



SaltMe!® gets approval for speed to market and will be in 71 stores in May 2020

For Immediate Release

WEST PALM BEACH, FLORIDA & LONDON, U.K. / March 23th, 2020 /

Salarius LLC announce that their brand SaltMe!® Full Flavor, Less Sodium potato chips will hit the market with full force due to the approval of the speed-to-market program. [SaltMe!®](#) chips are guaranteed to be in at least 71 stores by May 2020.

This action represents an important milestone for SaltMe!® new low-sodium, full flavor potato chip snack line, because thousands of customers will be able to find and buy the new chips much faster than other regular launches.

SaltMe!® potato chips are made with MicroSalt®, a proprietary salt (also owned by Salarius) made with micron-size salt particles that dissolve in the mouth significantly faster than regular salt, delivering an increased sensation of saltiness with much less salt, and as a result, it delivers 50% less sodium. SaltMe!® potato chips are Non-GMO, all Natural, Kosher and Gluten Free.



“We are very excited to execute this program that will put this new and fantastic brand in front of thousands of consumers quickly. In a world where taste is everything, we feel optimistic that SaltMe!® snacks will engender strong loyalty and repurchase from our new customers.” says Victor Hugo Manzanilla, CEO of Salarius.

The highly competitive global savory snacks market is expected to reach US\$108 billion by 2021. SaltMe! Snacks with MicroSalt® is a better-for-you snack food whose time has come.

To learn more about MicroSalt® or to request a free sample, visit <https://Salarius.co>. Tasting is believing.

About Salarius

Salarius, is the developer and manufacturer of a proprietary low-sodium salt called MicroSalt®. We are passionate about improving lives with healthier food and are taking the lead in the industry by providing the best low-sodium salt solution, based on the mechanical transformation of the salt particle itself. This solution is the only one that delivers real salt flavor, because it is salt. Our new technology produces salt crystals that are approximately one hundred times smaller than typical table salt, delivering a powerful saltiness as the micro-grains dissolve in the mouth, with approximately 50% less sodium consumption. Additionally, the ultra-small particle size enhances product adhesion, which reduces waste and provides enhanced flavor consistency. MicroSalt® and SaltMe® are registered trademarks of Salarius Ltd.

To learn more please visit <https://Salarius.co>.

For News Media and Press Inquiries

Contact Victor Hugo Manzanilla, CEO at Salarius Ltd. Email vhmanzanilla@salarius.co or call +1-877-825-0655.

Disclaimer

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