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MicroSalt plc

("MicroSalt®" or the "Company")

FDA Proposes Requiring At-a-Glance Nutrition Information on the Front of Packaged Foods

MicroSalt plc (AIM: SALT), a leading provider of full-flavour natural salt with approximately 50% less sodium, is pleased to announce the US FDA has just proposed requiring At-a-Glance Nutrition Information on the Front of Packaged Foods ("FOP") to indicate sodium levels, fat and added sugars.^{[\[1\]](#)}

The proposed FOP nutrition label provides information on saturated fat, sodium and added sugars content in a simple format showing whether the food has "Low," "Med" or "High" levels of these nutrients.^{[\[2\]](#)}

The image shows a sample of the proposed FDA At-a-Glance Nutrition Information label. It is a white rectangular label with a black border, set against a dark green background. The label is titled "Nutrition Info" in large, bold, black letters. Below the title, it says "Per serving 1 container" and "% Daily Value". The label is divided into three rows by horizontal lines. The first row shows "Saturated Fat" with a value of "18%" and a level of "Med". The second row shows "Sodium" with a value of "37%" and a level of "High". The third row shows "Added Sugars" with a value of "5%" and a level of "Low". At the bottom of the label, the text "FDA.gov" is displayed in white on a black background.

Nutrition Info		
Per serving 1 container	% Daily Value	
Saturated Fat	18%	Med
Sodium	37%	High
Added Sugars	5%	Low

FDA.gov

Image courtesy of the US FDA

The proposal comes after the FDA conducted an experimental study of nearly 10,000 U.S. adults in 2023 to identify which FOP schemes enabled participants to make quicker and more accurate assessments of the healthiness of a product.^{[\[3\]](#)}

Rick Guiney, CEO of MicroSalt, commented:

"The FDA proposed front of package guideline is a game changer for the packaged food and beverage industry in the United States. It will provide consumers readily visible information about a food's saturated fat, sodium and added sugars content-three nutrients directly linked to chronic diseases when consumed in excess. Additionally, the new FOP guidelines support Microsalt's® position as a leading food ingredient for US food manufacturers to use in their reformulation efforts to provide a healthier, consumer friendly product."

About MicroSalt plc

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.

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

MicroSalt plc

Rick Guiney, CEO

Via Flagstaff PR

Flagstaff PR (Financial PR)

Tim Thompson / Alison Allfrey / Anna Probert
microsalt@flagstaffcomms.com

+44 (0)20 7129 1474

Notes to Editors

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 micron-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% of the typical person's sodium intake is hidden in processed foods.

Operational since 2018, MicroSalt owns a patent-protected technology which we believe helps create high barriers to entry within the reduced-sodium salt market.

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.

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[1] <https://www.fda.gov/news-events/press-announcements/fda-proposes-requiring-glance-nutrition-information-front-packaged-foods>

[2] IBID

[3] <https://thehill.com/policy/healthcare/5085725-new-fda-rule-could-require-nutrition-information-to-be-on-front-of-packaged-foods/>

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