

Consumer good sense takes **LoSalt** to a new high

In a drive to eat better and reduce the amount of salt (sodium) in their diet, the great British public have propelled reduced sodium salt brand LoSalt to the top of the brand table.

The latest figures compiled by Nielsen reveal that more and more people are taking heed of the Food Standards Agency's (FSA's) and Blood Pressure Association's (BPA's) health warnings to reduce their sodium intake, one of the largest contributory factors of heart disease and stroke.

That's great news for the nation's health and even better news for sales of LoSalt, which according to Nielsen data* now has the best rate of sale in the entire salt category. What's more, Britain's top selling salt product, LoSalt's 350gms drum, is also the No. 1 distributed salt product in Great Britain.

Commenting on the latest figures, Caroline Klinge, Sales and Marketing Manager, Klinge Foods Ltd said: "We are delighted that more people are taking better care of themselves. It's what we've been saying all along: excess sodium chloride consumption is harmful, but if salt cannot be avoided switch to a reduced sodium alternative. With 66% less sodium than regular table, sea and rock salts, LoSalt offers the maximum sodium reduction of products on the market."

The timing couldn't be any better. "Today's news that LoSalt is now the UK's number one salt brand comes just two months before we celebrate the 25th anniversary of LoSalt's launch in the UK market. It's a great vote of confidence from the British public, not to mention a reward for all the hard work LoSalt and our partners have put in. The trick now will be to keep up the momentum – for everyone's benefit."

* Source - Nielsen Scantrack: Value Sales, Cash Rate of Sale and All Commodity Weighted Distribution at Total Coverage for the Year to Date W.E. 28/06/08



Notes to Editors:

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- **LoSalt**, established in 1983, created the reduced sodium salt market in the UK.
- **LoSalt** is the UK's reduced sodium salt market leader (82% share, AC Nielsen) and is exported worldwide.
- **LoSalt** offers technical advice to manufacturers wishing to develop their brand using **LoSalt** as an ingredient.
- Various retail products available in the UK use and market **LoSalt** as a key ingredient in their product's formulation.
- Salt by definition is sodium chloride. It's this compound that's associated with high blood pressure – one of the largest contributory factors of heart disease and stroke. A high salt diet can also have such adverse effects as osteoporosis and obesity, to name but a few. This information is widely documented by the following groups:

The Food Standards Agency – www.food.gov.uk / www.salt.gov.uk

Consensus Action on Salt and Health – www.actionsalt.org.uk

Blood Pressure Association – www.bpassoc.org.uk

 **Love Life**



Love LoSalt

LoSalt is the great tasting way to a healthier lifestyle, containing only

one-third the sodium of regular table, sea and rock salts.

LoSalt is low in sodium salt and high in natural potassium

**BALANCED FOR LIFE
BALANCED FOR FLAVOUR**

www.losalt.com