

/ Press Release

Kassel (Germany) – June 7, 2019

Awards for K+S food grade salt brand

SALDORO wins the German Brand Award 2019

In the category "Excellent Brands - Fast Moving Consumer Goods", the K+S [SALDORO](#) food grade salt brand has won the coveted [German Brand Award](#). The jury of experts honored the complete redesign of the SALDORO brand with strategy, design, assortment and product communication. With this award, the jury honors the best-performing international campaigns, concepts and strategies in individual specialist disciplines. Additionally, SALDORO was honored as a "Special Mention" in the category "Excellent Brands - Product Brand of the Year", considering special aspects of brand management. The awards were presented by the German Brand Institute at a gala event in Berlin yesterday evening.

"Culinary Ambassador Lower Saxony 2019"

Already on June 3, the product SALDORO Pink Ancient Salt received the award for Culinary Ambassador of Lower Saxony 2019 from the Lower Saxony State Premier Stephan Weil. This award is presented by the Marketing Association of Lower Saxony's Agriculture and Food Industry (Marketinggesellschaft der niedersächsischen Land- und Ernährungswirtschaft e.V.) honoring authentic and natural products from the region. These products must be outstanding in their product category in terms of quality, taste, appearance, smell and surface feel. The high-quality SALDORO Pink Ancient Salt is unique in Germany due to its natural pink crystals and is produced in the K+S salt mine Braunschweig-Lüneburg in Grasleben, Lower Saxony.

Note

Photos of the award ceremonies can be found in the [press section](#) of the K+S website.

About K+S

K+S is a customer-focused, independent minerals company for the Agriculture, Industry, Consumers, and Communities segments and wants to grow the EBITDA to €3 billion by 2030. Our approximately 15,000 employees enable farmers to provide nutrition for the world, solutions that keep industries going, improve daily life for consumers and provide safety in winter. We continually meet the growing demand for mineral products from production sites in Europe, North and South America as well as a worldwide sales network. We strive for sustainability because we are deeply committed to our responsibilities to people, environment, communities and economy in the regions in which we operate. Learn more about K+S at www.k-plus-s.com.

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