

MODERN LUXURY

The Hamptons
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Beach:

MODERN LUXURY

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"Out of water, I am nothing."
—DUKE KAHANAMOKU,
FATHER OF MODERN SURFING

FEAST

THE SURF & SPORT ISSUE

**LAIRD HAMILTON
& GABRIELLE REECE**
PADDLE ON THE PECONIC
FOR THE BREAST CANCER
RESEARCH FOUNDATION

A TRIBUTE TO
JAMES SALTER,
THE EAST END'S LAST
LITERARY LEGEND

BY DONALD SULTAN

MONTAUK'S TONY CARAN
QUINCY DAVIS, MIKEY DEI

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WELL SEASONED From top: Espresso and Smoked Mesquite are just two of the many artisanal salts available at the Hamptons Salt Company, owner Peter Pierce.

WITH A GRAIN OF SALT

Peter Pierce, founder of **Hamptons Salt Company** (53 Hill St., Southampton, hamptonssalt.com), a natural sea salt store in Southampton, shares how exotic varieties of this age-old mineral can bring the spice back into your summer cooking. —*Alicia Kort*

Why open a salt company in the Hamptons?

Before launching, I spent a year learning all about salt. I was surprised to learn that most of the salt we consume is refined and stripped of naturally occurring minerals, and that the big chemical companies add potentially unhealthy anti-clumping agents. I tasted hundreds of salts, learned about the production processes, interviewed consumers about their purchasing behavior and created packaging worthy of the Hamptons.

Where do your salts come from?

We scour the world to curate the finest selection of raw, flavored and smoked salts, and they're all natural. The Fleur de Sel comes from the coast of France, and the Finishing salt is a proprietary blend of the finest available from the U.K., France and the Mediterranean.

Our flavored varieties are made by infusing high-quality raw salt with natural ingredients. For example, pure Vermont maple syrup is added to one of our salts to give it flavor that

goes perfectly on steel-cut oatmeal, grilled pork or mashed potatoes. Another favorite is the Ghost Pepper salt, where naga jalokai pepper is added to create a fiery taste that's only for the very brave. Nothing is added to our smoked salts; rather, the salt absorbs the flavor of the specific wood that's used in the smoker.



What's the must-try flavor right now?

Our best-seller is the Black Truffle. It's truly decadent and has large, visible chunks of black truffles. If someone's unsure, I usually suggest they try the Flavor Seeker gift collection.

It's \$40 and includes five small jars—one each of Black Truffle, Garlic, Smoked Hickory, Ghost Pepper and Rosemary.

You also sell an espresso-infused salt. What can that be sprinkled on?

I love our Espresso salt as a rub on a great steak before grilling. It adds a nice, salty coffee flavor to beef, pork or chicken. It's also delicious sprinkled on vanilla ice cream—and it looks amazing too!