

## Morton Food Salts Fact Sheet

### The Company

Morton Salt is an American tradition, with roots that date back to 1848. Since then, based on consistent excellence that has passed the test of time, and then some, the company has established itself as the trusted authority on salt.

Morton introduced the country to the slogan, *When it rains, it pours*<sup>™</sup>. It also introduced us to one of the most recognizable icons in the world – the Morton Umbrella Girl. She's occupied a space in our pantry before we were old enough to cook and she still brings life to our foods today. Though today she comes in many forms. From plain table salt to the salt product that is exploding into average American kitchens: Kosher Salt, to popcorn and pickling salts – Morton is still pulled off grocery shelves more than all other brands.

In 1999, Morton was acquired by Philadelphia-based Rohm and Haas and operates as a division of that company today.

### Food Salts

***Morton Salt – Plain and Iodized*** *When It Rains It Pours*<sup>®</sup>. It is used for baking, cooking, and at-the-table seasoning.

***Morton Kosher Salt:*** A coarse flake salt used by chefs and high-end cooks for years, Morton Kosher Salt is quickly going mainstream as it gains favor with American food enthusiasts and everyday cooks.

***Morton SEA SALT*** (Fine & Coarse): We searched the world for the highest quality sea salt and discovered this delectable salt harvested from the Mediterranean Sea off of Spain's Costa Blanca region. With unsurpassed purity, Morton Sea Salt adds a gourmet flavor to your favorite beef, seafood, poultry and vegetable dishes.

***Morton Salt Balance:*** The perfect choice for anyone looking to reduce their sodium intake without giving up the great taste of salt. Salt Balance is a blend of salt and potassium chloride that delivers the full flavor of salt with 25% less sodium than regular table salt. You can use Salt Balance in place of table salt for cooking, baking and in all your favorite recipes with the same great results.

***Morton Lite Salt Mixture:*** A salt and potassium chloride mixture with iodide, contains 50% less sodium than regular salt. It is used for baking, cooking and at-the-table seasoning just like regular salt.

***Morton Salt Substitute*** – Plain and Seasoned: A potassium chloride product designed for persons on a doctor recommended sodium restricted diet. The seasoned product contains additional spices. It is used in cooking and at-the-table seasoning.

***Morton Nature's Seasons Seasoning Blend:*** With a perfect blend of onion, garlic, salt, pepper, and other natural spices, Nature's Seasons brings out the flavor of fresher, lighter foods without overpowering them. It is used on chicken, fish, vegetables, pasta, even salads.

***Morton Popcorn Salt:*** A super-fine salt designed especially to adhere to popcorn, French fries, corn-on-the-cob and other foods.

***Morton Canning and Pickling Salt:*** A pure granulated salt, with no preservatives added. It is used in cooking as well as canning and pickling.

***Morton Sausage and Meatloaf Seasoning Mix:*** A complete mixture containing salt and spices blended to exact proportions to make delicious breakfast sausage, meat loaf, poultry dressings and other meat specialties.

***Morton Sugar Cure Product:*** A product formulated for dry or sweet pickle curing of hams and bacon.

***Morton Tender Quick Product:*** A product perfected for dry or sweet pickle cure and for pumping hams and shoulders. Quickly produces flavorful, uniformly cured meat.