

IDIOMA INGLES



Purity
99.89%

The purest natural
Amazonian salt from Peru.

Scan and discover
the origin of
our product."



Amazon Salt

PILLUANA - SAN MARTÍN



EMPRESA:



Pink volcanic rock salt



www.amazonsalt.com



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WHO ARE WE?

Cerro Sal Perú S.A.C. is a Peruvian company dedicated to the artisanal extraction, production, and marketing of **Pink Amazonian Volcanic Rock Salt**, a **100% natural** product of unique origin. With a certified purity level exceeding 99.89%, it is rich in minerals and considered the purest salt in Peru.

We operate in the Peruvian Amazon, in the San Martín region, specifically in the Mishquiyacu Valley (districts of Pilluana and Tres Unidos, Picota province), within the buffer zone of the Cordillera Azul National Park, an area of high biodiversity in the country. We hold a 1,000-hectare mining concession, of which 300 hectares are dedicated to sustainable salt extraction and 700 hectares to environmental conservation, ensuring ecosystem protection and the responsible traceability of our product from its origin.

For over 7 years, we have developed a 100% artisanal mining model that revalues ancestral practices and generates direct and indirect social impact for more than 100 local community families, promoting a solidarity economy, social inclusion, and community strengthening through a dignified and sustainable productive activity.



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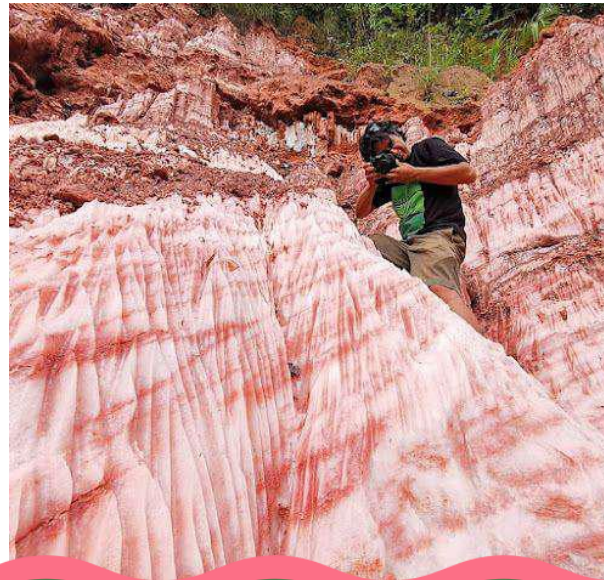




PRODUCTION

In our production process, Amazonian Salt is obtained without the use of any chemical inputs, additives, or artificial industrial treatments, keeping its natural characteristics intact. The extraction, transformation, and conditioning of the product are carried out through minimally processed methods.

Our process involves selecting the purest raw material, which undergoes only a physical transformation from salt gems into various grain sizes (granulometries), respecting the original composition of the salt and the food safety standards required by international markets.



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OPERATIONS

At an operational and industrial level, Cerro Sal Perú S.A.C. has a facility spanning over 2,800 m², where two processing plants operate—each with more than 300 m² of built-up area. These plants are dedicated to processing Amazonian Salt under strict criteria of quality, food safety, and operational efficiency.

Our current production capacity is 80 tons per month (960 tons annually), with an exportable supply of 60% and the potential for scalability based on market requirements. Furthermore, we have a storage capacity exceeding 200 tons, which allows us to reliably and continuously serve the international market.



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NATURAL AMAZONIAN SALT

EXTRA FINE 700G DOYPACK BAG

¡We are a unique product !



“Bring the authentic taste of the Amazon to all your meals”



Ideal for all types of daily dishes: soups, stews, pasta, meats, fish, rice, legumes, salads, fast food, and other culinary preparations.



Pink volcanic rock salt



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NATURAL AMAZONIAN SALT

FINE 700G DOYPACK BAG



Pink volcanic rock salt



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We are a unique product !



“Bring the authentic taste of the Amazon
to all your meals”



Enhances fresh flavors in salads, ceviches, desserts, snacks, fast food, and light preparations, adding a natural touch to your culinary experience.



NATURAL AMAZONIAN SALT

GRILL 700G DOYPACK BAG

¡We are a unique product !



“Bring the authentic taste of the Amazon to all your meals”



Ideal for seasoning and curing meats, barbecues, and fish; providing texture and natural flavor control. Suitable for use in spice grinders and perfect for traditional high-heat cooking.



Pink volcanic rock salt



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SPICY BBQ GRINDER

100 g Glass Jar

“Feel the Amazonian heat in every meal”



A gourmet fusion of **Amazon Pink Salt** with native charapita chili from the Peruvian rainforest.

Spicy BBQ Grinder combines the mineral purity of Amazon Pink Salt with the authentic charapita chili from the Peruvian Amazon, recognized for its intense aromatic heat and exotic flavor.

Its practical portable grinder format allows easy and versatile use, ideal for meats, BBQ, snacks, burgers, pizzas, pasta, and all kinds of meals.

Features:

- Natural blend of Amazon Pink Salt and selected Amazonian charapita chili
- Intense aromatic heat with authentic Amazonian flavor
- Easy to use, practical, and portable
- Ideal for daily cooking, BBQ, snacks, and gourmet food
- Versatile product for multiple culinary preparations
- Free from added chemical additives
- Inspired by Peruvian biodiversity and gastronomy

Differentiator:

Spicy BBQ Grinder transforms an everyday seasoning into an Amazonian gourmet experience, combining flavor, practicality, authenticity, and the true natural heat of the Peruvian rainforest in a single product.



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FDA REGISTRATION – U.S.A.

“Proudly Peruvian with international quality”

Our FDA REGISTRATION is a major recognition of the excellence of our products, reflecting our continuous commitment to the highest standards of quality and safety in the production of our “Amazon Pink Salt”.

This achievement reinforces the confidence that customers can place in the quality of our products, as well as in the integrity and reliability of our production processes.



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CONSUMER PROFILE – SOUTH KOREA MARKET

The Korean market continues to show steady growth in the demand for natural, premium, and minimally processed foods, especially among consumers who value quality, food safety, authentic origin, and healthy well-being.

As an international gourmet ingredient, Amazon Pink Salt stands out for its natural origin, mineral composition, responsible traceability, and artisanal production process, aligning with the latest healthy food, premium cooking, and sustainable products consumption trends.

1. End Consumer in the USA / Healthy, natural, and purpose-driven product,



A. Health & Wellness Lifestyle Consumers

- Consumers focused on physical well-being and healthy eating habits.
- They seek natural, mineral-rich, and minimally processed products.
- They value clean ingredients, natural origin, and the absence of artificial chemicals.
- They pay close attention to product quality, food safety, and international reputation.
- They are willing to pay more for premium foods associated with health and wellness.



B. Premium Gourmet & Food Experience Consumers

- Consumers interested in differentiated culinary experiences.
- They seek imported, exclusive, and high-quality ingredients for gourmet cooking and home dining.
- They value products with unique origin, authentic stories, and exotic characteristics.
- They are attracted to international products linked to nature and sustainability.
- They prefer brands with sophisticated presentation and premium perception.



C. Millennials & Gen Z — Trend Conscious & Sustainable

- Young consumers highly influenced by digital trends and social media.
- They prioritize sustainability, environmental responsibility, and conscious consumption.
- They value brands with purpose, social impact, and community connection.
- They seek authentic, natural, and visually appealing products.
- They are receptive to international products with strong storytelling and cultural differentiation.



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CONSUMER PROFILE – SOUTH KOREA MARKET



D. Health-Conscious Adults / Preventive Consumption

- Adult consumers focused on prevention and balanced nutrition.
- They show increasing interest in reducing the consumption of ultra-processed foods and artificial additives.
- They seek natural foods associated with minerals and healthy lifestyles.
- They review labels, composition, and product origin before purchasing.
- They develop loyalty toward brands that convey trust, safety, and real benefits.



E. HMR & Home Cooking Premium Consumers

- A growing segment driven by the increase in home meals and premium home cooking trends.
- They seek differentiated ingredients to enhance flavor, presentation, and culinary experience.
- They prefer versatile products for meats, fish, salads, BBQ, and gourmet cooking.
- They value practical formats, modern packaging, and products that are easy to use at home.



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CONSUMER PROFILE – SOUTH KOREA MARKET

2. Investor Profile & Strategic Partners in South Korea / Innovation, Premium Market & Sustainable Growth



F. Healthy Food Investors

- They seek products aligned with current dietary and wellness trends.
- They value the sustained growth of the wellness market.
- They require regulatory certifications (FDA) and proven product quality.
- They are interested in export potential and global differentiation.

Motivation:

Profitability + public health as a competitive advantage



G. ESG & Sustainable Business Investors

- Focused on environmental sustainability, social impact, and responsible governance.
- They value production models with environmental conservation and transparent traceability.
- They seek companies with positive impact on local communities and sustainable production systems.
- They prioritize ESG criteria, social responsibility, and international corporate reputation.
- They are interested in brands linked to biodiversity, sustainability, and responsible economy.

Motivation:

Profitability with environmental and social impact aligned with global ESG standards.



H. Strategic Corporate Investors / Food Companies, Retail & Distribution

- Focused on premium food, retail, distribution, and food service sectors.
- They seek innovative products aligned with healthy and gourmet consumption trends.
- They value production scalability, export capacity, and logistics stability.
- They are interested in differentiated brands with potential for premium supermarkets, HMR, e-commerce, and horeca channels.
- They prioritize products ready for commercial expansion within the Asian market.

Motivation:

Commercial expansion, portfolio differentiation, and access to new international premium categories.



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SALES & DISTRIBUTION CHANNELS I

Segmented by consumer type, with a realistic focus on business, retail, and scalability, aligned with the current healthy eating and “real food” landscape.

1. Final Consumer in South Korea / Natural, Premium, and Healthy Product

Consumer Type	Key Channel.	Objective
Health & Wellness Lifestyle Consumers Consumers focused on well-being, healthy eating, and premium natural products.	<ul style="list-style-type: none"> • Healthy Stores & Organic Retail (Olive Young Health, ORGA Whole Foods, Choroc Maeul) • Premium Supermarkets (Shinsegae, Hyundai Food Market, Lotte Department Store Food Hall) • Wellness Online Platforms • Premium Imported Food Stores 	Trust + Premium Quality
Premium Gourmet & Food Experience Consumers interested in gourmet cuisine, international ingredients, and premium culinary experiences.	<ul style="list-style-type: none"> • Gourmet Retail & Department Stores. • Premium Food Halls. • Fine Dining Restaurants • International Hotels • Specialty Gourmet Importers 	Experience + Exclusivity
Millennials & Gen Z — Trend Conscious & Sustainable Digital consumers influenced by trends and conscious consumption.	<ul style="list-style-type: none"> • E-commerce & Mobile Commerce (Coupang, Market Kurly, SSG.com) • Lifestyle Concept Stores • Premium Subscription Boxes • Influencer & Social Commerce 	Brand + Community



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SALES & DISTRIBUTION CHANNELS I

Consumer Type	Key Channel.	Objective
Health-Conscious Adults / Preventive Consumption Adult consumers focused on preventive health and balanced nutrition.	<ul style="list-style-type: none"> Wellness Pharmacy-Retail Premium Supermarkets Nutrition & Wellness Stores Functional Food Retail 	Safety + Health
HMR & Home Cooking Premium Consumers focused on premium home cooking and domestic culinary experiences.	<ul style="list-style-type: none"> HMR Retail Channels Premium Meal Kit Platforms Home Cooking Marketplaces Gourmet Cooking Stores 	Convenience + Gourmet Experience

Amazon Pink Salt presents strong expansion potential within the Korean market thanks to the growing demand for healthy food, premium imported products, gourmet cooking, and sustainable lifestyle products.



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STRATEGIC DISTRIBUTION CHANNELS – INVESTMENT & COMMERCIAL SCALING IN SOUTH KOREA

2. Investor Profile & Strategic Partners in South Korea / Innovation, Premium Market & Sustainable Growth

Consumer / Partner	Consumer / Partner	Consumer / Partner
Investors	<ul style="list-style-type: none"> Specialized distributors in premium and healthy foods: Entry gateway into the healthy food, gourmet retail, and premium imported food market in South Korea. Large retail chains and premium supermarkets (through local distributors): Progressive regional expansion through regulatory compliance, traceability, and logistics stability. Premium e-commerce and mobile commerce platforms: Strategic entry into South Korea’s fast-growing digital channels. 	Scalability + Product Rotation
Corporate / Strategic Partners	<ul style="list-style-type: none"> Premium Food Service & Gourmet: Gourmet restaurants, premium hotels, chefs, horeca, and premium dining channels. Private Label: Development of proprietary product lines for premium retail, healthy stores, and specialized distributors. Strategic alliances with Korean importers and distributors: Commercial expansion focused on volume, premium positioning, and long-term sustainable contracts. 	Volume + Expansion



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STRATEGIC DISTRIBUTION CHANNELS – INVESTMENT & COMMERCIAL SCALING IN SOUTH KOREA

2. Investor Profile & Strategic Partners in South Korea / Innovation, Premium Market & Sustainable Growth

* ADDED VALUE: BULK B2B MODEL / Private Label

For strategic partners, investors, and distributors, we offer bulk sales in **50 kg** bags for companies interested in developing products under their own brand within the Korean market.

This model allows:

- Reduction of logistics and packaging costs.
- Adaptation of brand design and commercial positioning to the target market.
- Rapid expansion into retail, horeca, and e-commerce channels, while developing differentiated premium product lines for the Asian market.

As a guarantee of authenticity and origin, the final product must maintain the “Amazon Pink Salt” origin reference, strengthening its international value and premium positioning.



**EXTRA FINE —
Premium Everyday
Cooking**



**FINE — Gourmet &
Healthy Cooking**



**GRILL —
Premium BBQ**



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POSICIONAMIENTO PREMIUM Y VALOR COMERCIAL – COREA DEL SUR

Amazon Pink Salt is positioned within the premium imported gourmet food segment in South Korea, standing out for its unique Amazonian origin, mineral purity, artisanal process, and value proposition aligned with healthy lifestyle and premium home cooking trends.

The premium Korean consumer shows strong willingness to pay for differentiated imported products, especially those associated with: natural ingredients, wellness, gourmet experience, sustainability, and international quality.



EXTRA FINE —
Premium Everyday
Cooking

Estimated retail price:
USD 12.5 – USD 14.5



FINE — Gourmet &
Healthy Cooking

Estimated retail price:
USD 13.5 – USD 15.5



GRILL — Premium BBQ &
Home Dining

Estimated retail price:
USD 14.5 – USD 16.5

This positioning responds to a market that prioritizes quality, culinary experience, authentic origin, and international products with added value, especially within the gourmet, healthy food, and premium lifestyle product segments.



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MAIN COMPETITORS IN THE SOUTH KOREA MARKET

The Korean premium salt market shows increasing competition from imported gourmet and functional products, where brands positioned in wellness, fine dining, and healthy food stand out. Amazon Pink Salt has a differentiation opportunity thanks to its unique Amazonian origin, natural mineral purity, artisanal process, and value proposition aligned with current healthy food and premium lifestyle trends in South Korea.



1. Himalayan Pink Salt (Pakistan)

Estimated retail price in South Korea:
USD 5–14 / Small and gourmet formats.

- Processing: Mineral salt extracted from rock mines; moderate industrial processing depending on brand and premium grade.
- Flavor profile: Medium – mild mineral taste.
- Environmental impact: “MODERATE”. Intensive mining extraction and large-scale export operations.
- Social impact: Industrial employment generation; limited sustainable community focus.
- Key characteristics: High global recognition as “pink salt”.
- Differentiator: Strong international positioning and massive presence in Korean retail.



Sal Extra Fine



Estimated retail price in South Korea:
USD 12.5–16.5 / Premium 700 g
Doypack format.

- Processing: Artisanal extraction of Amazonian volcanic rock salt, without added chemicals, industrial refining, and with minimal physical intervention.
- Flavor profile: Intense, balanced, and mineral-rich, ideal for gourmet cooking, BBQ, and premium daily use.



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MAIN COMPETITORS IN THE SOUTH KOREA MARKET



Guérande Sea Salt / Sel de Guérande (France)

Estimated retail price in South Korea:
USD 12–25 / Premium gourmet formats.

- **Processing:** Artisanal harvesting through natural sea evaporation.
- **Flavor profile:** Mild – complex – gourmet.
- **Environmental impact:** “LOW”. Traditional production with low industrial intervention.
- **Social impact:** Preservation of artisanal techniques and traditional local employment.
- **Key characteristics:** Premium European gourmet product.
- **Differentiator:** French culinary image and strong association with fine gastronomy.



Salt Fine

- **Environmental impact:** “**VERY LOW + POSITIVE IMPACT**”. Artisanal extraction of volcanic rock salt, without added chemicals, operating within the Amazon region with 700 hectares dedicated exclusively to conservation, protecting biodiversity and sensitive ecosystems. Controlled environmental footprint and origin traceability
- **Social impact:** “**POSITIVE**”. Generates dignified and inclusive employment for vulnerable community families, strengthening local economies, preserving ancestral practices, and promoting sustainable development. Solidarity economy and responsible trade model.
- **Key characteristics:** NaCl **purity 99.89%**, natural iodine and fluoride, minerals (Ca, Mg, K, Fe), free from heavy metals and contaminants.



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MAIN COMPETITORS IN THE SOUTH KOREA MARKET



Maldon Sea Salt (United Kingdom)

Estimated retail price in South Korea:
USD 10–22 / Premium flakes.

- **Processing:** Sea water evaporation and controlled artisanal crystallization.
- **Flavor profile:** Light – clean – gourmet finishing salt.
- **Environmental impact:** “MODERATE – LOW”. Relatively sustainable production with limited processing.
- **Social impact:** Traditional family production and international premium positioning.
- **Key characteristics:** Crunchy flakes for gourmet cooking and fine dining.
- **Differentiator:** Widely used by international chefs and premium restaurants.



Grill Salt

- **Differentiator:** The only Amazonian volcanic pink rock salt with certified origin, high mineral purity, and a production model with positive social and environmental impact
- **Amazon Pink Salt** is positioned above mass-market salts and at the same level or higher than gourmet salts, with an additional advantage that competitors cannot easily replicate:
 - **👉 Certified Amazonian origin + social and environmental impact + laboratory technical support.**



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MAIN COMPETITORS IN THE SOUTH KOREA MARKET

Hawaiian Black Salt / Volcanic Salt (Hawaii, U.S.A.)

Estimated retail price in South Korea:
USD 14–28 / Small gourmet formats.

- **Processing:** Blend of sea salt with volcanic activated charcoal.
- **Flavor profile:** Intense – mineral – exotic gourmet.
- **Environmental impact:** “MODERATE”. Dependence on industrial processes and premium export operations.
- **Social impact:** Primarily commercial and tourism-oriented focus.
- **Key characteristics:** Exotic appearance and strong culinary visual impact.
- **Differentiator:** Premium volcanic concept and differentiated gourmet presentation



Raw Material



* **Amazon Pink Salt** is not only a healthy product; it is a sustainable business model that protects the Amazon rainforest and transforms vulnerable communities into productive participants in the international market.

“We do not add anything,
Nature has already perfected it”



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MAIN COMPETITORS IN THE SOUTH KOREA MARKET



Bamboo Salt / Jukyeom (South Korea)

Estimated retail price in South Korea:
USD 20–80 / Premium functional formats.

- **Processing:** Sea salt roasted multiple times inside bamboo using traditional Korean techniques.
- **Flavor profile:** Intense – smoky – complex mineral taste.
- **Environmental impact:** “MODERATE”. Intensive energy use in repetitive traditional processing methods.
- **Social impact:** Strong cultural connection and association with traditional Korean medicine.
- **Key characteristics:** Associated with wellness, health, and Korean tradition.
- **Differentiator:** Premium functional product with strong local cultural identity.



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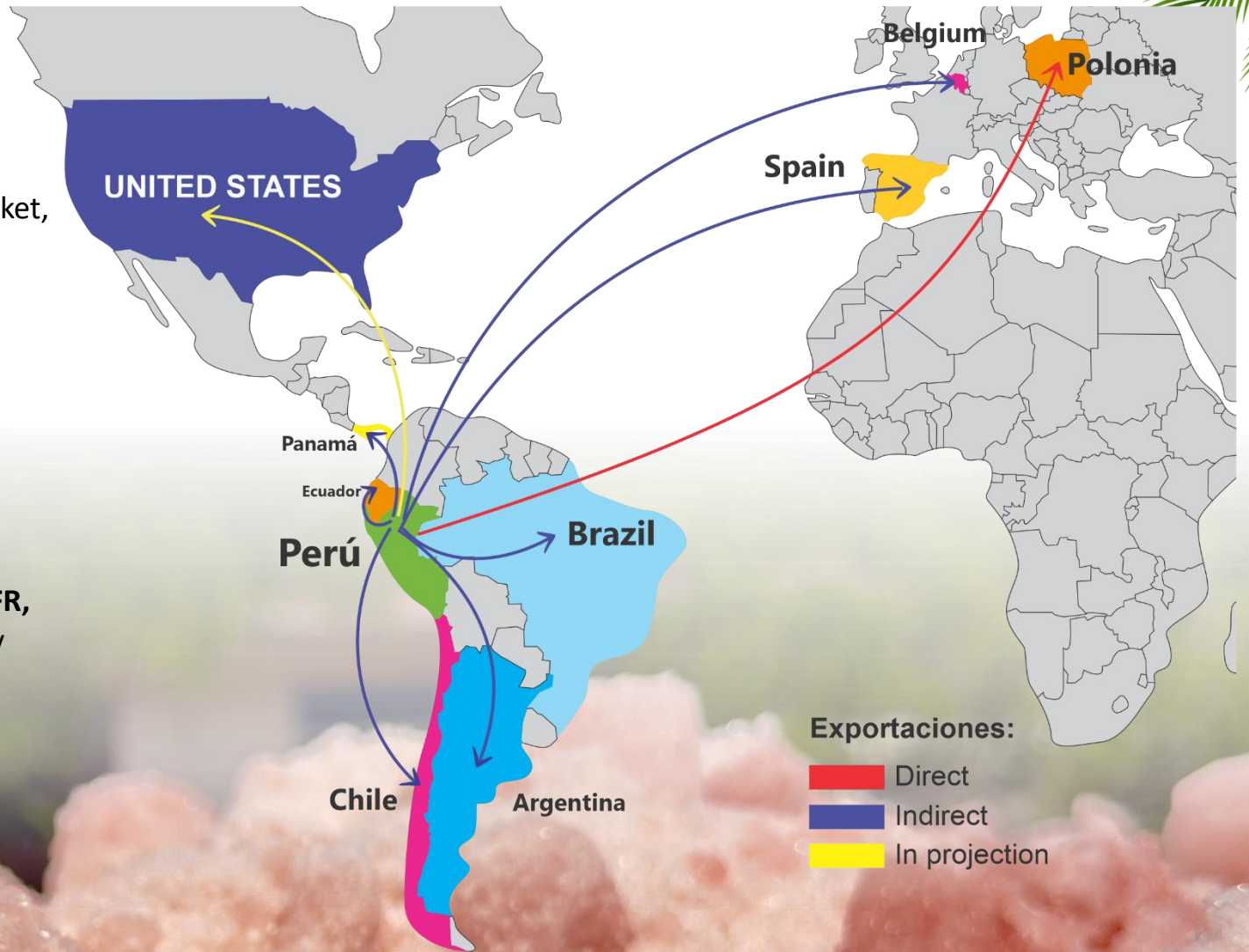


ABOUT OUR EXPORTS

We began our export operations directly to the Polish market, subsequently consolidating our international presence through indirect exports to Belgium, Spain, Panama, Chile, Ecuador, Brazil, and Argentina,

This experience has allowed us to develop a solid and adaptable export operation, backed by real market knowledge, international logistics expertise, and a deep understanding of commercial requirements..

We offer a flexible cost structure under **EXW, FCA, FOB, CFR, and CIF** Incoterms, enabling us to work efficiently with any country and adapt to the specific needs of our clients and strategic business partners.



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Environmental Commitment / Preserving the Heart of the Amazon

Our operation was born and developed in the heart of the Peruvian Amazon, one of the regions with the greatest biodiversity on the planet. As part of our commitment to conservation, we dedicate 700 hectares exclusively to environmental protection, preserving forests, sensitive ecosystems, and natural habitats for wildlife species.

We believe that responsible production means living in harmony with nature. For this reason, we carry out low-impact artisanal extraction, without added chemicals and with respect for the Amazon environment, contributing to biodiversity protection and the preservation of an invaluable natural heritage for future generations.



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Social Commitment / Transforming Communities Through Sustainable Development

More than producing salt, we create opportunities for vulnerable families in the Peruvian Amazon. Our production model generates dignified employment, social inclusion, and local economic development, allowing both men and women to actively participate in a sustainable and responsible value chain.

Through this activity, we contribute to strengthening ancestral practices, solidarity economy, and community growth, transforming natural resources into real opportunities for well-being, identity, and development for the people living in our Amazon environment.



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Why Choose Amazon Pink Salt?



In South Korea, consumers are showing growing interest in natural, premium, and minimally processed foods, prioritizing products associated with wellness, food safety, and international quality.

In a market where more people are seeking authentic, healthy ingredients with reliable traceability, **Amazon Pink Salt** stands out as a differentiated alternative within the **gourmet and healthy food segment**.

More than just salt, it represents origin, nature, and artisanal production. Extracted in the heart of the Peruvian Amazon using traditional techniques and without chemical additives, it preserves its natural mineral composition and responds to new trends in conscious consumption and premium lifestyle products in the Korean market.

Its value proposition combines authenticity, mineral purity, and sustainability — attributes highly valued by consumers seeking healthier and more sophisticated culinary experiences.



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Value Proposition

Our value proposition combines **nature, health, wellness, and sustainability**, offering the market a real and reliable natural ingredient:

- Free of added chemicals and rich in natural minerals.
- 100% natural** origin, with **99.86% purity**, backed by a 2025 physicochemical analysis.
- Healthy and **sustainable product**, aligned with current conscious consumption trends.
- Developed under a social, inclusive, and environmental responsibility model that protects the Amazon and strengthens its communities.



Pink volcanic rock salt

Choosing **Amazonian Salt** means offering your customers a product with real value, clear differentiation, and an authentic story behind it. It is an investment in a brand that responds to new market demands and transforms an everyday ingredient into a more conscious and responsible consumption experience.



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Scan and discover
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 www.amazonsalt.com

**“We are the purest natural salt in Peru, caring for
your health and the planet.”**



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