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Contact

Jill Greenwood, Formula PR
(212) 219-0321 / greenwood@formulapr.com

Salt for Life® Shakes Up Culinary Category with Brand Re-Launch

Alternative Salt Blend Boasts 75 Percent Less Sodium without Compromising on Great Taste

Omaha, Nebraska (February 26, 2015) – NuTek Food Science, the company developing technology-driven solutions for healthier foods, today announced the nationwide re-launch of its revolutionary Salt for Life® brand. Through a proprietary recipe and new blend of sea salt from Brazil and potassium salt from Canada, the newly enhanced Salt for Life delivers an unprecedented 75 percent reduction in sodium, replacing it with potassium, a necessary and often under-consumed nutrient. Salt for Life is great for both in-recipe and topical use in the kitchen, delivering the salt taste many consumers love and improved nutrition.

Salt for Life is gluten-free, made with non-GMO ingredients, is Kosher Certified by the Orthodox Union and is now bottled in a clear BPA-free and recyclable PET package. Salt for Life is “Nature’s Alternative Salt,” a blend of naturally sourced potassium salt and sea salt – perfect for cooking and baking or sprinkling on your favorite snacks and foods. Consumers everywhere can enjoy and use Salt for Life in the same way and amount that they would use regular salt.



“We are dedicated to improving global health and wellness, and providing people with a naturally sourced, better-for-you alternative salt at a time when the need for sodium reduction has never been more important,” said Tom Manuel, Chief Executive Officer of NuTek Food Science. “We will re-launch Salt for Life first in the U.S. and have plans to expand internationally, given the prevalence of high sodium diets around the world. Salt remains a beloved taste for many people, it is just that most of us consume far more traditional sodium salt than we should. With Salt for Life, everyday cooks, chefs and foodies can responsibly enjoy the salt taste they want, but with improved nutrition,” explained Manuel.

According to leading health organizations – such as the World Health Organization (WHO), the Centers for Disease Control and Prevention (CDC) and the American Heart Association (AHA) – most adults and children consume more sodium than they need with many consuming more than twice their recommended limit each day. Sodium is essential for life as it is a crucial mineral for the human body, and yet we only need between 180-500 milligrams (mg) per day.¹ For good

¹ See CDC comments on amount of sodium we need at: <http://www.cdc.gov/Features/dsSodium/>

preventative health management, the WHO, the CDC, and the FDA² state that most people should be consuming less than 2300 mg of sodium per day, though most consume much more than that. At the same time, these same organizations state that most people should consume at least 3,500 mg of potassium per day, yet most consume far less than that. Excess sodium consumption has been shown to cause or elevate numerous chronic health conditions. According to many nutritionists a potassium-to-sodium intake of 2-to-1 may help counterbalance the negative effects of consuming too much sodium. The CDC also emphasizes balancing potassium and sodium and advises that in general, “people who reduce sodium, who increase potassium, or who do both benefit from having lower blood pressure and reducing their risk for other serious health problems.”³

The Salt for Life packaging design has also been refreshed to better communicate the natural source of the salts in the blend as well as to reinforce the appropriateness for all health-conscious, food-loving people. Other key brand assets have been revamped including the brand’s logo, website and social media pages.

“We’re looking to help improve consumers’ health and shake up the salt industry by delivering a great-tasting, easy-to-use salt that improves daily nutrition,” said Peter Kaye, Chief Marketing Officer of NuTek Food Science. “We are excited to introduce Salt for Life to all people who want to take good care of themselves and their families, without sacrificing taste in their food,” added Kaye.

The new Salt for Life is available to purchase now at www.saltforlife.com, will be available on Amazon.com soon, and roll out across retailers in the coming months. The original Salt for Life blend and packaging will be in stores across the U.S. until the new and improved product becomes available. To find a retailer near you visit: saltforlife.com/stores. For more information, please visit www.saltforlife.com and connect with us on Instagram ([enjoysalt4life](https://www.instagram.com/enjoysalt4life)) and Twitter ([@enjoysalt4life](https://twitter.com/enjoysalt4life)).

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About NuTek Food Science

The mission of NuTek Food Science is to help create great-tasting and affordable food that enhances global health and wellness. The company strives to grow its business by being great partners to the global food system, with innovative products for food manufacturers, food retailers, and restaurant chains. With two revolutionary new salt products, NuTek Salt and Salt for Life®, NuTek delivers improved nutrition through unprecedented levels of sodium reduction in food, replacing it with potassium, a necessary and under-consumed nutrient; all while maintaining great taste, affordability, and ease of use. The company’s salts are naturally sourced and through a proprietary process have achieved successful sodium reduction in excess of 50% in many foods (eighteen patents issued or pending). For consumers, NuTek Food Science offers Salt for Life®, a packaged blend of potassium salt and sea salt for use in the kitchen, providing more than 75 percent less sodium than regular table salt with no compromise in taste.

NuTek Food Science, funded in part by an investment from Khosla Ventures, has offices in Omaha, NE, Minneapolis, MN, and Washington, DC. *Fast Company* highlighted the company as one of just a few companies that Bill Gates recognized as “Shaping the Future of Food.” You can find further information at www.nuteksalt.com or www.saltforlife.com.

² See WHO comment on the amount of potassium consumption http://apps.who.int/iris/bitstream/10665/77986/1/9789241504829_eng.pdf?ua=1

³ See CDC Fact Sheet on “Salt” available at: <http://www.cdc.gov/salt/>