



Ottens Plus **Alt-Salt** FAQs

1) WHAT MAKES OTTENS PLUS ALT-SALT BETTER THAN THE COMPETITION?

We frequently receive feedback that our products are better than the competition. This is not by chance, but by design. At Ottens, we use a process called “FOCUS” which allows us to develop flavors to hit a specific target. We use statistics combined with sensory data to make flavors which are optimized for a specific purpose. In this case, the target was maximum salt taste with little to no bitterness, metallic taste or off flavors. We developed OTTENS PLUS ALT-SALT to achieve these taste goals at the least possible raw material cost. The typical process used by our competitors is “trial & error” blending. Trial & error blending leads to none of the flavor attributes described above, as juggling performance, off flavors and cost is nearly impossible without a scientific system like our FOCUS process. We believe this process gives us a clear sustainable competitive advantage versus other flavor companies.

2) IS OTTENS PLUS ALT-SALT A 1:1 REPLACEMENT FOR SALT? (in formulation/not price)

Not necessarily, though in some cases it comes close. Each application must be optimized for both OTTENS PLUS ALT-SALT type and level. We have close to 20 versions of optimized OTTENS PLUS ALT-SALT and different ones work at different levels in each application. Determining the correct version and level of OTTENS PLUS ALT-SALT is a relatively simple process based on our application knowledge and ability to test right in the target application in most cases.

3) HOW IS MY LABEL AFFECTED?

Your label will be revised to indicate the appropriate lower levels of sodium in your product. The specifications for each version of OTTENS PLUS ALT-SALT identify the unique compositions of flavoring and non-flavoring ingredients as they will appear on your label. These products are non-GMO and kosher certified.

4) BY WHAT PERCENTAGE CAN I REDUCE MY SALT?

This is your choice. With OTTENS PLUS ALT-SALT, lowered salt levels of 20 to 50 % are possible. These reductions frequently move products into a more healthy level. Higher reductions may be possible and are only limited by willingness to test the higher reduction levels and eventually by consumer acceptance.

5) IN WHAT APPLICATIONS HAVE YOU TESTED OTTENS PLUS ALT-SALT?

To date, we have tested potato chips, tomato sauce, bread, crackers, soup, chicken tenders, bloody mary mix, and chicken broth (including retort). The testing has been done using a “just right” scale which assures the correct flavor level has been identified for a particular application.



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