



THE QUALIFIRST GROUP ANNOUNCES HALEN MÔN SEA FROM WALES NOW AVAILABLE IN CANADA

Halen Môn had its start five years ago in a saucepan atop an AGA, a cast-iron stove in the family kitchen. Today, this Welsh sea salt sensation has the attention of chefs and food lovers around the world and is celebrated for its purity and taste. Eight of the world's top 50 restaurants use Halen Môn, including El Bulli, The French Laundry and The Dining Room at the Ritz Carlton San Francisco.

Any good cook knows that raw materials matter. So it is with sea salt. Halen Môn begins with pure charcoal-filtered seawater drawn from Wales' Menai Straits, a setting far away from big cities and polluting industries.

Halen Môn turns pristine seawater into white crunchy flakes by marrying ancient craft with modern technology. Ten days after it is drawn from the sea, the finished salt is packaged into the distinctive blue and white tubes that say Halen Môn.

Halen Môn sea salt contains no additives, but does contain up to 75 trace elements that are essential to health, such as zinc, magnesium, calcium and iodine. Trace elements help make the taste of Halen Môn stronger and saltier than other brands on the market, which means less is needed to deliver the same level of taste to even the simplest foods. Savor a tomato or a boiled egg with a few flakes of Halen Môn. Delicious. Given that salt is part of a balanced healthy diet, why not ensure it is the very best?

Here are the Halen Môn products available from The Qualifirst Group:

Pure White Sea Salt

Halen Môn is a Soil Association Certified Product. The salt's white, crunchy, flaky crystals and fresh taste of the sea add an extra dimension to almost any food.

Suggested retail price: \$11.95 (100 g) \$4.60 (10 g).

Smoked Sea Salt

Sea salt is gently infused with smoke from Welsh oak chippings to take on an almost sweet edge. Sensational with steak, fish and poultry or as a dip for quails eggs.

Suggested retail price: \$17.95 (100 g).

Organic Spiced Sea Salt

Sea salt is hand mixed with nine organic spices: peppercorns, coriander, turmeric, paprika, cumin, nutmeg, cinnamon, ginger, cayenne pepper and cloves to create a warm combination, fabulous with roast potatoes and perfect for spicing up a Bloody Mary.

Suggested retail price: \$13.95 (100 g).

.../more

Vanilla Sea Salt

Tahitian vanilla pods are combined with pure white sea salt for a truly luxurious and unique product. Sensational with white fish, shellfish, especially scallops, and in salad dressings or creamed vegetables. It can also be paired with anything chocolaty and used in baking, such as shortbread. Suggested retail price: \$21.95 (100 g).

Halen Môn sea salts are distributed in Canada by The Qualifirst Group, a leading importer and distributor of exotic, gourmet food products used and/or carried by more than 1500 restaurants, 1000 retailers and hundreds of specialty shops across Canada. For the complete lists of Halen Môn products distributed by The Qualifirst Group, please visit www.epicureal.com

–30–

For more information or to request review samples of Qualifirst products available on www.epicureal.com, contact:

Johanna Burkhard

Burkhard Communications

905.642.2029; mobile: 647.283.4151; jburkhard@sympatico.ca