

# LO SALT<sup>®</sup>



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AUGUST 2010

## THE FOODIES FESTIVAL

Summer 2010 provided LoSalt<sup>®</sup> the opportunity to speak directly to consumers on better salt health, with it exhibiting at Foodies Festivals nationally

The festivals provided great synergy with the UK manufactured LoSalt<sup>®</sup>, with its aim to “celebrate the finest in local, seasonal produce, specialty food and drink, culinary and restaurant talent.” It includes chef masterclasses, a producers market, live entertainment and restaurants.

While consumers are aware that salt is bad for you, they are most surprised they can have all the taste of salt but with 66% less sodium by switching to LoSalt<sup>®</sup>.

“Foodies festival provided the ideal opportunity for us to talk with consumers about salt levels in the diet and how to reduce them,” said Sales and Marketing Manager, Caroline Klinge.

To find out more about the festival, you can visit the Foodies Festival homepage at:  
[www.foodiesfestival.com](http://www.foodiesfestival.com)

