

Morton Salt Backgrounder

Think back to your childhood kitchen. Recall if you can your family pantry. If you remember nothing else, the sight of that familiar blue round with the little umbrella girl sprinkling salt in the rain may be the one thing that comes to mind.

Morton Salt is an American tradition, with roots that date back to 1848. Since then, based on consistent excellence and a constantly evolving product line 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*[™]. 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 traditional, 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.

However, if you thought the Morton story began and ended with a little girl and an umbrella, you would be wrong. Morton products aren't just for cooking. Since 1848, Morton has been America's leading producer of salt for water softening, ice control, agricultural and industrial uses as well as grocery.

In 1951 Morton introduced Morton[®] Pellets, a high-quality salt product for the recharging of home water softeners. In 1959 Morton developed what was, at the time, the world's deepest and most modern salt mine in Fairport, Ohio.

In 1970, keeping with American diet and health trends, Morton introduced Morton[®] Salt Substitute, followed by Morton Lite Salt[®] three years later.

In 1984 Morton's System Saver[®] formula pellets, which today is the number one selling water softening product, is introduced to the national market. Added to Morton[®] Pellets, the patented System Saver[®] formula helps improve tank cleanliness by preventing water-deposit buildup.

In 1999 Morton is acquired by Philadelphia-based Rohm and Haas, Inc. and continues to serve as the Morton Division in much the same capacity as it was known prior to the acquisition.

Regardless of its massive reach into various products and categories it is still traditional food salt products and the umbrella girl that the general public most recognize. And deservedly so. Morton's food salt products continue to be America's choice.

Today, with the emergence of high-end cooking growing increasingly popular with average everyday cooks – Morton continues to experience tremendous growth – especially with its Kosher salt product. In general, the Kosher Salt category is exploding and a new generation of chefs and cooks, powered by the popularity of cooking shows, magazines and celebrity chefs, is quickly making Kosher Salt a new staple on the American kitchen spice rack. Morton Kosher Salt, based on its tradition of excellence, is once again driving this trend.

For more information on Morton's history, the full chronological listing of the company's evolution or detailed product descriptions, please visit www.mortonsalt.com.

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