

## **TITLE: Les Salines de Guérande**

### **INTRODUCTION INDICATING**

- Title: Extra-fine Sea Salt Overseas - Australia
- Lump sum name: 'B-Resilient' – Acceleration
- Amount of lump sum: 7500€

### **GLOBAL OBJECTIVE OF THE PROJECT**

- Selling a co-product of fine salt production.

### **BACKGROUND PRESENTING THE SME(s)**

Producing fine sea salt generates a co-product, called extra-fine salt. It represents about 20% of our fine salt production. This co-product creates a problem of space as it takes an increased amount of room in our factory and warehouses. The extra-fine salt cannot be stored too long as the finer the salt is, the more it will absorb humidity. Instead of discarding the product, we are looking for new applications targeted to customers in the bakery, snacking, flour mills, milk & cheese and cured meat industries that could use this co-product.

### **PROJECT OBJECTIVES**

- Prospecting the Australian market
- Scheduling visits
- Visiting the prospects in Australia
- Receiving purchase orders for our co-product (extra-fine sea salt).

### **ROLE OF THE PARTNERS**

- B-Resilient, by this financial support, allowed us to go to Australia, visit prospects and generate new business activity with this extra-fine sea salt.

### **EXPECTED BENEFITS**

The project have several ambition and among them :

- Selling extra-fine sea salt to avoid destruction of this co-product.

