

Sal

ANCIENT ROCK SALT

From the Heart of the Himalayas
To the World

A 4th generation family business · Partnership Overview 2026

OUR STORY

Four generations of Himalayan salt heritage.

Sal — Ancient Rock Salt is a family-run business operating in the foothills of the Himalayas in Pakistan, where some of the world's purest pink salt deposits formed over 250 million years ago.

For four generations, our family has been mining, refining, and crafting Himalayan salt into products that serve homes, kitchens, farms, wellness studios, and supplement brands across the globe.

What started as a single mining operation has grown into a fully vertically integrated company with offices in Pakistan, the United States, and a distribution partner in the European Union — from the source rock to the finished consumer good, all under one roof.

"100% pure Himalayan rock salt — one of the most mineral-rich natural products on earth."

4

GENERATIONS

250M+

YEARS OF
FORMATION

3

CONTINENTS
SERVED

5

PRODUCT
CATEGORIES

10

CERTIFICATIONS

100%

PURE ROCK SALT



THE SOURCE

Pure pink salt, mined from the world's oldest deposits.

Our salt is hand-extracted from the Himalayan range in Pakistan — home to the largest and purest pink salt reserves on the planet, formed over 250 million years ago.

Naturally rich in over 80 trace minerals, untouched by modern pollution, and free from chemical processing or additives.

From a single rock, an entire portfolio is born.

One source. Five product worlds.

From the same Himalayan rock, we craft a full ecosystem of products — covering culinary salt, organic spices, animal nutrition, wellness, and premium supplements.



01

Pure Salt & Culinary

Fine, coarse, blocks, grinders — retail and bulk. Pack sizes from 0.45 kg to 11.3 kg.

PRODUCTS

ALL ORGANIC AND PACKAGED



02

Organic Spices & Foods

20+ SKUs of organic spices, pastes, seeds, and dried fruits — food-grade packaged.

One mine. Endless products.

The Sal retail line — Himalayan pink salt, every format.



Fine Grade

Everyday seasoning salt for table and kitchen use.

Coarse Grade

For grinders, finishing, and rubs over your favourite foods.

Eco Packaging

Recycled-material kraft pouches and PET-recyclable jars.

Private Label

Custom branding, formats, and sizes available on request.

Two grades, four packaging styles.



Fine · 2 kg Jar

Premium PET jar with full certification panel for retail shelves.



Coarse · 2 kg Jar

For grinding over food — same premium retail jar format.



Fine · 0.9 kg Eco Pouch

Recycled kraft pouch — Halal, Vegan, Kosher, 100% Natural.



Coarse · 0.9 kg Eco Pouch

Same eco kraft format — for natural-segment retail and refills.

Salt formats & capacities for every channel.

From single-serve grinders to 25 lb wholesale bags — Sal supplies the same pure pink salt in the format your channel needs.

STAND-UP POUCH

0.45 kg

Retail-shelf ready, eco-friendly

STAND-UP POUCH

0.9 kg

Family pack, refill-friendly

PILLOW / FLAT POUCH

800 g

Compact format for slim shelving

BAG POUCH

11.3 kg

Bulk & HORECA channel

PLASTIC PET GRINDER

0.45 kg

Built-in grinder, table-ready

PLASTIC PET SHAKER

0.45 kg

Everyday kitchen shaker

SQUARE PET JAR

2.2 kg

Bulk pantry & food-service

PREMIUM JAR

2.0 kg

Full-certification retail jar

20+ organic spices, pastes & dried foods.

Sourced worldwide and packaged to food-grade quality. Available in retail and bulk formats — alongside our pink salt range, all from a single supplier.

Pomegranate Seeds	Fried Onion	Red Chilli Paste	Green Chilli Paste	Tamarind Paste
Ginger Paste	Ginger Garlic Paste	Garlic Paste	Papaya Paste	Sesame Seeds
Cumin Seeds	Coriander Powder	Turmeric Powder	Apricot Kernel	Dried Mulberry
Pink Fine Salt	Pink Granular (2-5mm)	Fennel Seeds	Saffron	Dried Apricot

All Organic

Sourced from certified organic suppliers, packaged in food-grade quality.

Retail & Bulk

Available in consumer pack sizes and wholesale quantities for re-packing.

Single Supplier

Combine spice and salt orders to reduce shipping and consolidate sourcing.

Internationally certified at every step.

Sal products carry the certifications required to enter — and stay in — the world's most demanding retail and food-service channels.

HACCP FOOD SAFETY	ISO 9001 QUALITY MGMT	ISO 22000 FOOD SAFETY MGMT	ISO 14001 ENVIRONMENTAL	GMP GOOD MFG PRACTICE
HALAL CERTIFIED	KOSHER CK CERTIFIED	ORGANIC CERTIFIED	VEGAN PLANT-BASED	NON- GMO VERIFIED

Food-Grade

All packaging and processing meets international food-safety standards.

100% Natural

No additives, no anti-caking agents, no chemical processing — ever.

Eco Packaging

Recycled materials and recyclable PET across our retail line.

A fully vertically integrated supply chain.

We control every step — meaning consistent quality, flexible MOQs, and faster lead times for our partners.

01

Mining

Hand-extracted from our family-operated Himalayan mines in Pakistan.

02

Processing

Crushed, milled, and shaped in-house — from blocks to powder, spheres, and licks.

03

Formulation

Blended with botanicals, essential oils, and Shilajit extracts for finished consumer goods.

04

Packaging & Export

Branded retail packs, white-label runs, and bulk export — shipping to 3 continents.

What sets us apart.

Authentic Source

Direct ownership of mining operations in the Himalayan region — no middlemen, no compromise on origin.

Five Categories, One Supplier

Salt, spices, animal nutrition, wellness, and Shilajit — simplifying procurement and consolidating shipments.

Private Label Ready

Custom branding, packaging, and formulations — flexible MOQs for emerging and established brands.

Family-Run Quality

Four generations of expertise and reputation — every order carries our family name.

Internationally Certified

HACCP, ISO 9001, ISO 22000, ISO 14001, GMP, Halal, Kosher, Organic, Vegan and Non-GMO certifications.

Three-Continent Operation

Pakistan production, US office, and EU distribution partner — easy to engage, anywhere in the world.

Operating across three continents.

A Pakistan-based manufacturer with a dedicated EU distribution partner — ready to serve buyers in any time zone.

EUROPEAN UNION

EU Distribution

TW Consulting & Trade Ltd.

Town's End, Block D/ office 2 Triq L-Izbark Tal-Francizi, Mellieha, MLH 4100 MALTA

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LET'S BUILD TOGETHER

Sal — Ancient Rock Salt

"From the heart of the Himalayas, we'd love to work with you."



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