



GLAMORGAN SPRING BAY
COUNCIL

Vicary Street,
PO Box 6 Triabunna 7190
Ph: 6256 4759 Fax: 6256 4774

MEDIA RELEASE

From: Mayor Bertrand Cadart
Organisation: Glamorgan Spring Bay Council
Contact details: Mayor Bertrand Cadart
Subject: Gourmet sea salt to be produced on Tasmania's East Coast
Date: 13/12/13

For immediate release -

The Mayor of the Glamorgan Spring Bay Council, Bertrand Cadart, is pleased to announce the council's approval of the establishment of Tasman Sea Salt on the East Coast.

The business is being established by Alice Laing and Chris Manson who have recently returned from living in the UK. Bringing their overseas business backgrounds and skills, they will now focus on building and operating Tasman Sea Salt.

Mayor Cadart said it was a fantastic outcome.

"This is exactly the type of business I am passionate about seeing established in Tasmania and what better place for a gourmet, high quality sea salt business than the East Coast with our pristine coastal waters," Mayor Cadart said.

"Enterprises such as this are so important to our local economy and are vital in helping to build our reputation for the finest quality food products. A sea salt business could not be more authentic or true to place than on our beautiful East Coast and located in the Little Swanport region with its intriguing history of colonial salt works."

As many locals are aware, the coastline at Little Swanport, just 20 minutes north of Triabunna, was the site of salt works established in the 1830s and hence *Saltworks Road* is the enduring reminder of this early colonial enterprise. In the early years of Van Diemen's Land it is widely documented that salt was a commodity eagerly sought after for the preservation of food and hides and as a raw material for items such as soap and earthenware. It was an essential ingredient for colonial life.

Today, high quality gourmet sea salt is an essential ingredient for chefs and lovers of fine food worldwide, and no one knows the benefits and superior taste of gourmet sea salt better than Mayor Cadart with his colourful French heritage and taste buds.

"In my country of origin France, there are the famous salt marshes of Brittany that stretch along the coastline and for centuries salt workers have been the heirs to and guardians of a unique and very traditional salt production technique that produces the finest artisan salt in the world, such as Sel de Gu erande. I would love to be able to facilitate an exchange of knowledge and skill between Tasman Sea Salt and the Salt Workers of Brittany, just as has happened between the wineries on the East Coast of Tasmania and the wine making regions of France," Mayor Cadart said.

"Operations such as Tasman Sea Salt also have future visitor discovery opportunities with people more and more seeking to understand and experience first-hand the origin of the products they eat

and drink – people want to know how they are made and the story of the people and place in which they are made. As human beings we are seeking a return to authenticity and quality in what we experience and consume.

“We are so lucky that Tasmania’s East Coast has this in spades and I congratulate Alice and Chris for embarking on this wonderful venture of gourmet sea salt from the East Coast of Tasmania. I wish them all the very best for the future. ”

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For more information please contact Mayor Bertrand Cadart. Phone: 0407 511 454