

Press Release

For immediate release

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ORYX desert SALT is named official salt of the South African National Culinary Team

ORYX desert SALT has just been announced as the official salt of the South African Culinary Team for this year's IKA Culinary Olympics.

ORYX desert SALT is arguably one of the purest salts available locally. Naturally crystal white, completely unprocessed, unrefined and sun-dried, this salt is additive and preservative free and contains high levels of trace minerals, which are essential for wellbeing. It is harvested in the Kalahari Desert, 300km from the closest town, and is therefore as pollution free as one can get. ORYX is extracted from an ancient underground brine lake, which is fed by three underground streams, offering a sustainable product.

Culinary Team South Africa is ranked 10th in the world. In October, this national team will be competing in Erfurt, Germany in the oldest and most prestigious culinary competition in the world, the IKA Culinary Olympics.

In preparation for this top international culinary competition, the Team practice for four days a month at the Centre for Culinary Excellence in Johannesburg. Part of the ORYX desert SALT and Culinary Team South Africa partnership is a steady supply of salt, one of the most vital ingredients in any chef's armory.

"This salt is of an incredibly high quality and has an exceptional taste, which really enhances and enriches the flavour of our food," says HD Fraser, Senior Team Captain of Culinary Team South Africa. "This makes it a perfect partner as we prepare for the Olympics." Fraser adds.

Says Samantha Skyring of ORYX desert SALT: "Not only is this salt delicious - it is 100% local, and harvested from a completely renewable resource. The salt pan is in a remote and pristine area so this pure product will be the perfect finishing touch to give the team their win at the Olympics."

Hi-res photographs are available [here](#). ORYX desert SALT can be found online at <http://oryxdesertsalt.co.za/> and on [Facebook](#) and [Twitter](#).

Issued by Firestarter on behalf of ORYX desert SALT.

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