



**MEDIA CONTACT:**

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**FOR IMMEDIATE RELEASE**

**DESCRIPTION** **WHAT IS FLEUR DE SEL?** IT'S A SEA SALT HARVESTED BY HAND, FROM PRISTINE OCEAN-IRRIGATED SALT PANS. IT HAS A NATURALLY HIGH MINERAL CONTENT AND DELICATE CRYSTALLINE STRUCTURE, AND IS DISTINCTLY MORE FLAVORFUL THAN CONVENTIONAL SALT. THE WORLD'S BEST FLEUR DE SEL IS SEASONALLY PRODUCED IN GUÉRANDE, IN THE BRITANNY REGION OF FRANCE.

**HOW DO YOU USE IT?** ADD SEL MAGIQUE DURING OR AFTER COOKING TO ENHANCE THE FLAVORS OF VIRTUALLY ANY DISH, A FINISHING TOUCH ON SALADS, SOUPS, VEGETABLES, TOFU ...

**HOW IS SEL MAGIQUE DIFFERENT?** IT COMBINES THE HIGHEST-QUALITY FLEUR DE SEL AND HERBES DE PROVENCE USING OUR NATURAL HYDRASCENT™ BLENDING PROCESS, INFUSING THE NATURAL HERB ESSENCES INTO THE SALT. THIS PROCESS PRODUCES A HEADY BOUQUET AND INCREDIBLE FLAVOR.

**USES** **SEASONING:** IT CAN BE USED BOTH DURING AND AFTER COOKING.

**AS A CONDIMENT:** VEGETABLES, MEATS, SAUCES, SOUPS ... IT ENHANCES THE FLAVOR OF ANY FOOD, IN THE KITCHEN AND AT THE TABLE.

**COCKTAILS:** CAN BE SUBSTITUTED FOR A CONVENTIONAL SALTED RIM ON MARGARITAS, OR USED IN SIGNATURE COCKTAILS LIKE THE SEL MAGIQUE HUCKLETINI™ OR ST GERMAIN® SUMMER LEMONADE.

**BENEFITS** **LOWER SODIUM:** AS A FINISHING SALT, IT IS USED JUST BEFORE SERVING A DISH OR RECIPE. YOU ACTUALLY USE LESS - MORE FLAVOR, LESS SODIUM.

**RECYCLABLE PACKAGING:** SEL MAGIQUE IS HANDSOMELY PACKAGED IN PRESSED-GLASS JARS WHICH ARE FULLY RECYCLABLE.

**PRODUCED IN** GUÉRANDE, FRANCE, THE ANCIENT CENTER OF FLEUR DE SEL HARVESTING.

**NUTRITION** **INGREDIENTS:** FLEUR DE SEL DE GRÉRANDE SCENTED WITH HERBES DE PROVENCE (100% NATURALLY GROWN HERBS FROM THE PROVENCE REGION OF FRANCE), INCLUDING SAVORY, THYME, MARJORAM, AND LAVENDER. 100% NATURALLY BLENDED USING OUR HYDRASCENT™ PROCESS.

**FACTS:** SERVING SIZE 1/4 TSP (1.5G); SERVINGS ABOUT 113 (6OZ/170G PACKAGE); CALORIES 0 (AMOUNT/SERVING %) DV\*); TOTAL FAT 0G-0%; SODIUM 460MG-19%; TOTAL CARBS 0G-0%; PROTEIN 0%-0%

**SEL MAGIQUE  
CLASSIC BLEND**

2OZ - \$13  
6OZ - \$23



**SELMAGIQUE.COM +800 434 6900**