



SMOKED REDMOND REAL SALT

PRODUCT DECK

V0924 R1

A Redmond Product

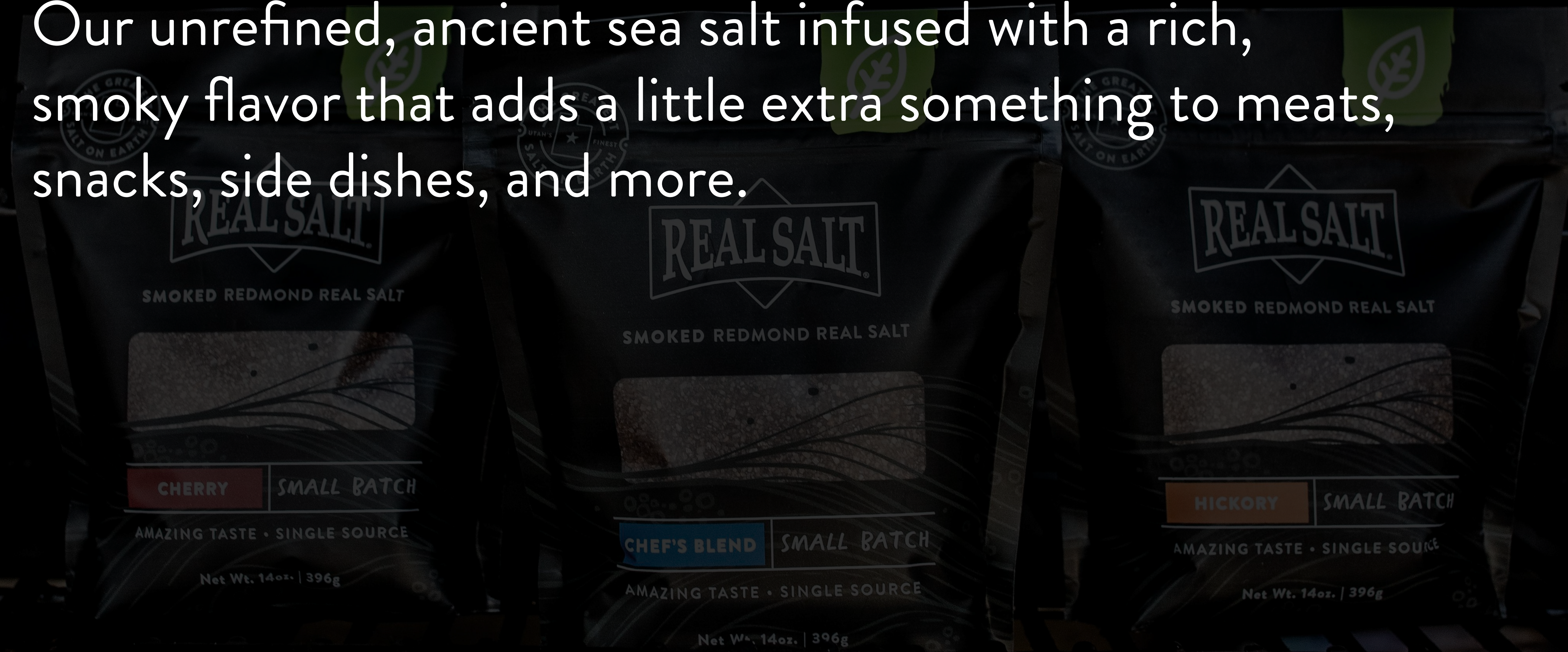
# GAPS IN THE MARKET

Most smoked salts are made with processed salts that have been stripped of minerals rather than unrefined sea salts.



# OUR SOLUTION: REDMOND SMOKED REAL SALT

Our unrefined, ancient sea salt infused with a rich, smoky flavor that adds a little extra something to meats, snacks, side dishes, and more.



# TARGET AUDIENCE

- Foodies who care just as much about high quality ingredients as they do fun, delicious flavors.
- People embracing keto, carnivore, vegan, and vegetarian lifestyles.

*It's an easy way to make simple, healthy foods more enticing.*



# THE REDMOND SMOKED REAL SALT STORY

With a warm aroma reminiscent of a summer campfire, Real Salt Smoked Salt is a simple way to infuse your food with that one-of-a-kind smoky flavor you crave. It's a grilling game-changer, but it's just as good on a salad, slice of melon, or grilled cheese sandwich. Made with unrefined Real Salt and no artificial flavors, colors, or additives, you can feel good about savoring our smoked salt's rich flavor on any (or every) dish.





# WHAT ARE THE BENEFITS OF SMOKED SALT?

**Smoked salt is a simple way to add a bold, smoky flavor to practically any dish. You can use it to:**

- Add an instant BBQ flavor to dishes without grilling.
- Make healthy snacks like salads, fresh veggies, and even fruit more exciting.
- Spice up everyday foods like grilled cheese, soup, and eggs.
- Create smoky sauces and marinades
- Make a smoky, flavorful meat rub.
- Garnish cocktails (like a margarita or bloody mary) in a more creative way.

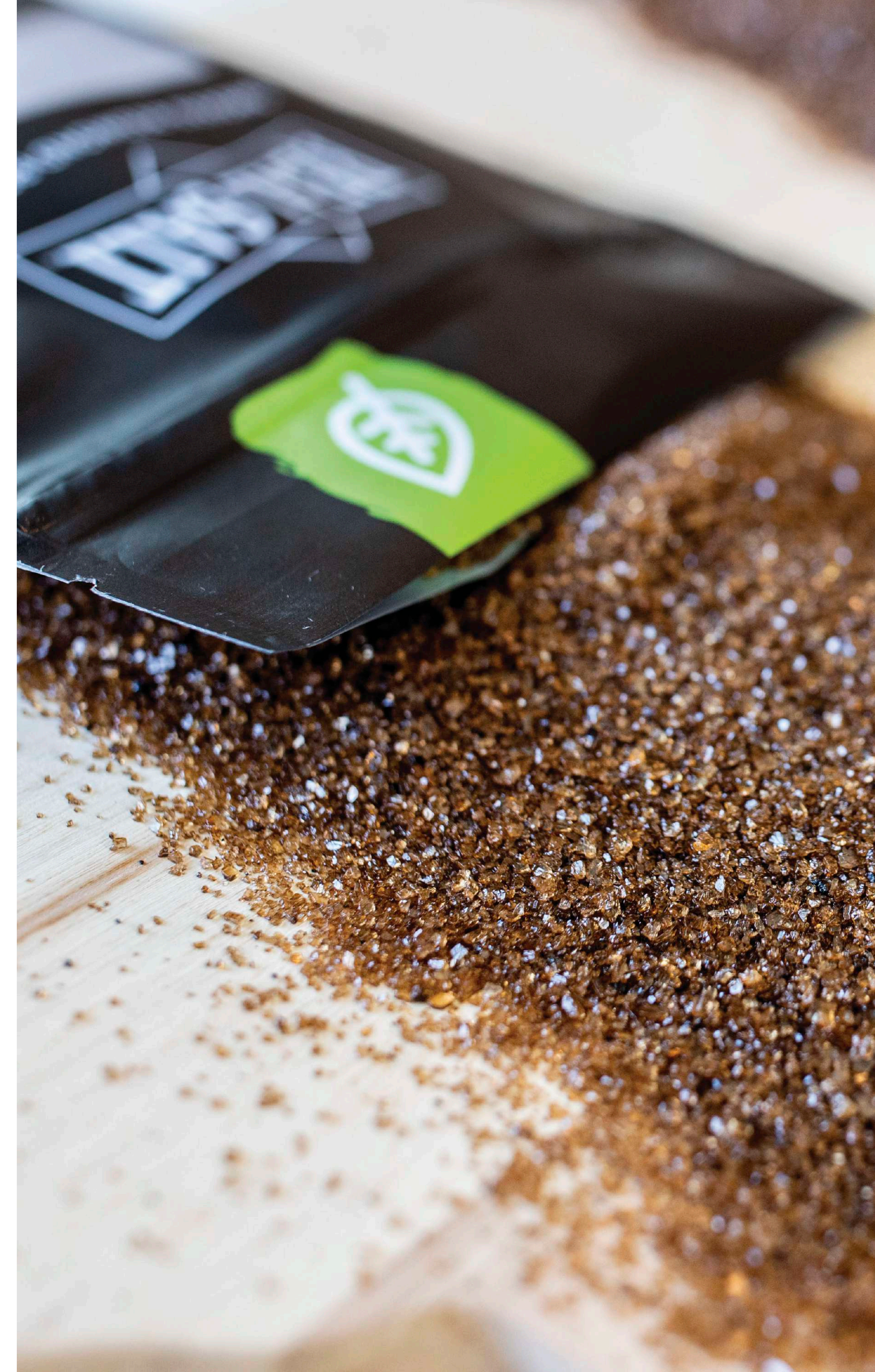


# WHAT MAKES SMOKED REAL SALT UNIQUE?

- **Real Salt®.** Our unrefined, ancient sea salt is a healthier option than the processed salt used in other smoked salts. It doesn't contain any additives and hasn't been stripped of beneficial minerals.
- **An All-Wood Smoking Process.** We only use wood during our smoking process. That's much cleaner and healthier than using wood and a fuel source like gas to keep the fire going like some other brands do.
- **Sustainably Sourced Wood.** Any trees that are removed for smoking are replaced for future regrowth, so the process is sustainable.

# PRODUCTS FACTS

- Only one ingredient: Smoked Real Salt
- All-wood smoking process
- Sustainably-sourced wood
- Western red alderwood base used for smoking
- 4 Flavors: Hickory, Cherry, Chef's Blend, Apple Pecan (Limited Edition)
- Available in a 14 oz. pouches, 5.5 oz. shakers, or three-flavor gift set (5.5 oz. each)





# SUPPLEMENT FACTS PANEL

## Shakers

HICKORY

CHERRY

CHEF’S BLEND

APPLE PECAN

### Nutrition Facts

111 servings per container	
Serving size	1/4 teaspoon (1.4g)
Amount Per Serving	
Calories	0
% Daily Values*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Sodium 530mg	22%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Included 0g Added Sugars	0%
Protein 0g	0%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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# SMOKED REAL SALT FLAVORS

**Hickory:** Smoked with hickory wood for 30 hours, it has a strong smoky flavor that's a little sweet and a little savory.

**Cherry:** Smoked with cherry wood for 30 hours, it's smoky, smooth, and slightly fruity.

**Chef's Blend:** Smoked using 5 different types of wood for 42 hours, it's darker in color and more robust in flavor with hints of espresso and cocoa.

**Apple Pecan (Limited Edition):** Smoked with apple and pecan wood for 30 hours, it has a rich, nutty, subtly sweet flavor.



# REVIEWS



“I love the ease of which you can impart the smoky flavor without the hassle of a long cook. I love that it is “Real Salt”. I love the unique flavor it brings when added as a finishing salt. I love it in sauces and marinades as well. It will make your Chili this winter taste out of this world! I think the smell can be a little overpowering, but it really mellows out after you use it.”

**- CHEF SHAWN WILSON**



# REVIEWS



"When it comes to smoked salt,  
it doesn't get any better than this.  
Combining the already amazing Real Salt,  
with a smoky flavor that was done the right way.  
Incredible flavor. It's a salt I will use all the time to add  
flavor to anything for meats to veggies."

– **ERIC**



# REVIEWS



"I was blown away by the amazing flavor profile this smoked salt had. When I don't have hours to leave my food on the smoker, this stuff does the trick. Simply sprinkle it on meat, veggies, and eggs. My new favorite product!"

- **AUSTIN**



# REVIEWS



"Your smoked salts get used on a lot of things in our house! It makes the perfect addition to homemade mashed taters! Also, added it to the unsalted butter to make a compound butter for toasted bread."

– **NICOLE**



## SLOGANS

- Savor the Smoke
- Same Unrefined Salt. New Smoky Flavor.
- Add a Dash of Instant BBQ
- Simple. Clean. Real. Smoked.
- Get Stoked for the Smoke
- Have a Smokin' Summer
- Orchard-Fresh Flavor



**SAVOR THE SMOKE**



# REAL SALT FAMILY OF PRODUCTS

- **Real Salt**
  - Fine, Kosher, Coarse, Powder
  - Popcorn salt
  - Ancient Sea Salt Crystals
- **Real Salt Seasonings**
  - Season Salt, Garlic Salt, Onion Salt, Garlic Pepper, Lemon Pepper
- **Smoked Real Salt**
  - Hickory, Cherry, Chef's Blend, Apple Pecan (Limited Edition)