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19 December 2024

**MicroSalt plc**  
**("MicroSalt" or the "Company")**

**MicroSalt Files New Patent and Secures Placement with Carma Hospitality**

**MicroSalt plc (AIM: SALT)**, a pioneer in full-flavor, natural salt with approximately 50% less sodium, is excited to announce the filing of a new patent application with the United States Patent and Trademark Office (USPTO). This patent application covers innovative methods, systems, and compositions for creating granulated salt from powdered salt formulations. The new development is specifically tailored for the food service industry, with a focus on fried foods such as French fries and fish.

The global French fry market, currently valued at approximately US 16.6 billion, is projected to reach 21.9 billion by 2030.<sup>[1]</sup> MicroSalt's new formulation ensures seasoning distribution and enhanced flowability, solving a key challenge in the effort to reduce sodium content in this fast-growing segment of the foodservice industry. There are 548,062 global fast food restaurants businesses as of 2024<sup>[2]</sup>, with the majority offering French fries.

**Rick Guiney, CEO of MicroSalt, commented:**

*"This patent filing marks an additional major milestone in our mission to reduce sodium consumption globally. Our dedication to research and development has led to a breakthrough that enables us to bring the low-sodium benefits of MicroSalt to the entire foodservice sector. With this new formulation, we are addressing a critical need in the French fry industry, which continues to expand rapidly."*

In addition, MicroSalt has achieved an important endorsement from Carma Hospitality, a forward-thinking restaurant chain based in Montreal, Canada. Carma Hospitality has integrated MicroSalt's new formula into its operations, highlighting its effectiveness in maintaining consistent seasoning across various workstations and shift changes.

**Mike Zaki, Co-founder of Carma Hospitality, stated:**

*"This advanced formula from MicroSalt has revolutionized our kitchen operations. It allows us to reduce sodium while ensuring consistent seasoning throughout our entire workflow. MicroSalt's solution has been instrumental in helping us achieve our sodium reduction goals while maintaining the quality our customers expect."*

**For more information, please visit [www.microsaltinc.com](http://www.microsaltinc.com), follow on X @MicroSaltPLC or contact:**

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**About Carma Hospitality**

Since 2016, Carma Hospitality has been an extraordinary hospitality group that brings a diverse range of culinary experiences to life in the Greater Montreal and Old Port areas. With over 13 distinct restaurants, each boasting its own unique ambiance and culinary expertise, Carma Hospitality invites you on a captivating journey through Italian delicacies, succulent seafood, vibrant Mexican flavors, sizzling steaks, and refined Japanese omakase. Our commitment to excellence, innovation, and unforgettable dining experiences has made us a cornerstone of the Montreal culinary scene. <https://carmahospitality.com/team/>

#### About MicroSalt®

MicroSalt® produces a patented full-flavour, low-sodium salt for food manufacturers and consumers.

MicroSalt is a major potential disruptor in the food market, thanks to its micro-sized particles which deliver the same sense of saltiness to a wide range of foods but with approximately 50% less sodium. Excess sodium consumption is a significant contributor to cardiovascular disease and MicroSalt's solution meets the rising demand for healthier alternatives to traditional salt. The WHO has set a target for reducing global sodium intake by 30% by 2025, which it estimates will save 7 million lives by 2030.

Each year, cardiovascular disease costs the UK £19 billion - if the average salt intake was reduced by one gram per day, it has been estimated that 4,147 lives and £288 million would be saved each year in the UK. As a nation, the UK consumes 183 million kilograms of salt each year, and 70 per cent. of the typical person's sodium intake is hidden in processed foods.

MicroSalt uses its patented technology to help create a high barrier to entry within the reduced-sodium salt market. The group has multiple US patents and applications on its core products, plus issued patents in China, Mexico, and Australia along with multiple patent applications pending in other jurisdictions globally.

The Directors believe that MicroSalt is well positioned to capture growth in the low sodium market, which is expected to grow exponentially, and that there is also scope to enter the larger salt market.

MicroSalt has a three-pronged marketing strategy, targeting large B2B food manufacturers, the B2C market and e-commerce customers. MicroSalt's all natural, low-sodium solution is well positioned to take advantage of the fast-growing market for a healthier alternative to traditional salt.

**ENDS**

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[1] <https://www.kbvresearch.com/press-release/french-fries-market/>

[2] <https://www.ibisworld.com/global/number-of-businesses/global-fast-food-restaurants/1480/#:~:text=There%20are%20548%2C062%20Global%20Fast,increase%20of%200.5%25%20from%202023.>

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