

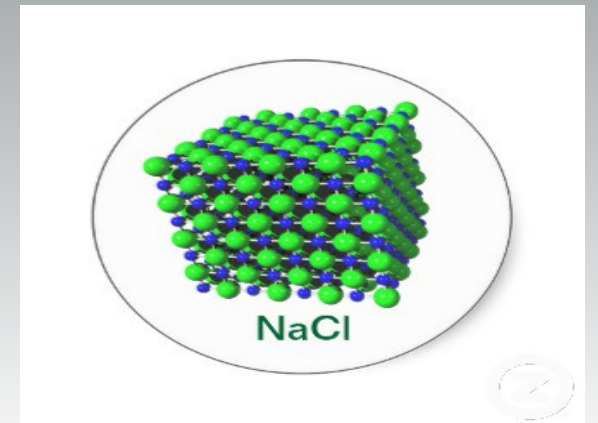
*What's Going on  
in the  
Fashionable  
World of Salt?*





# *Salt is no longer what it was before*

The sodium chloride definition as well as the simple distinction between coarse and fine salt are things of the past



Gourmet Salts are now gaining popularity





• *Many types of salt exist with distinct looks and tastes*

• *The difference in taste is due to certain elements that give it a unique flavor*

- The way of crystallizing the salt allows some modification to the salt's texture and make it more appealing to consumers





- Fleur de Sel is among these new types of gourmet salt
- It is obtained through a natural process of drying and crystalizing the salt
- After the drying process, the top of the salt crystal is scraped in order to create Fleur de Sel

- Companies offer their salt products in attractive and functional packagings
- They protect the salt from humidity and light exposure
- They also contribute to product differentiation as well





- As part of their marketing strategy, companies also will try to price their products higher in order to create a fitting image



- Acknowledging the importance of design in marketing, these “luxury” products are given attention to every aspect down to the smallest detail



Some examples of the marketing strategies used in their websites:

- <http://www.fossilriver.es/>
- <http://www.sosofactory.com/>
- <http://www.flordesalmarblau.com/>



The latest trend in the salt industry

# ***Salt made from Human Tears***



- According to the brand, *Hoxter Street Monster Supplies*, the product contains the following, “Fresh human tears, boiled as well as crystalized”.



- Each type of tear has a distinct taste.
- For example, the “Sorrow tears” salt has a mild flavor of lavender, best used for seasoning meats and roast potatoes.

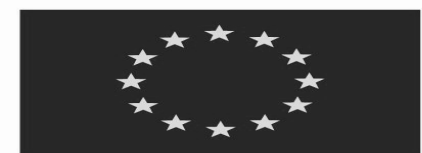
# Types of Salt Made From Tears



Through this project, our students got involved in the following:

- Completing a questionnaire about the gourmet salts
- Calculating the weight/price ratios of various types of salt through math problems adapted to their level
- Observing and taking notes of the different packagings of the product samples we had
- Looking for information about gourmet salts

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