









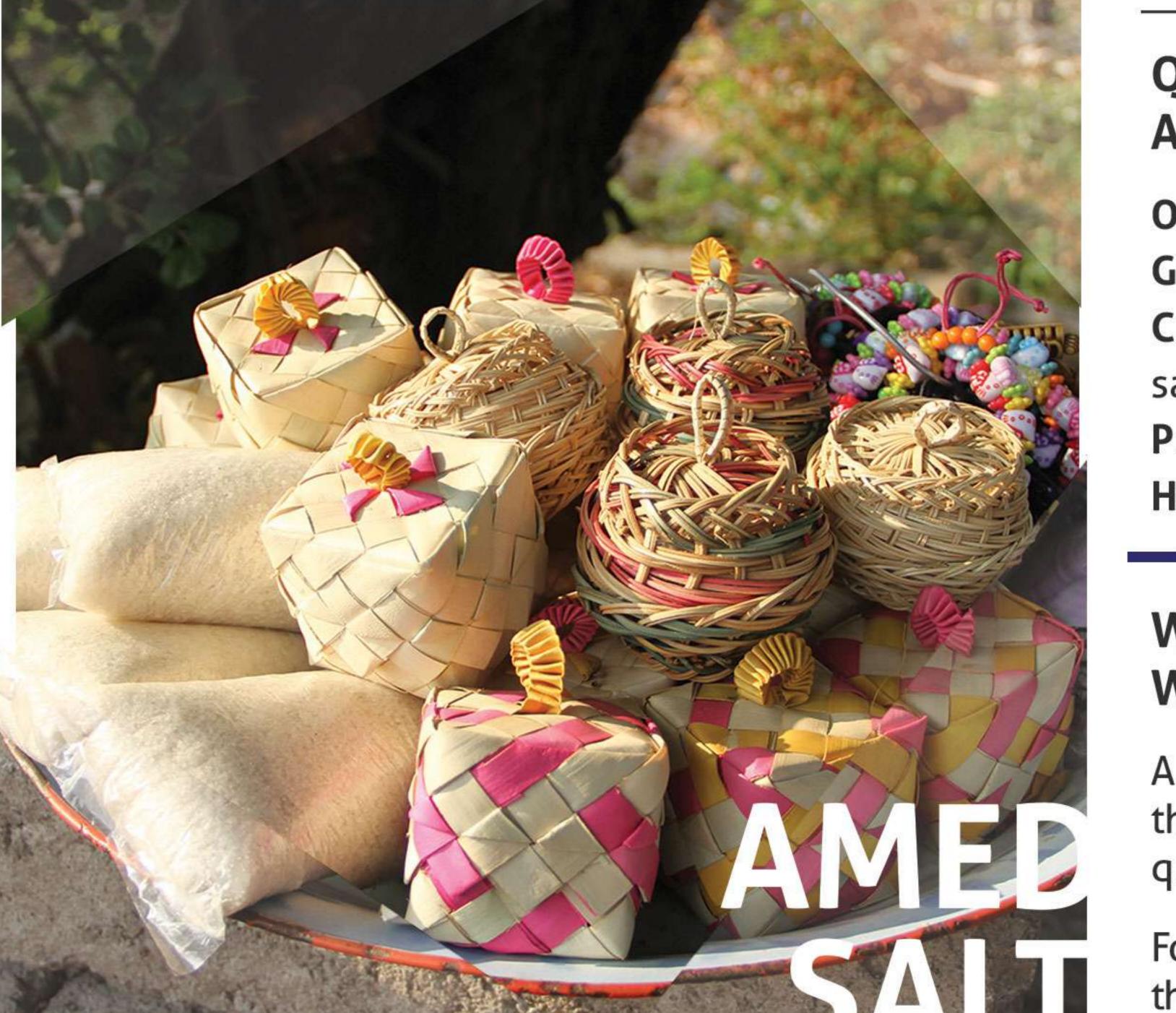


THE COAST OF NORTHEASTERN BALI



RECIPE FROM THE KINGS





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Quick facts about Amed Salt (GI)

Origin: Amed, Bali (Indonesia) GI protected since: 2015

Current annual salt production: 15 – 20 tons regular

salt and 200-300 kg fleur de sel

Producers: 20 families in Purwakerthi village

Harvest season: June to September

What is a Geographical Indication (GI)? What does it serve?

A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin.

For the consumer, a GI is a logo on local specialty products that guarantees that this product is authentic, original, of high quality, and produced in a specific region and according to specific rules. It also guarantees that the origin and quality is regularly controlled.

Amed Salt -A Recipe from The Kings, Praised by Experts

It is said that in the 16th century, the Balinese kings requested their salt to be produced in a certain way to make it more aromatic but less bitter. Thus Amed Salt was born. Seawater from the coast of northeastern Bali was harvested, filtered through a bamboo-made funnel filled with clean and salty sand and then dried in a trough made from the trunk of a coconut tree under the hot Balinese sun during the dry season. The result is the crystal-like Amed Salt accumulating at the bottom of the trunk and the more sophisticated Amed



From The Beaches of Bali to High - End Supermarkets in Jakarta - and Soon Abroad?

Being of high quality and having a distinctly local character and a unique way of production, Amed Salt was found to be suitable as a GI. The producers of Amed Salt - with support of the Indonesian - Swiss Intellectual Property Project (ISIP) - therefore engaged in registering Amed Salt as a GI, forming a Producer Association, popularizing Amed Salt through the media, and in other market access activities.

Meanwhile, Amed Salt has considerably gained in popularity as major newspapers, TV channels and blogs spread the news of this traditional, high quality salt. Consequently, more consumers are interested in buying Amed Salt, which boosted the interest of buyers to purchase and sell it in high-end shops in Jakarta.





Salt fleur de sel settling on top. The equipment, made of natural ingredients, and the way of production has not changed to this day. Its quality is recognized internationally and has been praised by French specialty salt producers.











