

Snowsky Salt debuts new ecological salt products

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Snowsky Salt Industry Group, a Chinese salt production and marketing enterprise, launched a series of new products centred on ecological salt.

The launch event, which was held in Changsha, the capital of central China's Hunan Province, attracted more than 160 representatives from industry associations, enterprises, and institutions such as China Salt Association, China Cuisine Association, the State Information Centre, China National Light Industry Council, Suyan Group, Guangxi Salt Industry Group, etc.

It is learned that the new products cover six series, including "ecological well salt" and "ecological sea and lake salt" and 12 specifications in a bid to meet the diverse needs of different consumers.

At the launch event, Snowsky Salt reached strategic cooperation with JD Super, the supermarket division of JD.com, to exclusively launch the new series of ecological salt products, and meanwhile, signed strategic cooperation agreements with several distributors to jointly boost sales promotion of the new products and promote the high-quality development of the industry.

Established in December 2011, Snowsky Salt owns six nationally designated salt production companies, 16 regional marketing branches and one trade company in China. It was successfully listed on the Shanghai Stock Exchange on March 26, 2018, known as "the first share of China's salt reform."

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