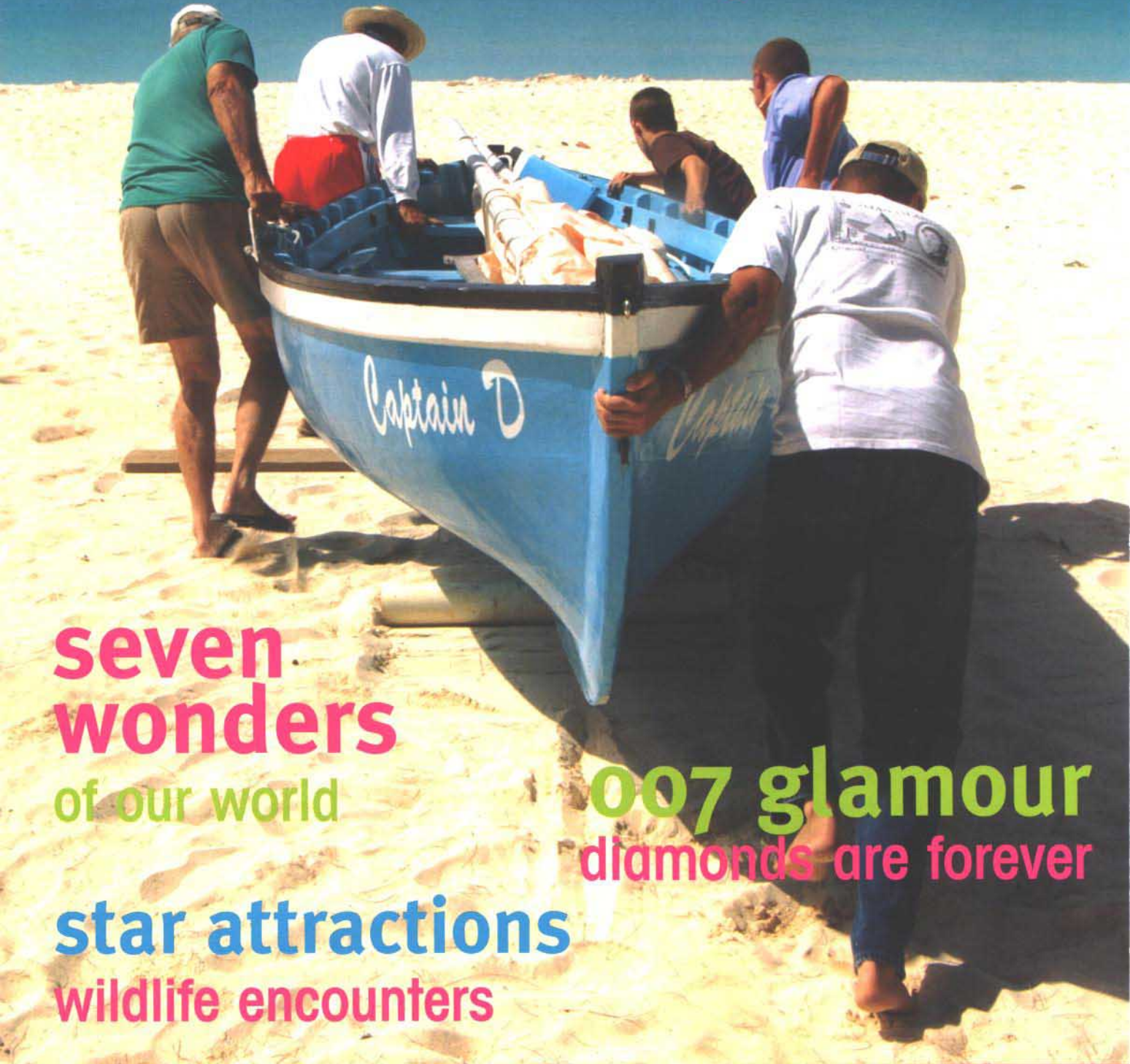


Destination

cayman 2007



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Cayman
SEA SALT®

salt of the earth

Sea salt from Cayman makes a novel – and delicious – souvenir

Two of Cayman's most appealing attributes – a pristine coastline and an abundance of sunshine – have been harnessed to produce a local sea salt, following years of research into production methods that would prove to be feasible in Cayman. During the research in 2004, Hurricane Ivan hit these islands. The results were catastrophic. There were shortages for the first time in recent memory, prompting awareness of the importance of developing local resources.

Further research followed, including some backyard experiments with small pans to determine rates of evaporation, and in August 2005, a sea farm was established with the generous help of the Scott brothers on land at Tarpon Springs in Breakers.

The production of Cayman Sea Salt works

like this: large aquaculture tanks are filled with sea water to solar-evaporate to a concentrated salinity level which produces brine. The brine is then transferred to shallow trays which are placed in specially designed tables to keep the salt as clean as possible. Through the natural process of solar evaporation, the crystals start to form. Crystallization time varies depending on the weather, humidity and other factors. Once the crystals have formed, the sea salt is hand-harvested and dried before packaging.

Cayman Sea Salt is committed to the environment and, as a matter of policy, adopts eco-friendly practices. Neither fuel nor electricity is used for the evaporation, concentration or harvesting of the sea salt. Purity of the product is also a priority and steps have been taken to eliminate any

contamination or pollution. Cayman Sea Salt is registered with the Food and Drug Administration.

Cayman Sea Salt was launched in September 2005. Since then, many requests from customers have led to the introduction of a luxury bath salt, a popular gift item. The Ritz Carlton uses Cayman Sea Salt in two of their excellent restaurants, and the Silver Rain Spa offers a relaxing Salt Glow treatment. Cayman Sea Salt is also currently on sale at the Craft Market at George Town waterfront; Red Sail and Ritz Carlton Hotel gift shops; several airport shops; The Wine Cellar, Galleria Plaza; Leritas Gift Shop on Fort Street; Foster's at the Strand; Kirk Supermarket; Pure Art; National Museum; Pedro St. James and Botanic Park gift shops; Brac Reef Hotel gift shop.