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17 July 2024

MicroSalt plc
("MicroSalt®" or the "Company")
MicroSalt® at work in the kitchen with Chef Jack Stein

MicroSalt plc (AIM: SALT), a company commercialising a patented technology to produce full-flavour low-sodium salt, continues to expand its reach with video presentation by celebrated chef Jack Stein. The presentation will captivate food enthusiasts and health-conscious consumers across the UK.

Chef Jack Stein, known for his innovative culinary approach and commitment to healthier eating, demonstrates how MicroSalt® can transform everyday dishes. It showcases a variety of recipes that highlight the unique benefits of MicroSalt®, emphasising its ability to deliver full-flavored meals with significantly reduced sodium content." I was impressed with MicroSalt®'s ability to deliver full flavour and its versatility in the kitchen. This innovation presents a healthier option that effectively reduces sodium in everyday meals." Said Jack Stein.

"We are thrilled to partner with Chef Jack Stein to bring MicroSalt® to the forefront of the culinary world," said Rick Guiney, CEO of MicroSalt®. "This is an exciting opportunity to educate consumers and chefs alike about the advantages of our product. MicroSalt® represents a significant advancement in food technology, offering a simple yet effective solution to one of the biggest health challenges of our time - excessive sodium intake."



During the presentation, Chef Stein prepares a series of mouth-watering dishes, from savoury mains to delectable sides, demonstrating that healthier cooking does not mean sacrificing flavour. "Working with Chef Jack in his kitchen in Cornwall was a thrilling experience and highlights the usability of MicroSalt® in a commercial kitchen," said Mario Habre, International Business Development Director for MicroSalt®.

MicroSalt®'s innovative approach addresses the growing demand for healthier food options without compromising taste. With cardiovascular disease and hypertension linked to high sodium diets, MicroSalt® provides an accessible and practical solution for reducing sodium intake on a large scale.

For more information about MicroSalt® and to view the video, visit <http://www.microsalt.co> or MicroSalt®'s YouTube channel www.youtube.com/@microsaltinc

MicroSalt® is dedicated to innovating food technology solutions that enable people to live longer, healthier, and happier lives. Its patented low-sodium salt delivers natural salt with approximately 50% less sodium and may be used by both consumers and food manufacturers to decrease the amount of sodium in their food. SaltMe! chips are produced using MicroSalt®, a patented innovative salt technology which is 100% natural, non-GMO, gluten free, and Kosher certified, that does not contain any potassium chloride. To learn more about MicroSalt Inc. and MicroSalt® products, please visit <https://microsalt.co>

About Jack Stein

Jack began his career in the hospitality industry early, spending his school holidays working as a kitchen porter and then waiter for The Seafood Restaurant kitchen. Jack then studied at Cardiff University, completing a BSc in Psychology before going on to do a Master's in Ancient History. However, the pull of the kitchen was just too strong. Upon completing his Master's in 2003, Jack re-entered the family business as a Commis Chef at The Seafood Restaurant, before becoming **Sous Chef at Rick Stein's Café**. Jack then went to Paris to work at La Régalade, which ignited a passion for travel and a period of stage placements all over the world. During this time, Jack travelled to Australia for an extended stay at Tetsuya's in Sydney, before exploring Asia - particularly Japan. Upon his return to Padstow in Cornwall, Jack soon became **Executive Development Chef** across the Stein Group. Since becoming Chef Director in 2017, Jack has launched a 'Cook with Jack Stein' course at Rick Stein's Cookery School and the Stein's at Home meal kit service. Jack was voted **Best Chef at the 2023 Food Magazine Reader Awards**.

For more information, please visit www.microsalt.co, follow on X @microSaltPLC or contact:

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