

New salt for a new normal

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NuTek Natural Ingredients has answered the public's call for natural ingredients to provide clean label and healthy solutions during these unprecedented times. With core values of simplicity, transparency and sustainability, NuTek Natural Ingredients creates solutions that support the nutritional demands of our growing global community

Pandemic outbreak, unprecedented times, rise in death toll, track the spread are all phrases that have been in the news every day since the beginning of 2020. News about the coronavirus outbreak and the havoc it has wreaked on the world has caused fear for our health and caution to avoid the spread. It has devastated families, shut country borders and ravaged the world's economy.

In the shadows of world news, far less is being said about how consumers can prevent the grave effects of disease by living a healthy lifestyle, eating clean-label foods, and avoiding highly processed foods loaded with artificial preservatives and flavors. However, one company has been working to impact the global health crisis by developing ingredients that are created by nature, nurtured in science, cost effective, and offer clean label opportunities.

In early 2020, NuTek Food Science re-imagined themselves as **NuTek Natural Ingredients** with an expanded vision and heightened goal of using healthy, natural ingredients to create solutions that support the nutritional demands of our growing global community.

"Our vision from the very beginning was to provide natural, healthy ingredients, and when we took a look at what we do and why we do it, we decided to state that in our name," says Co-Founder and CEO Thomas Manuel.

As the world was turning their attention to the spread of COVID-19, NuTek Natural Ingredients was intensifying their work to create healthier sea salts with less sodium to lower the chances of developing high blood pressure and hypertension—the leading causes of cardiovascular disease (CVD).

Studies show that the balance of a sodium to potassium ratio, rather than reducing sodium alone, is a contributing factor to maintaining a healthy heart. But while sodium (Na) is commonly over consumed by nearly 50% each day, potassium (K) is under consumed by nearly 56%.

Armed with their expertise in R&D, manufacturing and sourcing, NuTek Natural Ingredients applied their mission of creating solutions that support the nutritional demands of the growing global community through their advancements in sea salts and mineral salt. By better understanding the natural benefits of sea salts and the health benefits of balanced Na:K ratio in the global food system, NuTek Natural Ingredients broadened their offerings of sea salts to include a healthier Himalayan pink salt.

Their Himalayan pink mineral salt, harvested from ancient sea beds deep within the Himalayan mountains, is washed and dried with potassium salt to yield a healthier balance of salts where both salts are present in every grain. The result is a pink salt crystal that is lower in sodium and higher in potassium—a combination that is healthier for the heart than regular salt.

With the addition of the pink sea salt called Beyond Himalayan® to their Salt for Life® family of products, NuTek Natural Ingredients provides sodium reductions of between 15% to 75% balancing the nutritional benefits of the sea salts and ultimately reducing the chances of developing heart disease.

COVID-19 and heart health

While more is being discovered about COVID-19, consistent evidence is published confirming underlying conditions common in the mortality rate of most COVID-19 patients—the most common of which includes CVD. The U.K. Office for National Statistics reported 91% of those who died of COVID-19 had at least one underlying condition, and the U.S. Centers for Disease Control reported 90% of people hospitalized had at least one underlying condition—the most common of which includes CVD.

A case for change

It is nothing new to hear that we need to choose better, healthier ingredients for our global food supply. The abundance of sodium salt in our food supply is one of the leading causes of many types of heart disease.

The World Health Organization (WHO) recommends global sodium reduction of 30% by 2025, and the spread of COVID-19 has launched a renewed focus on health and wellbeing which is paramount to consumers at this time. Evidence points to the incidences of CVD in the mortality rate of COVID-19 patients.

Not only does CVD take an estimated 17.9 million lives each year, it has become an economic burden for many countries. In the U.S. alone, the estimated annual cost of CVD is expected to surpass \$1 trillion by 2035 attributable to heart disease.

NuTek has been changing the way food manufacturers think about salt in their food formulations. While sodium is the main ingredient of regular salt, NuTek Natural Ingredients has taken a simple approach to keeping all the benefits and functionality of regular salt while balancing the sodium to potassium ratio in their Beyond Himalayan® and Salt for Life® sea salts to deliver a healthier balance of salts and minerals for today's active and health conscience consumers.

NuTek is not only making changes in the food ingredient market with their natural solutions for healthier salts, but also in the food and pet food ingredients and personal care products market with the introductions of NuXtend® for leveraging fermentation to extend shelf-life, NuSavor™ for umami and kokumi flavor enhancement without the need for added sodium, and NuForm™ for improved texture through a natural plant-based solution.

While consumers are demanding more transparency and natural ingredients in their products, NuTek Natural Ingredients is providing solutions to meet the needs.

Returning to a natural, healthier lifestyle

2020 will no doubt go down in history as a year with an uncertain future and riddled with a troubling economy. As scientists scramble to develop a vaccine to protect against the COVID-19 virus, NuTek Natural Ingredients is working to return food ingredients to a simpler, more natural way.

“As the market trends continue to demand clean label, we need to keep in mind that NuTek Natural Ingredients stands for more than just clean label. We need to provide nutritional ingredients that are simple, transparent, and sustainable,” says Linda Call, Manager of Sales and Marketing Operations for NuTek. “What makes NuTek Natural Ingredients unique is the effort put forth to not just sell an ingredient, but also to educate our customers and partners about the health benefits that our natural ingredients are making in the lives of consumers.”

NuTek's flagship ingredients of healthy sea salts have paved the way for introducing new ingredients which promote NuTek's same cost-effective solutions, world-class customer service and forward-thinking product developments to contribute towards a healthier lifestyle. As the world returns to a new normal, NuTek will be in the forefront of innovation with the goal of health and wellness. ●

For further information

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