

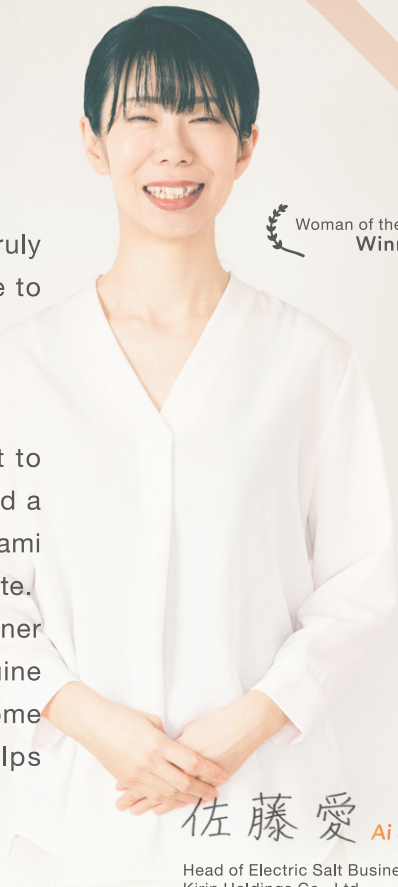
Developer's Vision –How the Idea Came to Life



Creating a salt-reduction experience that's enjoyable, sustainable, and enriching family dining.

"I want people to be able to eat the foods they love. I want them to truly enjoy their meals. No matter their circumstances, I want everyone to savour flavourful food as much as possible."

These wishes inspired the creation of Electric Salt. A low-salt diet is essential for good health, but it can be difficult to maintain when food starts to taste bland. That's why we developed a technology that uses gentle electric currents to enhance salty and umami flavours—making healthy eating more enjoyable without sacrificing taste. It is my hope that families sharing lively conversations around the dinner table, as well as anyone mindful of their health, can experience genuine happiness through flavourful, healthy meals. If Electric Salt can become an everyday tool that supports fun, healthy eating habits and helps address public health issues, it would be a dream come true.



Woman of the Year - 2025 Winner

佐藤 愛 Ai Sato

Head of Electric Salt Business Division, Kirin Holdings Co., Ltd.

*Affiliation, photo and content are as of the time the pamphlet was created.

Customer Voices

"Not only was the saltiness enhanced, but the overall aroma was stronger, with a nice sense of depth and complexity. When I compared it to eating with regular chopsticks, the difference was so striking it was almost funny."

Male, 30's

"It turned out to be a great gift for my father!"

Male, 30's

"Even with mildly flavoured dishes, I can now taste the saltiness, and mealtime has become more enjoyable!"

Female, 50's

"I've become more conscious of my health."

Female, 30's

*We have selected and featured some particularly positive comments from the customer feedback survey for the Electric Salt Spoon (ES-S001).
*Of the 849 respondents to the survey, approximately 47% answered "satisfied" or "somewhat satisfied," 28% answered "neutral," and 25% answered "somewhat dissatisfied" or "dissatisfied."
*Experiences may vary between individuals. Additionally, perceptions may differ depending on the type of food.

Recommended Recipes

We'd like to introduce some recommended recipes that will make you say, "Ah, delicious," and bring you joy when using Electric Salt. Once you've got the hang of them, feel free to experiment and put your own twist on things!



Rice with "ankake" sauce.



Minestrone soup



For more recipes, scan the QR code



Kirin Electric Salt Customer Support Centre

For detailed information or inquiries about the product, please contact us using the following:

TEL 0120-110-293

Toll-free support line, available 9:00 AM - 5:00 PM (excluding weekends, public holidays, and year-end/New Year holidays)

MAIL support@electricsalt.shop.kirin.co.jp



Electric Salt
Bringing you happiness and deliciousness.

Electric Salt official online store

Joy brings us together
KIRIN



Electric Salt

Bringing you happiness and deliciousness.



Electric Salt Spoon / Cup

The Electric Salt Devices are tableware designed to help reduce salt intake using the power of gentle electric currents to enhance* the natural saltiness and umami flavours of your food.

*Experiences may vary between individuals. Additionally, perceptions may differ depending on the type of food.



Award History*



ADFFEST 2025
INNOVA LOTUS (Innovation for Humanity) |
INNOVA LOTUS
SUSTAINABLE LOTUS (Social: Health &
Well-Being category) | Bronze Award



ALL JAPAN CONFEDERATION OF CREATIVITY

2024 64th ACC TOKYO CREATIVITY AWARDS
CREATIVE INNOVATION Category | ACC
Bronze Award

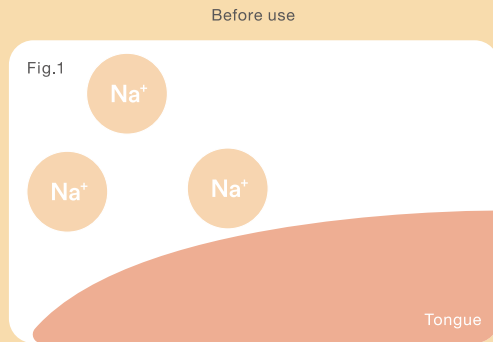


The 6th Japan Open Innovation Prize
Science of Japan President's Award

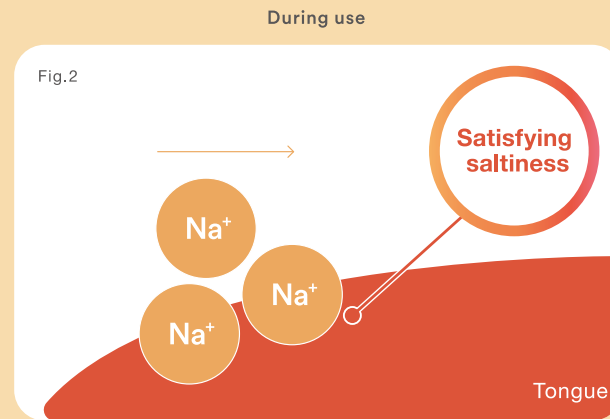
*Electric Salt Spoon (ES-S001) Award History

How we perceive saltiness

*The diagram illustrates one part of how Electric Salt works.



The ions that form the basis of salty taste are dispersed.



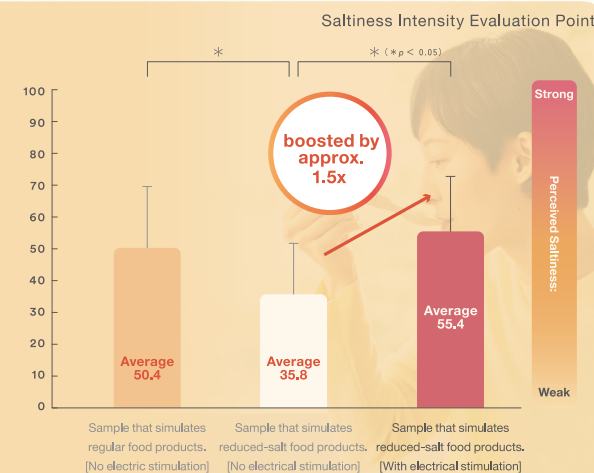
Gentle electric currents control the movement of the ions.

There are various mechanisms by which Electric Salt enhances saltiness*, one of which involves controlling the movement of taste-related particles called ions. In a typical meal (without using Electric Salt), sodium ions (Na⁺)—which are responsible for salty flavor—tend to disperse throughout the mouth in a scattered manner, meaning some of them may not be detected by the tongue (see Fig. 1). Electric Salt works by directing a gentle electric current through the food which pulls these dispersed sodium ions toward the tongue, where they are more likely to be sensed. As a result, Electric Salt intensifies the taste and umami of reduced-salt foods (see Fig. 2).

*Experiences may vary between individuals. Additionally, perceptions may differ depending on the type of food.

With the power of electricity,
reduced-salt foods taste 1.5 times*¹ saltier.

A salt-reduction support device that
enhances the taste of reduced-salt foods by
approximately 1.5 times*¹, using unique
electric current waveform technology.*²



*¹ Results are based on a study that measured changes in perceived saltiness in a sample with 30% reduced salt content in comparison with a standard food sample. The test was conducted using a container equipped with Electric Salt technology (electric current 0.1–0.5 mA). A total of 31 men and women, aged 40–65, who currently follow or have previously followed a reduced-salt diet, evaluated the saltiness of the samples. Of these participants, 29 reported that the 30% reduced-salt sample still had a strong salty taste.

*² Company News Release on Monday, April 11, 2022: “World’s First! Salty Taste Increased by Approximately 1.5 Times Using Electric Stimulation Confirmed”

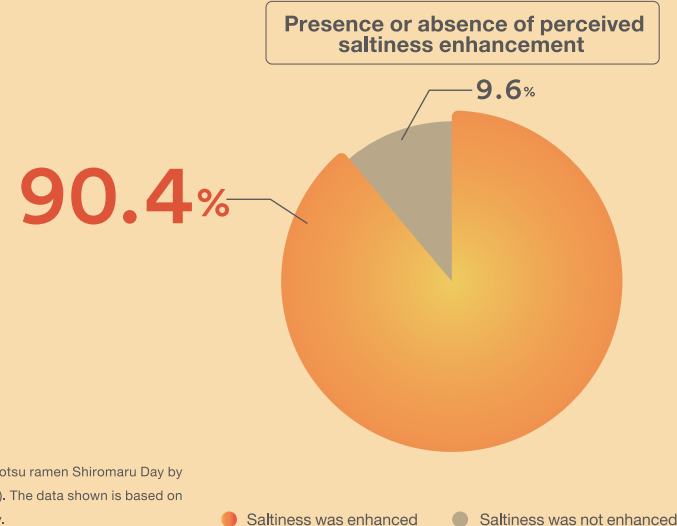
Perception of saltiness enhancement

Over 90% of participants
responded that “the salty taste
was enhanced”.*

*Experiences may vary between individuals. Additionally, perceptions may differ depending on the type of food.

*We jointly developed a reduced-salt ramen, Gen-en Shiromaru Motoaji, by reducing the salt content of Ippudo’s tonkotsu ramen Shiromaru Day by 30% and served it with the Electric Salt Spoon (ES-S001). It was sold for a limited period of four days (December 2024). The data shown is based on responses from 229 participants out of the 399 people who experienced the event and voluntarily completed the survey.

***“Enhanced” refers to the combined total of respondents who answered: “Enhanced more than expected,” and “Enhanced but less than expected.”



Electric Salt Product Lineup

The effect is produced when a pathway is formed for electric currents to flow during eating!

With rice or
noodles!

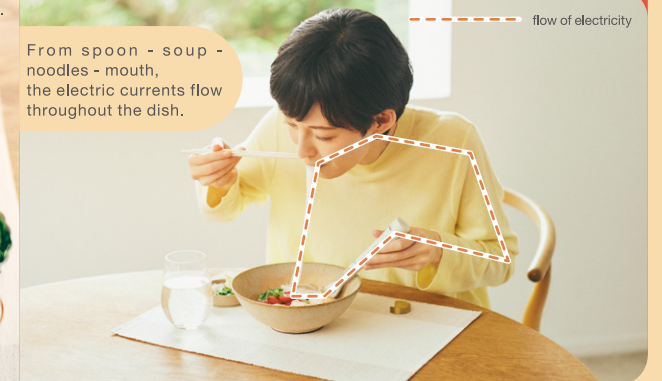
Electric Salt Spoon

A salt-reduction support spoon that fits seamlessly into everyday meals, helping you enjoy both great taste and health through the power of gentle electric currents.

Works even without the spoon touching your mouth!



From spoon - soup -
noodles - mouth,
the electric currents flow
throughout the dish.



*Using cutlery with a metal handle may prevent the product from working effectively.

With soup
or noodles!

Electric Salt Cup

Perfect for enjoying soups and broths, this salt-reduction support cup helps you enjoy both great taste and health through the power of gentle electric currents.

Works even without the cup touching your mouth!



From the base of the cup
- soup - noodles -
mouth,
the electric currents flow
throughout the dish.

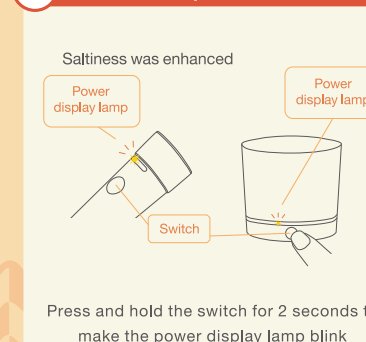


*Using cutlery with a metal handle may prevent the product from working effectively.

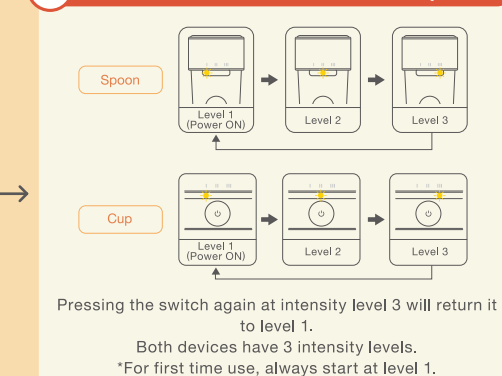
How to use the Electric Salt Spoon / Cup

Use in 3 Easy Steps!

1 Turn on the power



2 Select the electric current intensity level



3 Enjoy your meal

