



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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San Martín
Región



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.



Take care of your health,
choose a natural product.



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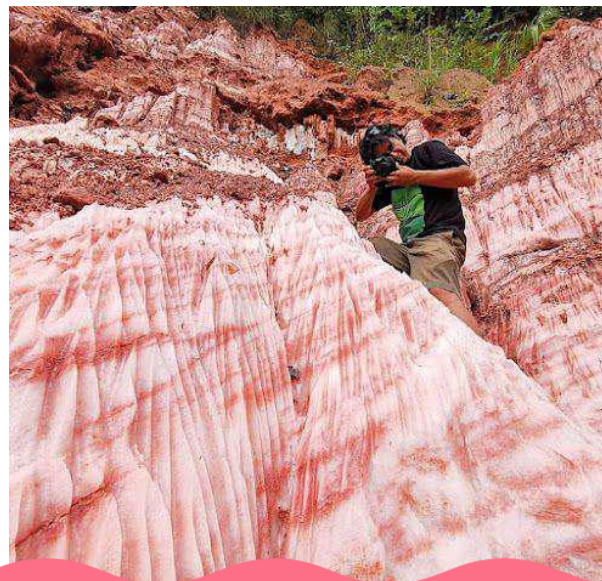
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PRODUCTION

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.



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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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FDA REGISTRATION – U.S.A.

“Proudly Peruvian with international quality”

Our **FDA REGISTRATION** is a significant recognition of the excellence of our products, reflecting our ongoing commitment to the highest standards of quality and safety in the production of our "Amazonian Salt".

This achievement underscores the trust that "Amazonian Salt" customers can place in the quality of our products, as well as in the integrity of the company's production processes.



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CONSUMER TYPES I

Our consumer base in the United States—regarding both the end product and investment opportunities—is currently shifting toward healthier and more conscious consumption options. They prioritize natural, whole, and minimally processed foods, in alignment with the 2025-2030 Dietary Guidelines, while moving away from ultra-processed products and added chemicals.

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



A. Health-Conscious / Well-Being Consumer

- Consumers focused on health and prevention.
- They seek real, natural, and chemical-free foods.
- They value clean labels, minimal intervention, and high nutritional value.
- They trust certifications, quality, and transparency.
- They invest more in products that support a healthy lifestyle.



B. Millennials & Gen Z — Ethical & Sustainable

- Young, conscious, and value-driven consumers.
- They prioritize sustainability, ethical origin, and social impact.
- They prefer brands with history, purpose, and environmental responsibility.
- They get informed through social media, reviews, and influencers.
- They are willing to pay more for natural products with a positive impact.



C. Seniors / Health Risk Aware

- Consumers focused on preventive health.
- Aware of risks such as hypertension, diabetes, and obesity.
- They check labels and avoid highly processed products.
- They prefer natural minerals and less refined foods.
- They develop brand loyalty when they perceive real health benefits.



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CONSUMER TYPES II

2. Investor Profile / Strategic interest, growth, and impact.



d. Healthy Food Investors

- They look for products aligned with current Dietary Guidelines.
- They value sustained growth in the wellness market.
- They demand regulatory certifications (FDA) and proven quality.
- Interested in export and global differentiation.

Motivation:

Profitability + public health as a competitive advantage..



e. ESG Investors (Environmental, Social, and Governance)

- They value environmental sustainability and traceability.
- They seek real social impact in communities.
- They demand transparency and good corporate governance..

Motivation:

Profitability with measurable social and environmental impact.



f. Strategic Corporate Investors (Food companies, large-scale retailers, or distributors)

- Food, retail, and distribution companies.
- They seek brands aligned with regulatory and nutritional trends.
- Interested in scalability, logistics, and barriers to entry.
- They value brands that are retail and e-commerce ready.

Motivation:

Growth, brand positioning, and access to new markets.



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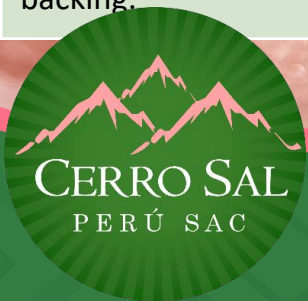


SALES & DISTRIBUTION CHANNELS I

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

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

Consumer Type	Key Channel.	Objective
Health-Conscious / Well-Being Consumer Informed adults with high decision-making power, seeking health, prevention, and quality,	<ul style="list-style-type: none"> • Natural and Organic Stores: Natural Food Stores, Health Food Stores. • Healthy Supermarkets: Natural / Organic / Wellness sections. • Wellness-focused Retail Pharmacy: Pharmacies with nutrition and well-being aisles. • Specialized Health E-commerce: Natural food and wellness marketplaces. 	Trust + Quality
Millennials & Gen Z — Ethical & Sustainable Conscious young people, digitally savvy, sensitive to social and environmental impact.	<ul style="list-style-type: none"> • Direct-to-Consumer (DTC) E-commerce: Proprietary online store. • Digital Marketplaces: Platforms for natural, sustainable, and gourmet products. • Concept / Lifestyle Stores: Stores that combine food, sustainability, and design. • Healthy Subscriptions and Boxes: Food boxes, wellness boxes, eco-boxes. 	Brand + Community
Seniors / Health Risk Aware Consumers oriented toward preventive health, seeking trust and professional backing.	<ul style="list-style-type: none"> • Traditional Supermarkets (with healthy sections). • Retail Pharmacy. • Specialized Nutrition Stores. 	Safety + Health



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SALES & DISTRIBUTION CHANNELS I

Investor / Distribution Channels – B2B & Investment Focus

Consumer Type	Key Channel.	Objective
Investors	<ul style="list-style-type: none"> • Specialized Natural Food Distributors: The gateway to healthy retail in the US (managing “clean label” and wellness portfolios). • Large Retail Chains (via Distributor): Progressive regional entry (requires volume, traceability, and FDA compliance). 	Scalability + Turnover
Corporate	<ul style="list-style-type: none"> • Healthy & Gourmet Food Service: Healthy restaurants, chefs, boutique hotels (exclusive brand positioning). • Private Label: For existing supermarkets or healthy brands (highly attractive for investors due to volume and long-term contracts). 	Volume + Expansion

* ADDITIONAL VALUE: Bulk B2B Model / Private Label

For strategic partners and investors, we offer **bulk sales in 50 kg bags**, aimed at distributors, healthy brands, and retail operators who wish to package the product under their own brand. This model allows our clients to: reduce logistics and packaging costs, adapt the design and brand positioning to their target market, and scale rapidly across retail, food service, and e-commerce channels.

As a guarantee of origin and authenticity, the final packaging must include the designation “**Sal Amazónica**,” strengthening its international positioning.



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RAW MATERIAL



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PROMOTION STRATEGY IN OUR COUNTRY

Our strategy is designed to sell the product, build the brand, and attract investors and distributors simultaneously.

Strategic Element	PERÚ	*Strategy (Recommended)
Objective	Build a brand of origin and national pride. Position as a Peruvian premium healthy salt. Generate commercial traction and validation for export.	Enter as a strategic, healthy, and sustainable product. Capture specialized distributors. Build a solid narrative for retail and investors.
Positioning	Amazonian Salt: A 100% natural ancestral salt that cares for your health and the planet.	“Amazonian Rock Salt – Pure, Natural, Clean Label, Community Driven.”
Target Audience	Urban conscious consumers (Tarapoto, Lima, Arequipa, Trujillo, Cusco, Cajamarca, Chiclayo, Piura). Restaurants, grills, and chefs. Healthy, gourmet, and organic stores. Companies and brands seeking real social impact.	Health-conscious consumers. Ethical and sustainable Millennials & Gen Z. Natural / gourmet retail. Investors and B2B buyers (private label).
Sales Channels	Natural and organic stores. Gourmet stores, restaurants, grills, and boutique hotels. Proprietary E-commerce and local marketplaces. Social media. Institutional sales (sustainable corporate gifts).	Natural product distributors (main entry point). Natural and premium retail. Specialized E-commerce. Healthy / gourmet food service. Bulk sales (50 kg).



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ESTRATEGIA DE PROMOCIÓN EN NUESTRO PAÍS

Strategic Element	PERÚ	*Strategy (Recommended)
Key Message	“Amazonian Salt: more than salt, it is origin, health, and community.” “Peruvian product that protects the Amazon and generates local development.”	“Amazonian Rock Salt – Pure, Natural, Clean Label, Community Driven.”
Promotion Strategy	Tastings in gourmet stores and healthy fairs. Alliances with chefs and grillers (grill salt as the star product). Educational social media content (differences vs. refined salt, laboratory backing, community history). Participation in public/private events, fairs, and business rounds. Visual storytelling: Amazon + families + artisanal process.	Clear technical data sheets (minerals, 99.89% purity). Visual comparisons vs. refined salt. Short social impact stories. Claim: “Not just salt. It’s origin.”
Pricing Strategy	Maintain price; negotiate based on our value proposition without aggressive discounts. Offer bundles (Extra-fine + fine + grill). Price as a signal of quality, not as a barrier.	Prices aligned with the premium healthy market: Extra-fine USD 11.50 – 12.50; Fine USD 12.50 – 13.50; Grill USD 13.50 – 14.50.
B2B / Private Label Strategy	Institutional sales to distribution companies and strategic local alliances.	Bulk sales in 50 kg bags. The client packages under their own brand. Mandatory: Mention of “Sal Amazónica” .



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ESTRATEGIA DE PROMOCIÓN EN NUESTRO PAÍS

Strategic Element	PERÚ	*Strategy (Recommended)
Value for Investors	Brand validation in the local market and building a reputation for Amazonian and sustainable origin	Not just a product, but a natural Amazonian origin platform. Growing market (health + clean label). Real barriers to entry (unique origin, community, environmental conservation, certifications). Authentic ESG..
Final strategic message	"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, transforming an everyday ingredient into a more conscious and responsible consumption experience."	"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, transforming an everyday ingredient into a more conscious and responsible consumption experience."



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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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Why consume Natural Amazonian Salt?

In a world where environmental stewardship, health, and wellness are no longer just options but top priorities, conscious consumers seek natural or minimally processed foods.

In a market saturated with highly processed products and chemical inputs, an increasing number of people are asking: **What am I really consuming?** and **Where does the food on my table come from?**

Faced with this scenario, **Amazonian Salt** stands as an authentic and conscious alternative. It is not just salt: **It is origin, nature, and purpose.**

Our product is born in **the heart of the Peruvian Amazon**, hand-harvested through artisanal methods, free from chemicals and additives. We respect the natural environment while generating a positive impact on local communities



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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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Amazon Salt

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Pink volcanic rock salt

Scan Video



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