



This is a Reach announcement, and the information contained is not considered to be material or to have a significant impact on management's expectations of the Company's performance.

19 March 2025

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

**MicroSalt named in Fast Company's 2025 list of the World's most innovative companies**

MicroSalt plc (AIM: SALT), a leader in full-flavor natural salt with approximately 50% less sodium is proud to have been named in *Fast Company's* prestigious list of the World's most innovative companies of 2025. This year's list shines a spotlight on businesses that are shaping industry and culture through their innovations to set new standards and achieve remarkable milestones in all sectors of the economy. MicroSalt was named **#9 in the Small but Mighty** category (companies under 50 employees).



The World's Most Innovative Companies stands as *Fast Company's* hallmark franchise and is one of its most anticipated editorials.

Brendan Vaughan, *Fast Company* editor-in-chief commented:

*"Our list of the Most Innovative Companies offers both a comprehensive look at innovation today and a playbook for the future."*

*"At a time when the world is rapidly shifting, these companies are charting the way forward."*

The full list of Fast Company's Most Innovative Companies honorees can be found at [Fast Company Awards 2025](#).

Rick Guiney, CEO of MicroSalt, commented: *"We are thrilled with this recognition and #9 position in the Small but Mighty category by Fast Company. This prestigious acknowledgment reflects our unwavering commitment to advancing technology within the food industry, aimed at creating a healthier food supply for all."*

*We understand the critical need for individuals of all ages and backgrounds to access pathways toward lower sodium diets. We are dedicated to taking a leadership role in this vital initiative, tirelessly working to promote low-sodium options within the food sector.*

*Our ongoing efforts in advocating for healthier choices will not only yield significant health benefits for consumers today but will also contribute to a more sustainable food landscape for future generations. As we move forward, we remain committed to driving innovation and fostering healthier eating habits across the globe."*

**For more information, please visit [www.microsaltinc.com](http://www.microsaltinc.com), 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](mailto:microsalt@flagstaffcomms.com)

+44 (0)20 7129 1474

—  
**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 two US patents plus 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.

**ABOUT FAST COMPANY**

*Fast Company* is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. Headquartered in New York City, *Fast Company* is published by Mansueto Ventures LLC, along with fellow business publication *Inc.* For more information, please visit [fastcompany.com](http://fastcompany.com).

**ENDS**

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@lse.com](mailto:ms@lse.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRAGPUMGWUPAGBR