



ETIHAD GENERAL TRADING FZE

*Gateway to global trading!*

The Top Ranking Salt Manufacturer and Exporter in Pakistan



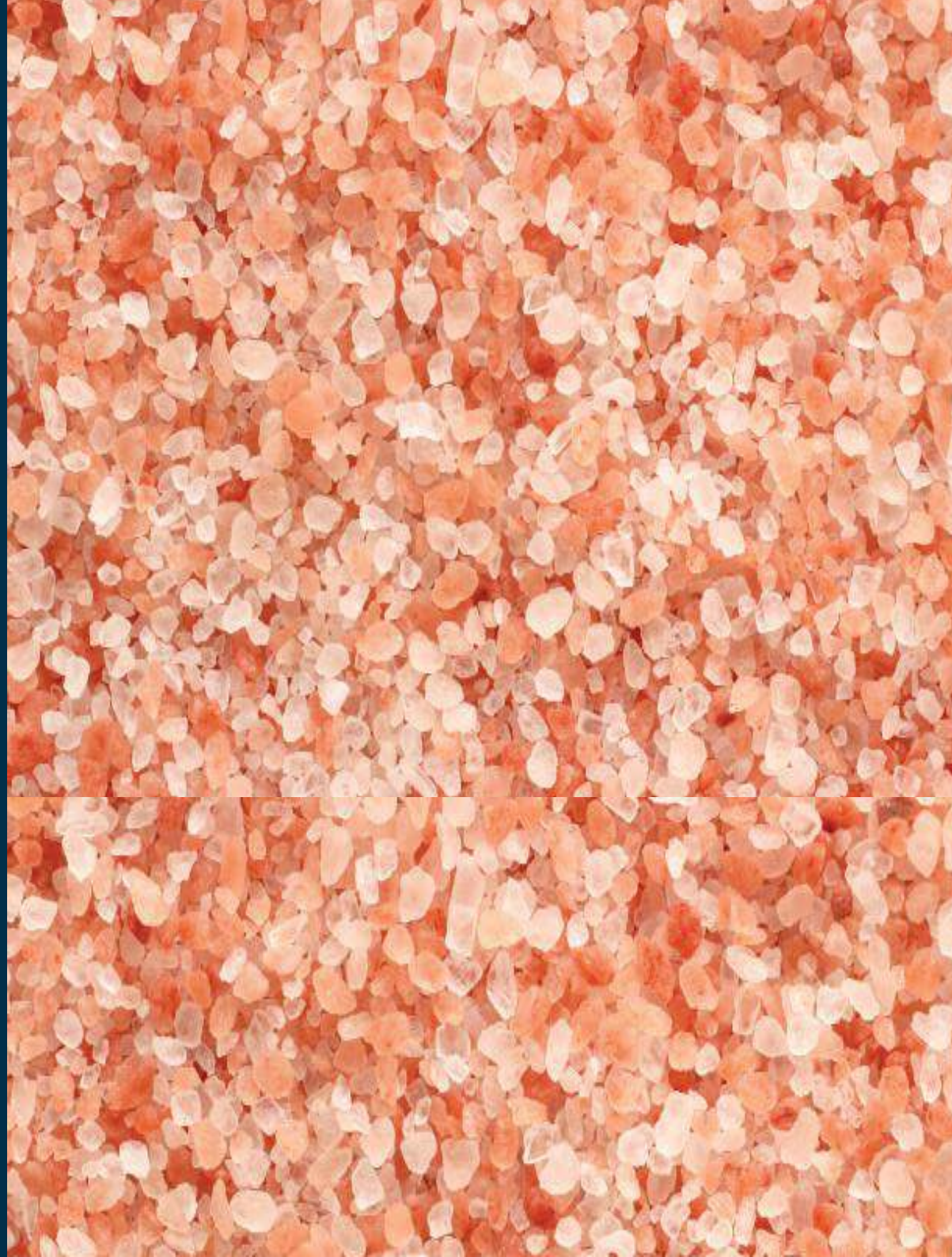
# ETIHAD GENERAL TRADING

ETIHAD GENERAL TRADING brings to you  
Himalayan Pink Salt in its finest Quality and  
Taste in Our Brands

- Organic Secrets® Himalayan Pink Salt
- ORNIC Himalayan Pink Salt
- Royal Riders Compressed Himalayan Animal Salt Licks

A Taste and Quality you will find No  
Where !

We salt the World!





# Hub Salt

**Hub Salt** (our manufacturing partner) is a salt manufacturing company and, established in 1986, known for providing premium salt quality of different grades produced and processed by the most advanced and latest techniques.

Hub Salt is labelled as the topmost ranking exporter for its systematic and well - planned products that go through uncompromising quality control and assurance.

The only Salt company in Pakistan that can offer every grade of salt and every sort of packaging according to customers' needs.





**HubSalt** has 500 tonnes per day production of Himalayan Pink Salt and is the only salt manufacturing company that runs the most modern plants. Washes the salt in cleaning process and removes the impurities through metal detectors using state of the art ultrasonic process.

In the business for more than 34 years and have been manufacturing salt products for major global brands.



# Certifications

Hub Salt (our manufacturing partner) is a certified company that has acquired different certifications for its unbent standards of providing consistent, high - quality products.



**Bureau Veritas**



**GMP +B2**



**SA 8000**



**GMP**



# Other important certifications



# Types of Salt: Himalayan vs Regular vs Sea Salt

Salt is arguably one of the world's most important cooking ingredients  
Without it, many meals would taste bland and unappealing  
However, not all salt is created equal  
There are many varieties to choose from  
These include table salt, Himalayan pink salt and sea salt just to name a few  
Not only do they differ in taste and texture, but also in mineral and sodium content

## What Is Salt?

Salt is a crystalline mineral made of two elements, sodium (Na) and chlorine (Cl)  
Sodium and chlorine are essential for your body, as they help your brain and nerves send electrical impulses  
Most of the world's salt is harvested from salt mines or by evaporating seawater and other mineral - rich waters  
Salt has various purposes, the most common being to flavor foods  
Salt is also used as a food preservative, as bacteria have trouble growing in a salt - rich environment

# Types of Salt: Himalayan vs Regular vs Sea Salt

## Refined Salt (Regular Table Salt)

The most common salt is regular table salt

Table salt is typically mined from underground salt deposits

This salt is usually highly refined — meaning that it's heavily ground, with most of its impurities and trace minerals removed

The problem with heavily ground salt is that it can clump together

For this reason, various substances — called anti-caking agents — are added so that it flows freely

Food - grade table salt is almost pure sodium chloride — 97% or higher — but in many countries, it also contains added iodine



# Types of Salt: Himalayan vs Regular vs Sea Salt

## Sea Salt

Sea salt is made by evaporating seawater

Like table salt, it is mostly just sodium chloride

The darker the sea salt, the higher its concentration of impurities

Due to ocean pollution, sea salt can also harbor trace amounts of heavy metals like lead

Sea salt also contains microplastics — the microscopic remains of plastic waste

The health implications of microplastics in food is a health risk

Unlike regular refined salt, sea salt is often coarse, as it's less ground

If you sprinkle it on your food after cooking, it may have a different mouthfeel and cause a more potent flavor burst than refined salt

# Types of Salt: Himalayan vs Regular vs Sea Salt

## Himalayan Pink Salt

**Himalayan Salt** is mined Punjab region of Pakistan, where the mineral stems from 200-million - year - old salt beds

It comes from the Khewra Salt Mine, the second largest (behind the Sifto Canada, Inc., salt mine in Goderich, Ontario) and oldest salt mine in the world producing 350,000 tons per year and an estimated 220 million tons over its lifetime

This is barely even a dent in the massive salt stores here, which are said to be 6.687 billion tons.

Himalayan salt contains trace amounts of iron, which gives it a pink color

It also has small amounts of calcium, iron, potassium and magnesium, making it slightly lower in sodium than regular table salt

The main benefit of choosing less processed salts is that you avoid additives/ chemicals (used for purification/ cleaning) and anti -caking agents that are often found in regular table salt



# Difference between Table & Himalayan Pink Salt?

## Summary:

Both table salt and pink Himalayan salt consist mostly of sodium chloride

but pink Himalayan salt has up to 84 other minerals and trace elements

In fact, it's these very minerals, especially iron, that give it its characteristic pink color

Table salt is more heavily processed to eliminate minerals and usually contains an additive to prevent clumping

Table salt may have more sodium, but pink Himalayan salt contains more calcium, potassium, magnesium and iron

Pink Himalayan Salt is 100% natural, pure and unrefined thus, a healthy choice

It has some unique health benefits that are mentioned in the following slides....

# Amazing Unique Benefits Of Himalayan Pink Salt

Himalayan Pink Salt 100% Natural

Reduces Muscle Cramps

Helps maintain Blood Pressure

Excellent For Red Blood Cells

Promotes Healthy Sleeps

Strengthens Immune System



# Amazing Unique Benefits Of Himalayan Pink Salt

Rich with Minerals and Trace Elements found in the human body

A Daily Dose of Himalayan Pink Salt can ensure proper flow of fluids in the body

A Good balance of minerals & Hormones can help in improving insulin sensitivity & prevent sudden blood sugar spikes

Himalayan Pink Salt – World's Best Edible Salt

# Healthy Salt Consumption

One study found that less than 3,000 mg of sodium per day is linked to an increased risk of dying from heart disease, including heart attacks and strokes

Low sodium levels in the body can lead to muscle cramps, nausea, vomiting and dizziness

Eventually, lack of salt can lead to shock, coma and death

Salt intake in China is confirmed to be among the highest in the world, with adults over the past four decades consistently consuming on average above 10g of salt a day, which is more than twice the recommended limit, according to new research



# WHY Himalayan Pink Salt is Expensive?

It is a geographical product

Pink Himalayan salt is up to 8 - 10 times more expensive than table salt or sea salt

100 grams of pink Himalayan salt may cost \$3, up to 8 - 10 times more than generic table salt in some markets

The pink Himalayan salt harvested from the mine is believed to have been formed millions of years ago from the evaporation of ancient bodies of water

The salt is hand - extracted and minimally processed to yield an unrefined product that's free of additives and much more natural than table salt

The natural harvesting process allows pink Himalayan salt to possess many other minerals and trace elements that are not found in regular table salt

Mining, logistics, packaging and distribution process adds up to the cost hence, it is pricier

# Etihad General Trading



Etihad General Trading takes pride in introducing to the global markets

Himalayan Pink Salt Products, produced by the most prestigious salt manufacturing company, Hub Salt, holding numerous certifications for its quality and purity.

Himalayan Pink Salt has now taken by storm the global market for its natural benefits essential to not only human health but also to the livestock.

# Organic Secrets® Himalayan Pink Salt

The Himalayan Pink Salt is an edible product that contains over 84 trace minerals and elements vital to human health. Known for giving a healthy and naturally controlled supply of necessary minerals and nutrients to the human body

Himalayan Pink Salt is available in a range of different grain sizes to meet each customer's specific needs, it is used as a healthy substitute for common table salt and popular among consumers for everyday cooking needs



2.25kg  
Jar

1.25kg

400g  
Jar

150g Grinder

750g Shaker



# Why Choose Organic Secrets®?

In the salt business for more than 35 years have been manufacturing salt products for major global brands

Our group chairman Mr. Ismail Suttar takes pride in naming rock salt as “Himalayan Pink Salt” back in 80’s.

Hubsalt is also a member of American Salt Organization

Hubsalt is known for providing premium salt quality of different grades produced and processed by the most advanced and latest techniques

Having all the world’s acclaimed certifications, our production processes ensure

- Salt grading

- 3 times washing

- Mesh sizing as per requirement

- Use of metal detectors to make sure that the final product doesn’t contain any impurities before going into consumer hands

Our company is the 1<sup>st</sup> choice of all major global brands to get their products packed by us

In the markets all major brands are having only 1 or 2 SKUs, but Organic Secrets® is bringing a complete basket of SKUs suiting all the consumers and trade requirements

# Why choose Organic Secrets® Pink Salt Products?

## Purity

The Brand that guarantees its purity and finest quality

## Variety

A brand that has a wide range of salt varieties. Products made in an innovative way and as per consumers' demands



## Reusable

All the products have been packaged in reusable jars and shakers.

## Certified

A Brand that takes pride in being certified for its different products.

# Ornic Himalayan Pink Salt

Etihad General Trading takes pride in introducing another brand i.e. Ornic Himalayan Pink Salt 100% Natural

Ornic Himalayan Pink Salt is available in different SKUs to meet each customer's specific needs

It is used as a healthy substitute for common table salt and popular among consumers for everyday cooking needs

750g  
Shaker



1kg  
Jar



500g  
Jar





# Why choose Ornic Pink Salt Products?

## Purity

The Brand that guarantees its purity and finest quality

## Variety

A brand that has a wide range of salt varieties. Products made in an innovative way and as per consumers' demands



## Reusable

All the products have been packaged in reusable jars and shakers.

## Certified

A Brand that takes pride in being certified for its different products.

# FLEUR DE SEL

FLUER DE SEL, French word for, “FLOWER OF SALT” is produced in several coastal areas around the world. It’s a type of ‘very expensive’ sea salt. Fleur De Sel is a gift from nature, and is known for many of its healing properties, including restoring calm and balance in those who use it.

The name Fleur De Sel, comes from the aroma of violets, that develop as the salt dries. The taste is a delicate balance of the numerous salts, minerals, and micronutrients.

Since the Fleur De Sel is captured at an early stage of crystallization it contains almost no insoluble impurities as compared to the normal edible grades of sea salt available in the market. It is said to be the finest salt

## Organic Secrets® SUN DRIED PYRAMID SALT



For maximum flavor, sprinkle Fleur De Sel by hand over food just before serving, to draw out the full flavor of all the other ingredients.

It is also a natural compliment to fresh salads and vegetable dishes. Common uses are to garnish a nice dish, sprinkle onto bread with unsalted butter or as a spice to sprinkle onto a finished dish.





## Organic Secrets® SMOKED PYRAMID SALT



## SMOKED FLEUR DE SEL

Smoked Fleur De Sel is a best Bar B Cue indoors that add flavor to any gourmet dish, its rich aroma and smoky taste makes a great combination with fresh salads



Fleur De Sel is a natural source of Potassium, Calcium, Magnesium & Iodine



# Organic Secrets® WHITE SEA SALT FLAKES

Sea Salt Flakes are soft, lofty and delicate flaky structures of salt made from refined brine water

This salt is added to the food or gourmet dishes and not pulverized

It melts on the palate and exerts a mild, sweet, bitter herb, pleasant salty taste





# Organic Secrets®

## PINK HIMALAYAN SALT FLAKES

Pink Salt Flakes are a highly unique and innovative product, developed due to the dedicated efforts of our R&D and production team

It possess the great texture of salt flakes combined with the minerals in Pink Himalayan Salt. The flakes are 100% natural unrefined which is why they have a higher mineral content



Pink Flakes are the ideal seasoning choice for preparation of all gourmet foods and to be used as a finishing salt to give the food a very subtle but exceptional flavor

# SEASONED/ FLAVORED SALTS

Our gourmet salt range also includes salt infused with various natural herbs and spices.

We make our seasoned salts using fresh herbs that are slowly baked together with the salt at a very low temperature to ensure that all the aroma and flavor from herbs is absorbed by the salt, hence creating a delicious seasoning salt.

The salt is then crushed finely to make sure that the flavors are distributed amongst all grains evenly.

The flavored salts add a very distinct and pleasant taste to the food without having to use a combination of many herbs and seasoning.

**Organic Secrets®**  
**FLAVORED/ SEASONED**  
**SALTS**



Seasoned salts includes pink Himalayan salt infused with black pepper, sweet paprika, garlic, chili, oregano, thyme, basil and sirracha etc.





# MARKET DISPLAY

Organic Secrets has been launched in the UAE & Oman markets. Following are some display pics



***Al Adil Trading***



***Ansar Gallery Karama***

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***Safeer Mall, Al Nahda***



***Ramez Hyper, Sharjah***

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Organic Secrets has been launched in the UAE & Oman markets. Following are display pics



***Safeer Mall, Sharjah***



***Safeer Ajman***



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Organic Secrets has been launched in the UAE & Oman markets. Following are display pics



***Baqer Mohebi***



***Urban Foods, Dubai***



***Sultan Centre Oman***

# MARKET DISPLAY



*Falcon Global Trading*



*Ansar Gallery Karama*



# MARKET DISPLAY

Organic Secrets has been launched in the UAE & Oman markets. Following are display pics



***Ansar Mall, SHJ***



***KM Trading***



***Madhoor***



# MARKET DISPLAY



*Safeer Ajman*



*Union Coop*



# MARKET DISPLAY



*SHJ Coop*



*Union Coop*



# MARKET DISPLAY



*Union Coop*



*Al Adil Trading*



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*Safeer Mall, SHJ*



*Safeer Mall, Ajman*



# SALES PROMOTERS ACTIVITY





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# SALES PROMOTERS ACTIVITY

Organic Secrets has done in - store activities to educate the customers about the health benefits of Himalayan Pink Salt, following are some pictures



***PHS Best Edible Salt***



***PHS Health Benefits***



***Khaleej Time Cookbook***


# KHALEEJ TIME RAMADAN COOK BOOK

Organic Secrets has been published in the Khaleej Times Ramadan Cook Book edition





# INSTAGRAM/ FACEBOOK ADVERTISEMENT



**Some of pink Himalayan salt's commonly promoted health claims include that it can:**

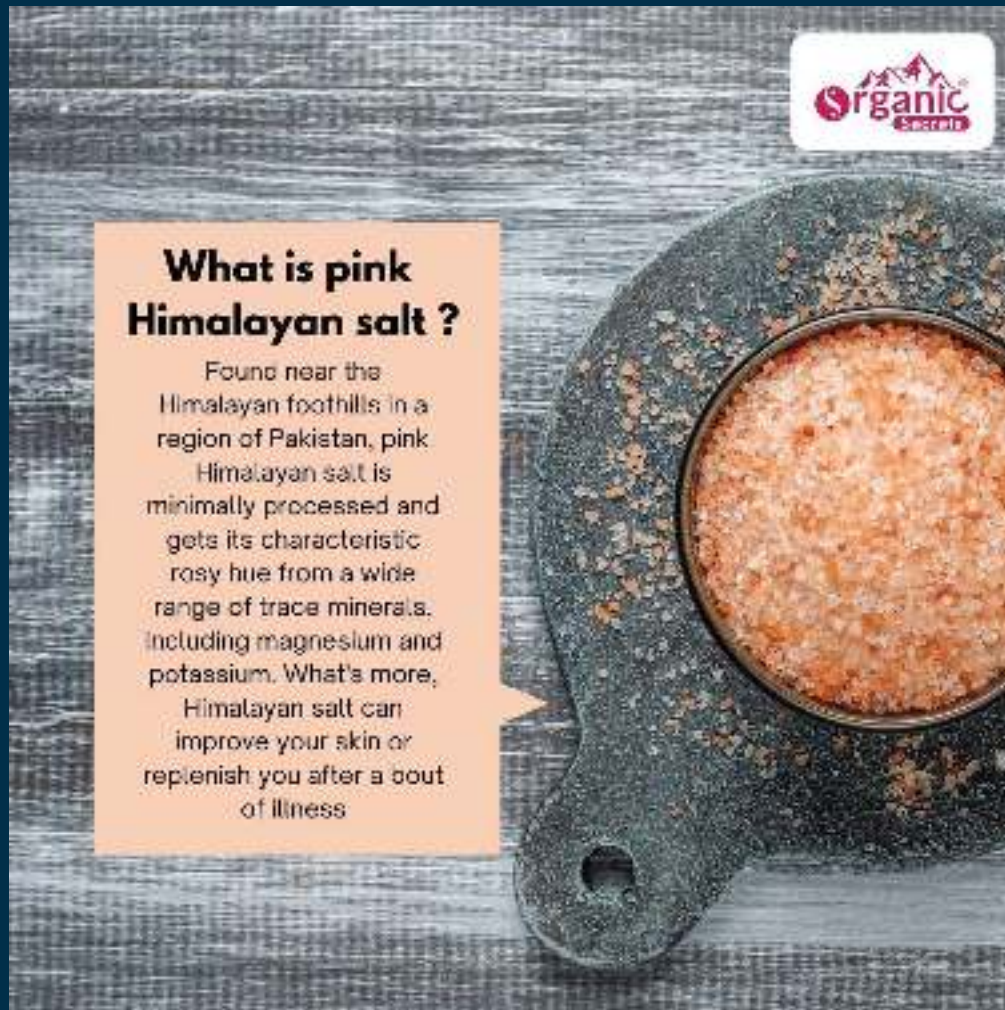
- Improve respiratory diseases.
- Balance your body's pH.
- Reduce signs of aging.
- Improve sleep quality.
- Regulate blood sugar.



# INSTAGRAM/ FACEBOOK ADVERTISEMENT



# INSTAGRAM/ FACEBOOK ADVERTISEMENT




**What is pink Himalayan salt ?**

Found near the Himalayan foothills in a region of Pakistan, pink Himalayan salt is minimally processed and gets its characteristic rosy hue from a wide range of trace minerals, including magnesium and potassium. What's more, Himalayan salt can improve your skin or replenish you after a bout of illness.

## Sea Salt Oatmeal Cookies

**INGREDIENTS**

- 1 & 1/2 cups (180g) all-purpose flour
- 1 teaspoon ground cinnamon
- 1 teaspoon baking powder
- 1/2 teaspoon baking soda
- 1/2 teaspoon salt
- 3 cups (297g) old-fashioned rolled oats
- 3/4 cup (170g) unsalted butter, softened
- 1 & 1/4 cups (250g) firmly packed light brown sugar
- 2 large eggs
- 1 teaspoon vanilla extract
- Organic Sea salt, for garnish

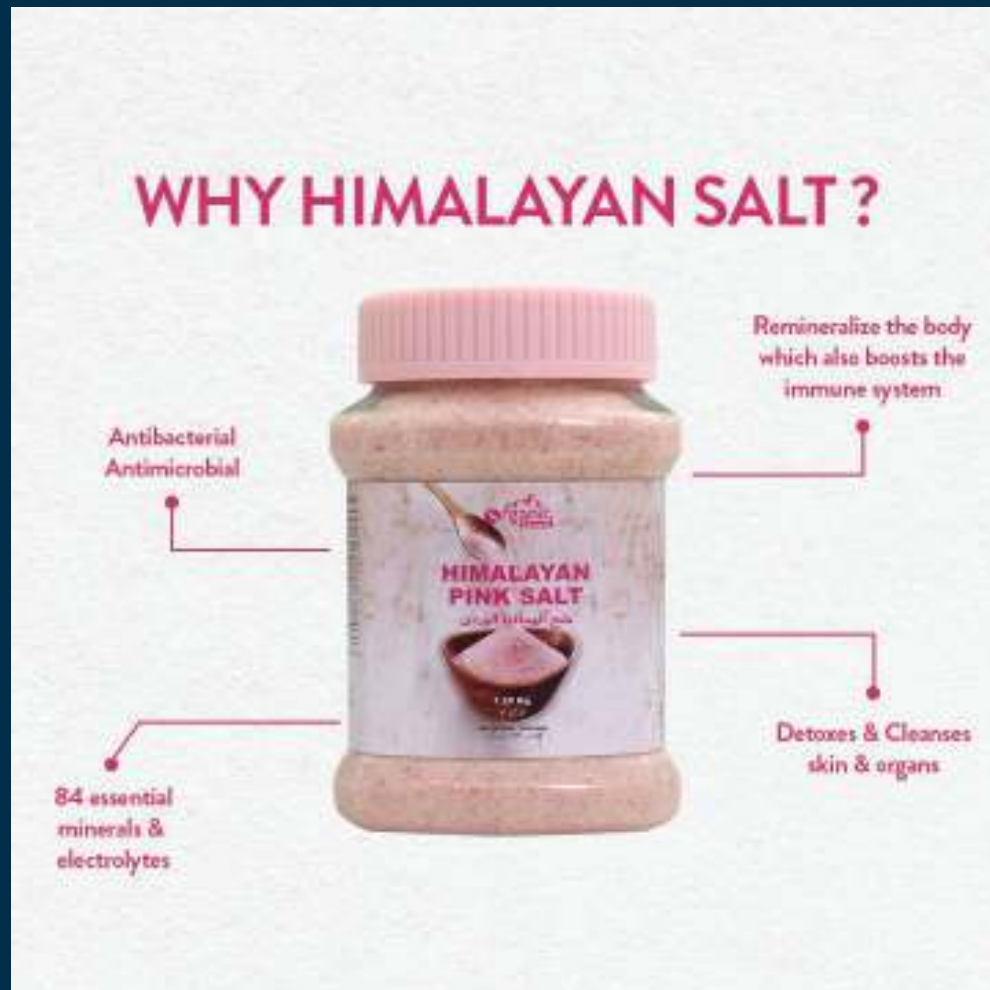




# INSTAGRAM/ FACEBOOK ADVERTISEMENT



# INSTAGRAM/ FACEBOOK ADVERTISEMENT





# INSTAGRAM/ FACEBOOK ADVERTISEMENT



## Himalayan Pink Salt

A Daily Dose of Himalayan Pink Salt can ensure proper flow of fluids in the body. A Good balance of minerals & Hormones can help In improving insulin sensitivity & prevent sudden blood sugar spikes.

# INSTAGRAM/ FACEBOOK ADVERTISEMENT





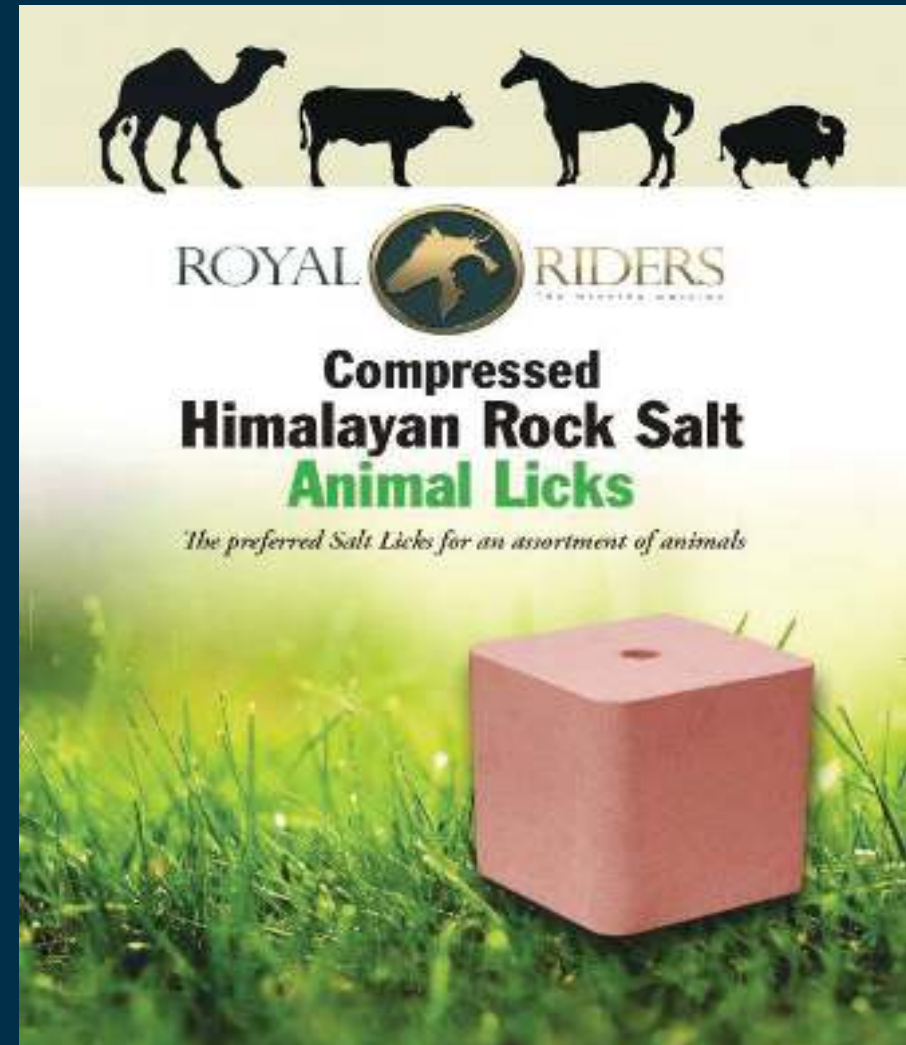
# INSTAGRAM/ FACEBOOK ADVERTISEMENT



# ROYAL RIDERS COMPRESSED HIMALAYAN ANIMAL SALT LICKS

## 100% NATURAL

For thousands of years, it has been known that domestic and wild animals need salt just as a human does. The virtues of salt for animals were extolled by the ancient Greeks. Early explorers in Africa, Asia, and North America recorded observations of grazing animals traveling to salt springs or deposits to satisfy ravenous appetites for salt. Animals deprived of salt will risk grave danger or resort to unusual behavior to obtain it. Rock salt is salt in its purest form mined from the foothills of the Himalayan Mountains. This natural source of Rock Salt is bound by over 84 trace elements making it rock hard and giving it a pink/red color. Different from normal salt licks and cattle salt licks

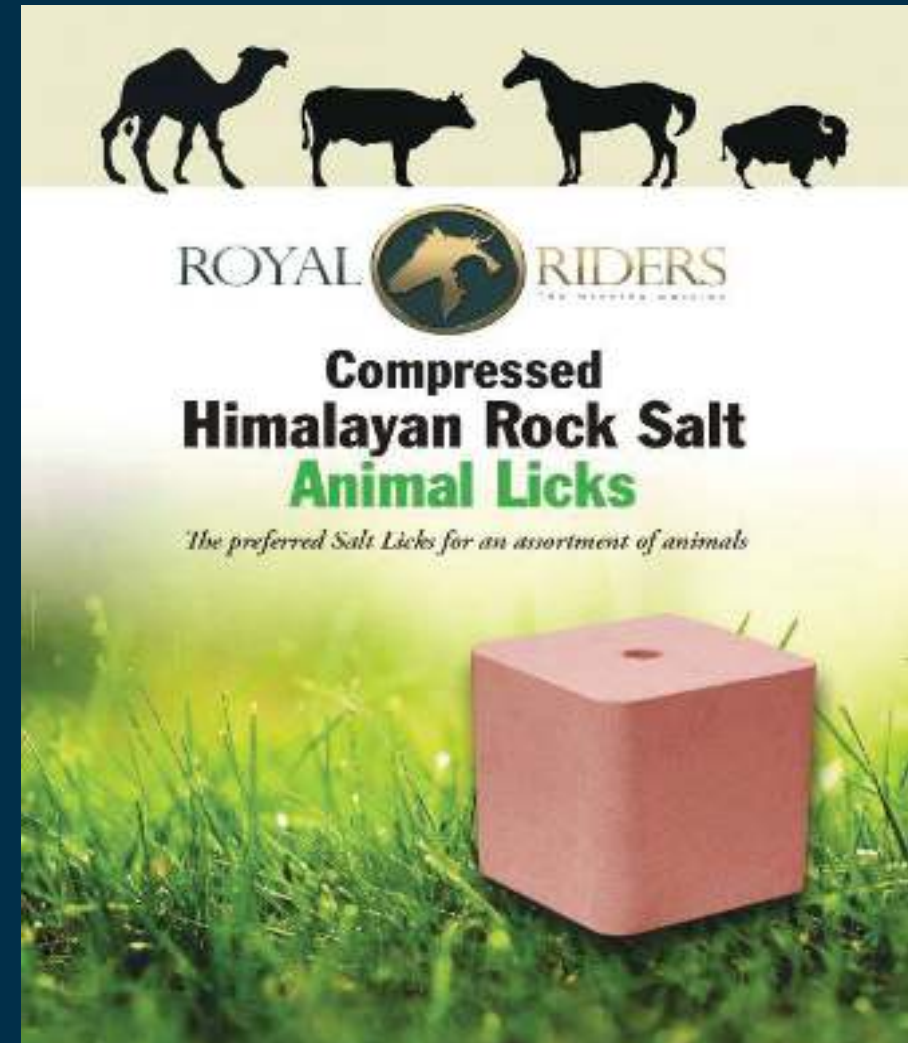




# ROYAL RIDERS COMPRESSED HIMALAYAN ANIMAL SALT LICKS

## 100% NATURAL

Himalayan Pink Salt Licks are not only better replacements in terms of longevity but also in terms of organic and mineral concentration, being formed over 250 million years ago, crystallized and formed Rock Salt and we have made this ancient rock salt available to supplement the varied dietary needs of living beings. Himalayan pink salt licks are 100% natural products created for cattle as well as horses. They contain 84 Minerals and traces that are essentials for humans and for cattle at all life stages. They are a convenient and ideal source of bioenergetics resources for all animals and livestock such as horses, cows, buffalo, camels, sheep, goats, pets, zoo & wild animals

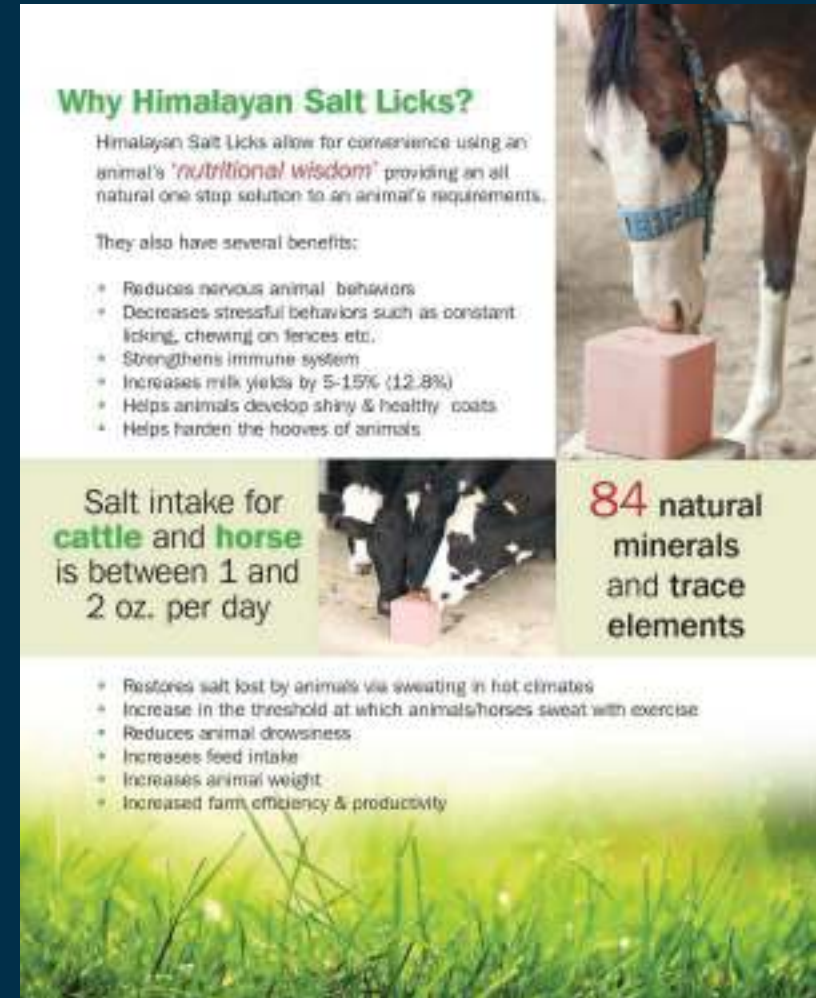


# ROYAL RIDERS COMPRESSED HIMALAYAN ANIMAL SALT LICKS

## 100% NATURAL

### Why Himalayan Salt Licks?

- Decreases stressful behaviors such as constant licking, chewing on fences
- Enhances cattle digestibility
- Strengthens immune system
- Optimizes rumen fermentation
- The ideal source of bioenergetics
- Increases milk yields by 5 - 15% (12.8%)
- Helps animals develop shiny & healthy coats
- Helps harden the hooves of animals
- Restores salt lost by animals via sweating in hot climates
- Increase in the threshold at which animals/horses sweat with exercise
- Reduces animal drowsiness
- Increases feed intake
- Increases animal weight
- Increased farm efficiency & productivity



**Why Himalayan Salt Licks?**

Himalayan Salt Licks allow for convenience using an animal's *'nutritional wisdom'* providing an all natural one stop solution to an animal's requirements.

They also have several benefits:

- Reduces nervous animal behaviors
- Decreases stressful behaviors such as constant licking, chewing on fences etc.
- Strengthens immune system
- Increases milk yields by 5-15% (12.8%)
- Helps animals develop shiny & healthy coats
- Helps harden the hooves of animals

Salt intake for **cattle and horse** is between 1 and 2 oz. per day

**84** natural minerals and trace elements

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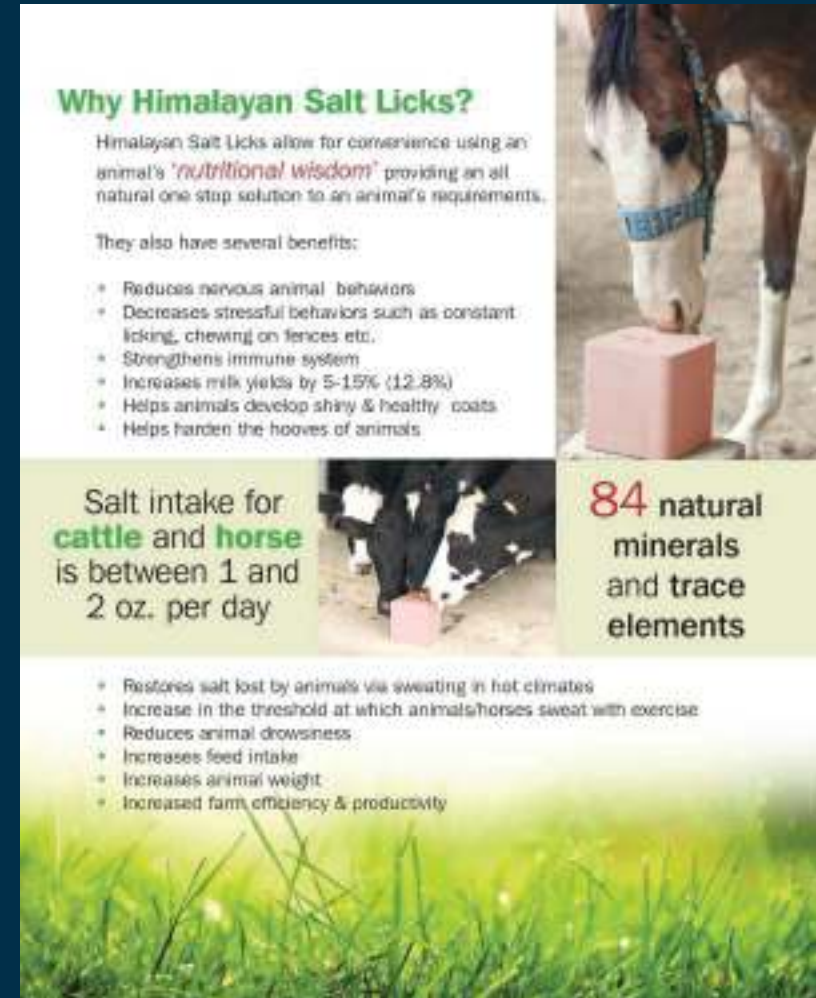


# ROYAL RIDERS COMPRESSED HIMALAYAN ANIMAL SALT LICKS

## 100% NATURAL

### Why Himalayan Salt?

- ROYAL RIDERS Himalayan Salt Licks are 100% natural and pure forms of mineral salt.
- It is the preferred choice for dairy farms, stable horses, cattle and sheep farms, camels, buffaloes etc.
- 100% natural and additives free



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# ROYAL RIDERS COMPRESSED HIMALAYAN ANIMAL SALT LICKS

## 100% NATURAL

### Why Himalayan Salt?

- Also available in powder form to be mixed with the animal feed
- Available sizes are 2.5kg, 5kg, 10kg & 22kg
- In powder form, Himalayan Salt is available in WPP bags of 10kg, 25kg & 50kg & 1.0 Ton





# Contact us:



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**Marketing Manager**

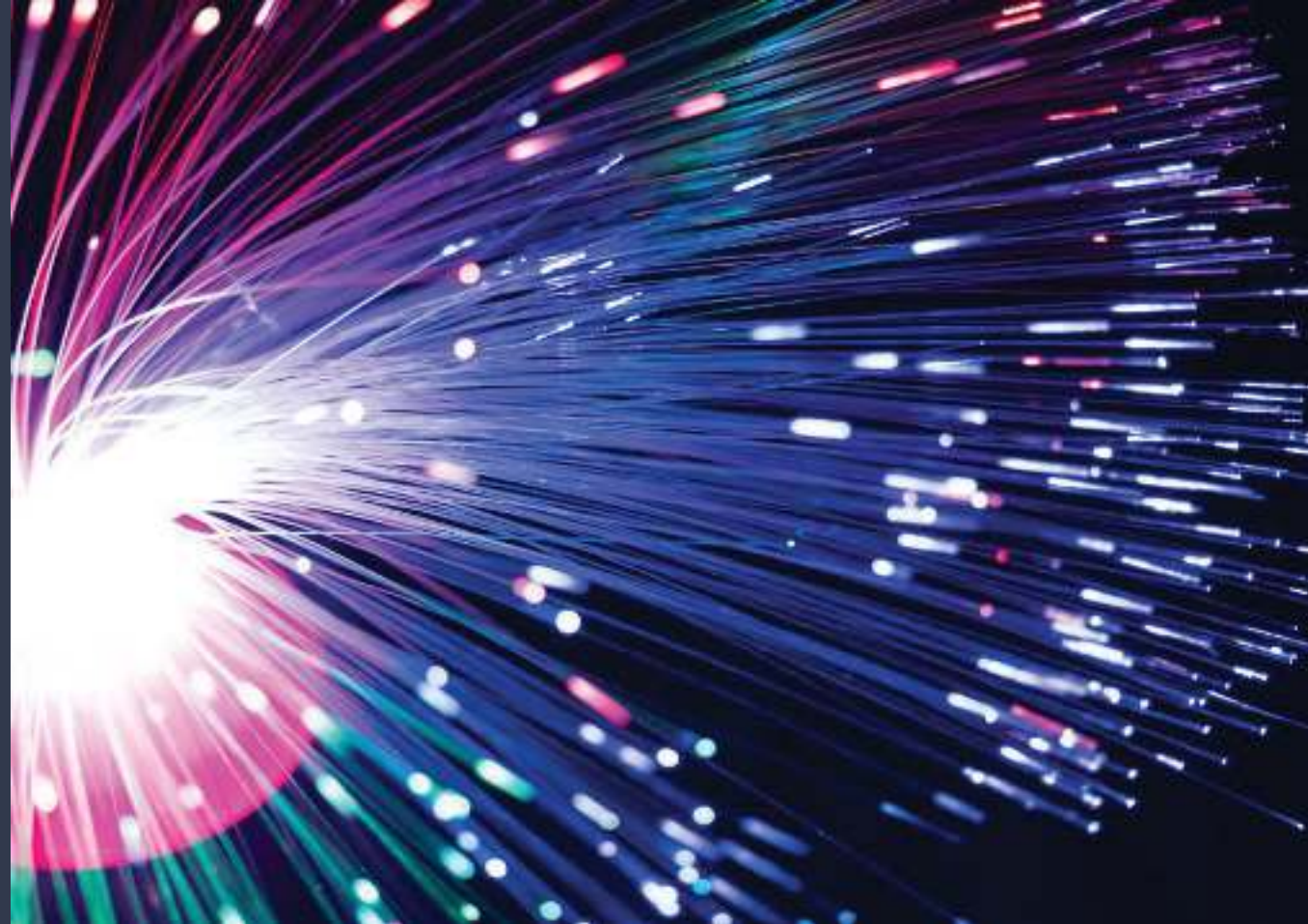
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