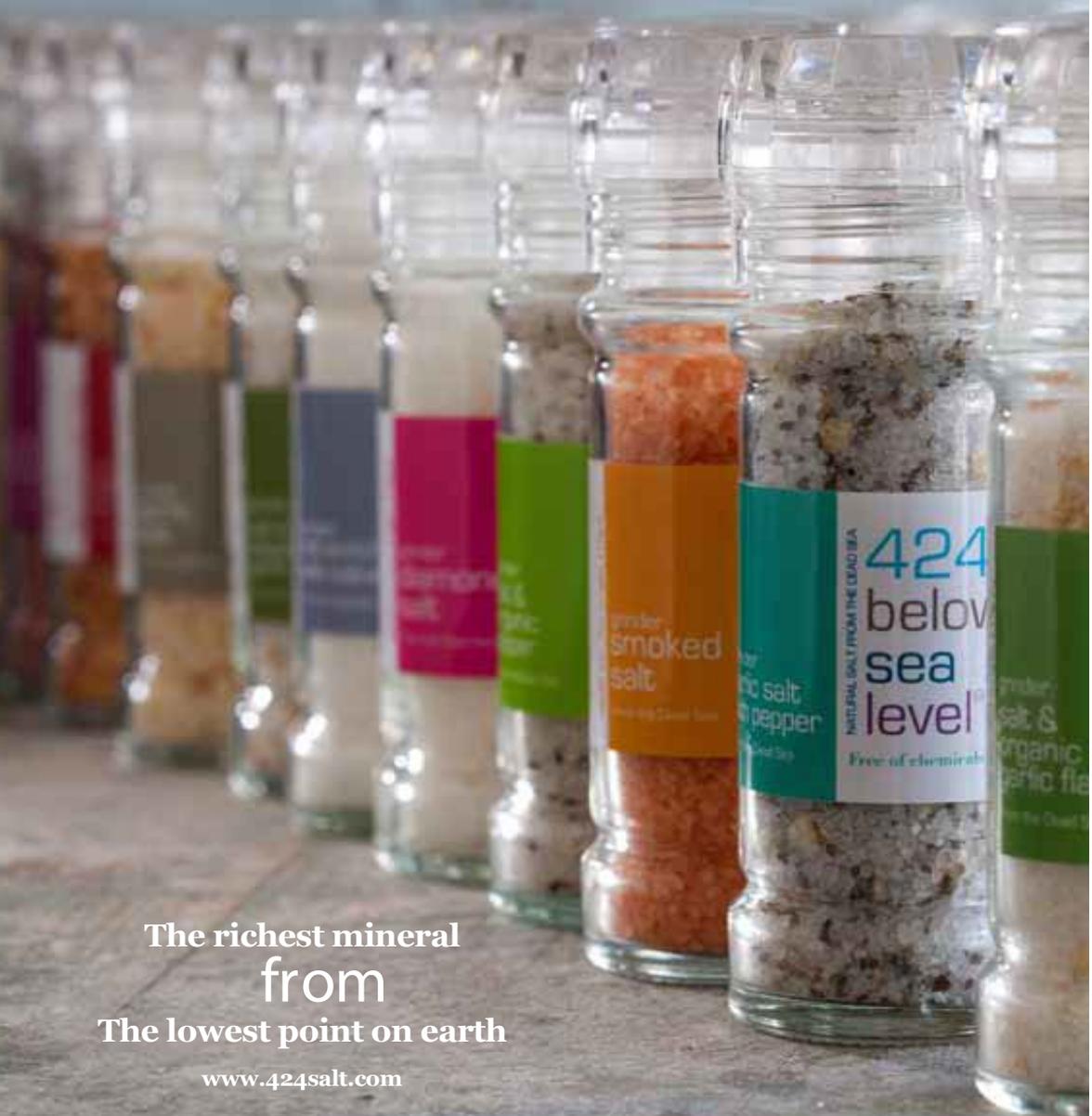


NATURAL SALT FROM THE DEAD SEA

424_m
below
sea
level[®]



The richest mineral
from
The lowest point on earth

www.424salt.com

NATURAL SALT FROM THE DEAD SEA

424_m below sea level[®]

Salt 424 brings the world's highest-quality salt to your table, with a novel twist— unique and popular flavors that will enrich any recipe. Salt 424 combines the natural qualities of the Dead Sea with the creative spirit of modern cooking. There are 13 unique and popular flavors based on 100 percent natural salt from the Dead Sea, in an elegant container with a grinder, as well as seven organic flavors.

With Salt 424 products, every meal is a new adventure, a delightful taste experience. Just choose the zest you'll be adding to your menu today.

Salt 424—All the advantages in all the flavors
Salt 424's products are made with salt from the Dead Sea, the world's most unusual source of salt, 424 meters below sea level, with a desert climate of 40 degrees Celsius throughout the year, almost no precipitation, and clean, dry air. The result is a high-quality natural salt that is rich in minerals. Salt 424 has a deep flavor and is enriched with 21 natural minerals (in 10 times the concentrations found in regular table salt). The natural salt is collected in the traditional way and dried for use with an ancient method that preserves its qualities and benefits.

Salt 424 is 100% natural, without chemicals or additives, and is packaged for sale without refining or heating.

Salt 424

All the advantages in all the flavors



The Natural Series

NATURAL SALT FROM THE DEAD SEA
424_m
below
sea
level®

// The Natural Series

Seven natural flavors
for gourmet seasoning and cooking

1

diamond salt

Pure salt, with the deep, natural flavor characteristic of Dead Sea salt. Salt 424's leading product. A must on every table and in every kitchen.



2

Black pepper salt

The classic combination of white salt and natural black pepper enriches any dish. For daily use in seasoning and cooking all types of foods. Also available in the organic series.



3

Smoked salt

The deep flavor of Salt 424 from the Dead Sea together with a rich smoky taste will turn every kitchen into a delicatessen and every dish



4

Garlic salt

The unique qualities of natural salt from the Dead Sea combined with the benefits of garlic. A fascinating festival of flavor.

Also available in the organic series.



5

Garlic salt with pepper

The world of flavors' three "tenors" - salt, black pepper, and garlic-make any dish a rich, spicy creation. Can be used in recipes or for individual seasoning.

Also available in the organic series.



6

salt with hot chili pepper

The encounter between salty and sharp always challenges the palate. The deep flavor of natural salt from the Dead Sea mixes with the sharp taste of chili pepper to provide a special experience.



7

wild fire salt

A combination of the deep, natural flavor of coarse salt from the Dead Sea and the bold taste of Mexican jalapeño chili peppers with hot green pepper added. For subtle or adventurous use in cooking and seasoning.



NATURAL SALT FROM THE DEAD SEA
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The Natural Series

The Exotic Series

// The Exotic Series

Six special natural flavors
for gourmet seasoning and cooking

8

Merlot salt

Salt 424 soaked in Merlot wine.
A special salt with an intoxicating,
fruity flavor that turns any dish into
a festive delicacy. A special treat for
those who love cooking with wine.



9

garlic merlot salt

An exciting blend of flavors: salt from
the Dead Sea, Merlot wine, and garlic.
Every dish will be infused with its
special seasoning and aroma.



10

coarse salt & seaweed

Coarse salt with red seaweed contains
potassium, iron, protein, and vitamin
A. Red seaweed is renowned for its
health benefits, such as protecting the
heart. Enriched with omega-3.



11

Coarse salt & seaweed

Coarse salt with red seaweed contains potassium, iron, protein, and vitamin A. Red seaweed is renowned for its health benefits, such as protecting the heart. Enriched with omega-3.



12

Salt enriched with iodine

Our bodies need iodine to produce thyroid hormones. Salt 424 enriched with iodine is the most delicious way to get the iodine our bodies need.



13

Truffle Salt

The most Prestigious of the 424 salt brand combines the salt distinctive taste and the strong flavor of white Truffle mushrooms. Best for straightening the taste of dishes that contains mushrooms, granting them a distinct and prestigious flav



14

golden salt

A unique product that gives food an exotic taste with a royal touch. This salt is enriched with edible gold color as used in fine restaurants around the world.



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The Exotic Series

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NATURAL SALT FROM THE DEAD SEA

The Organic Series



The Organic Series

Organic salt in seven choice flavors,
certified organic in the US, Europe and Israel

15

salt & organic rosemary

A celebration of taste and aroma.

Natural Salt 424 mixed with
rosemary, a basic herb used in French
cuisine not only for seasoning, but also
to make wine.



16

salt & organic spinach

A unique product that combines the
qualities of natural Dead Sea salt
with the properties of spinach. Use it
for gourmet cooking and seasoning.
Enriched with iron, antioxidants, and
protein.



17

salt & organic dill

An exciting encounter between the
deep taste of Dead Sea salt and the
sharp flavor of dill. The dill's aroma
enriches the experience.



18

salt & organic pepper

The classic combination of white salt and natural black pepper in an organic product.



19

salt & organic garlic flakes

An organic product that combines the properties of natural Dead Sea salt and the benefits of garlic.



20

salt & organic pepper with garlic

Three basic flavors—salt, pepper, and garlic—in one unique organic product.



The Chef Series

424^m
below
sea
level[®]
NATURAL SALT FROM THE DEAD SEA



The Chef Series

For the popular gourmet cooking style, with its delicate flavors character, we have created 424 Salt Chef Series. The series gentle and exclusive flavors for cooking and seasoning, makes every meal to a new experience.

21

diamond salt

Pure salt, with the deep, natural flavor characteristic of Dead Sea salt. Salt 424's leading product. A must on every table and in every kitchen.



22

Black pepper salt

The classic combination of white salt and natural black pepper enriches any dish. For daily use in seasoning and cooking all types of foods. Also available in the organic series.



23

Smoked salt

The deep flavor of Salt 424 from the Dead Sea together with a rich smoky taste will turn every kitchen into a delicatessen and every dish



24

Garlic salt

The unique qualities of natural salt from the Dead Sea combined with the benefits of garlic. A fascinating festival of flavor.

Also available in the organic series.



25

Balsamic Salt

Dead Sea 424 salt, which was soaked in quality balsamic vinegar from Madonna province in Italy, combines the sweet and fruity taste of Travian grapes, the vinegar sour taste, and the salt distinctive taste. Its taste is both balanced and reach. Suitable to seasoning on vegetables, fruits, sauces and meat.



26

Black coarse salt

Black salt enriched with carbon, known as a soothing seasoning that aids in digestion. Carbon salt is used mainly to decorate various cooked dishes and savory pastries.



The Platinum Series

NATURAL SALT FROM THE DEAD SEA
424_m
below
sea
level[®]

// 424 Salt is the richest mineral salt in the world and is available under the brands 424 below sea level & NakedSea. All salts are natural and hand made with no additives or chemicals.

The new platinum collection by 424 Salt in partnership with Dead Sea evangelist Ari Leon Fruchter. The new platinum collection harvested from the lowest stratum of the salt evaporation pool and goes through an enhanced hand cleaning process - 3 times more than the others lines of Salt.

Aromary



Aurum



Coolvine



Dylle



Flambeau



Greensea



Kotinos



Lavastone



Mediterra



Moonstone



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Pinfire



Rubywine



Coolvine



Dylle



Savoy



Sunrist



wildwood



Vulcan



The Platinum Series

Cases & Daypack

MINERAL SALT FROM THE DEAD SEA
424_m
below
sea
level®



Prestige case
3 ps



Organic case
3 ps



אישור על ייצור מלח 100% טבעי ללא תוספים



ILORG001
NON EU
Agriculture

אישור אורגני PPIS ארופאי



FDA Food and Drug Administration

אישור אורגני NOP אמריקאי על ידי USDA



תעודת כשרות





לקוחות נציגויות ושתופי פעולה:



מכון הערבה לשמור ים במלח



Word Food Program



דיוטי פרי - ג'יימס ריצ'רדסון



Singapore
Q.B Food Trading Pte Ltd



שופרסל



Green
כל הטוב שבטבע. שופרסל



הבשרים של זלמן



לימודין, בשר נטו



מסיק קיבוץ מגל



AMPHORAE



לקוחות נציגויות ושתופי פעולה:



Organic Market
רשת חנויות אורגניות



טבע קסטל
Natural Market



The Mako group



Salt meats Cheese



Anise
רשת חנויות טבע



שדקיה
רשת בתי טבע



סלטי משני



NakedSea



יקב
Adire Winert



יקבי ברקן



פסטה בסטה



ניצת הדובדבן, רשת בתי טבע



424 Salt

**The richest mineral
from the lowest point on earth**

Every meal a new experience

NATURAL SALT FROM THE DEAD SEA
424
below
sea
level



Producing the best salt in the world at 424 meters below sea level.

Salt 424 was created by nature in the Dead Sea region, the lowest place on earth and one of the 10 wonders of the natural world. The area is characterized by extreme heat and dry, very clean air, plenty of sunshine, and little precipitation. This unique combination produces salt enriched with 21 natural minerals, in concentrations 10 times higher than in regular salt.

The Dead Sea area provides the world with many essential natural resources, such as potassium, bromine, and magnesium, as well as the unique salt formed there over hundreds of thousands of years. Residents of the area learned to use the salt for their seasoning and cooking needs, and especially for preserving food. Of course, it was used for trade as well. Throughout history, salt, and especially fine salt, was used as currency by merchants and was considered a valuable asset.

Salt is an ionic mineral compound that is essential for life. Its components, such as sodium chloride (NaCl), play an important role in the human body—in the digestive system, the respiratory system, the nervous system, and in the regulation of fluids. Salt is as essential to the human body as water.

Salt 424 from the Dead Sea brings to your table all the qualities of the best salt in the world. It is collected in the traditional way, by hand, then dried by natural evaporation, and is certified as 100 percent natural for seasoning and cooking. With its deep taste, and the addition of unique flavors, it provides an exceptional gourmet experience.

The Dead Sea links the state of Israel, the Hashemite Kingdom of Jordan, and the Palestinian Authority. The Salt 424 brand is a collaborative effort between people in Israel and the Palestinian Authority who partnered in this joint venture.

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