



12/20/2018
FOR IMMEDIATE RELEASE

Stephanie Tomatis
PR/Marketing Director
828.210.9188
Stephanie@selinanaturally.com

42-year-old Celtic Sea Salt® company opens distribution in Western and Central Africa

Celtic Sea Salt® brand is making its mark all over the world through its Global Whole Food Product Reach Initiative now into Africa to introduce natural products to an up and coming "healthier" minded consumers.

"After more than 40 years being one of the leaders of packaging and distributing the Celtic Sea Salt® in the USA, we are getting frequent global requests to get our branded sea salt in more countries; the latest distribution we are excited to announce is Africa." – CEO, Selina Delangre

Atramexco Ltd is a distribution company with more than 16 years of experience in trading with cosmetic, food and medical products in Western and Central Africa. "We are a passionate, disciplined and well-organized company; we have been providing our customers with high – value products for more than a decade" explains Atramexco's spokesperson for their distribution success in Africa. The Celtic Sea Salt® family business had the opportunity to meet with Atramexco through their global expansion manager, Papa Fall, while visiting Senegal.

After few email exchanges formulating a common intention to introduce healthier food products in emerging markets, Celtic Sea Salt® and Atramexco Ltd are now proud to empower African customers by providing the broadest suite of products and service and deepest range of experience for healthier food choice. Atramexco is constantly reshaping and expanding their product portfolio to respond to the changing tastes of today's African consumers; this is how during their research they found and read the features and benefits of the Celtic Sea Salt® brand.

These products are now available and distributed in the Democratic Republic of the Congo; many African countries are fast developing and very demanding to new interesting and healthy products. The people in Africa are more conscious of the healthy food trend and they want to try new quality products.

Celtic Sea Salt® the original sea salt brand is a natural pioneer spirited enterprise which believed early on offering healthier food choice to the consumers and is again being a pioneer in the sea salt industry by paying close attention to a continent with huge potential and home to more than 1 billion people striving for a more well balanced lifestyle.