

PRESS RELEASE

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LoSalt goes silver

25 years ago **Amy Jade Winehouse** was born, London's Docklands redevelopment officially got off the ramps and **LoSalt** was launched on an unsuspecting UK market.

In many ways, **LoSalt** was ahead of its time. Back in 1983 **LoSalt** created the reduced sodium salt market in the UK and it has lead from the front ever since. It may seem hard to believe, but 25 years ago there was no public concern about the level of sodium intake or its impact on blood pressure – one of the largest contributory factors of heart disease and stroke. In fact it's only in the last five years, since the publication of the independent Scientific Advisory Committee on Nutrition's (SACN's) report in 2003, that the nation's excessive salt use has become a governmental concern.

To mark the occasion of its 25th anniversary, **LoSalt** is releasing a limited edition **Silver pack label**. Today, 'limited edition' means half a million labels – a far cry from the 6000 cases that were originally introduced to the nation's shelves all those years ago.

"Clearly, we're doing something right," says Caroline Klinge, Sales and Marketing Manager, Klinge Foods Ltd. "**LoSalt** has been around for 25 years and it's growing in popularity all the time. Just a few weeks ago, we heard that **LoSalt** is now the UK's number one salt brand."

According to Nielsen data* **LoSalt** 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.

"That news, combined with the Food Standards Agency's (FSA's) recent research indicating a continued downward trend in the amount of salt consumed in the UK, gives us all the more reasons to celebrate," adds Caroline.

* 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 Neilsen) 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