

Veendam, November 13, 2023

Nedmag launches new brand and new product at Food Ingredients Exhibition

During this year's Food Ingredients Exhibition on November 28, 29 and 30 in Frankfurt, magnesium producer Nedmag will launch a new brand and a new product. The new product Magnesium Chloride Food Grade Crystals is part of the new brand Pure Health & Earth. With this product Nedmag intends to actively contribute with a solution to the World Health Organization's call to consume less sodium.

Salt reduction & magnesium enrichment

With the Pure Health & Earth brand, Nedmag is focusing on both salt reduction in food as well as on magnesium enrichment in food and health applications. Reducing sodium and enriching products with magnesium is possible in applications such as cheese making, bakery and the processing of meat and fish. Adding magnesium has many benefits. It will reduce kneading times in bakery applications and will enhance the texture benefit the taste when making cheese. In meat and fish applications we've found that a salt reduction of up to 50% can be reached.

Earlier this year, Nedmag has already launched a magnesium-enriched cheese called Veendammer under the Pure Health & Earth brand in collaboration with cheesemaker Slob. What makes the Veendammer unique is that the sodium in the cheese has been partially replaced with magnesium.

Health benefits

Magnesium has a positive effect on the health of the human body. Among many other things, magnesium contributes to maintaining strong bones and strong muscles. Veendammer cheese contains 120mg of magnesium per 100 grams of cheese which contributes to 32% of the recommended daily intake of magnesium.

Pure Health & Earth

The Pure Health & Earth brand finds its origin in the extremely pure magnesium salt deposits, 1600 meters below Veendam in the Dutch province of Groningen. With this natural pure source of purity, Nedmag adds value to the health of humans, animals, crops and the planet.

Food Ingredients Exhibition

The Food Ingredients Exhibition is the largest of its kind. Nedmag and Pure Health & Earth can be found at stand 3.0J63.

Note to editors

For questions about sodium reduction with magnesium chloride and for magnesium enrichment, please contact Annemarie Huisman, Product Manager at Nedmag at a.huisman@nedmag.nl or 06-53226445.