. AIFI goes the extra mile to guarantee we are the most reliable link in your supply chain.

Experienced Supply Chain Management

American International Food's staff of dedicated professionals saves their customers both time and money by maximizing their supply chain efficiencies. We offer over 2,500 ingredients, and also have the ability to bundle multiple ingredients on the same order. That means fewer phone calls to make, fewer PO's to write, fewer shipments to track, and more time to tackle your other objectives.

Powerful Solutions

American International Foods takes pride in making the process of finding and ordering ingredients less stressful for our customers. With consistent communication, a motivated team, and reliable delivery operations, AIFI creates an easy solution for all of your ingredient needs. Give us a call today to see how we can show you the same benefits we are currently showing our customers. 866.944.2434



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