



## Sal de Gusano

Aegiale Hesperiaris Larvae (Worm Salt)

**Package Size:** One Pound

**Serving Size:** A Pinch

**Shelf Life:** 6 - 12 Months sealed and resealed

### Sal de Gusano | Authentic Mezcal Salt

Enjoy a copita of Mezcal with a pinch of Sal de Gusano sprinkled on fresh orange slices for an authentic and traditional Mexican experience.

Sal de Gusano translates to Worm Salt. It's made using "worms" (*actually moth larvae*) that grow in the agave plant. The same plant used to make Mezcal.

Sal de Gusano is the traditional Mezcal salt and since Mezcal is trending here in the United States, worm salt is trending as well. Yes, worm salt. Sometimes the more outrageous something is, the more attention it gets. It's unusual and unexpected. People will talk about and post online about their "worm salt" experience. Sal de Gusano creates conversation. Good old-fashioned word of mouth advertising with a social media update.

**Sal de Gusano is a Smokey, Savory Salt made with Sea Salt, Moth Larvae (worm) and Chili.**

Touting Sal de Gusano as Mezcal salt may overshadow its culinary value. Innovative chefs are using Sal de Gusano to add an exotic flavor to dishes that never fail to impress.

A pinch of Sal de Gusano intrigues customers and makes it nearly impossible for them to answer the question "what is that flavor?".

**Sal de Gusano, a food of the Aztecs, has finally been discovered here in el Estados Unidos. Today, customers can experience traditional Mexican Entomophagy.**



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