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FOR IMMEDIATE RELEASE:

## **SALT FOR LIFE™ SEA SALT BLEND JOINS NATIONAL MOVEMENT IN RAISING AWARENESS FOR SMART FOOD AND NUTRITION CHOICES**

**Minnetonka, Minn. (March 18, 2014)** – March is National Nutrition Month—an education and information campaign sponsored annually by the Academy of Nutrition and Dietetics to bring attention to the importance of making informed food choices and developing healthy eating habits. As we are constantly faced with an abundance of food and nutrition options, making smart eating choices becomes a priority for good health.

To support National Nutrition Month, *Salt for Life*™ Sea Salt Blend is making a \$5,000 donation to the American Heart Association and is stressing the importance of monitoring our daily sodium intake. A major risk factor for heart disease is high blood pressure, and a high-sodium diet has been repeatedly identified as a key risk factor. The American Heart Association is committed to improving Americans' heart health through implementation of national goals for health promotion and disease prevention. Among these goals is the promotion of healthy eating, which includes reducing sodium intake.

In the past, significantly reducing sodium in recipes usually meant blander flavors, and using salt alternatives gave foods an unappetizing off-flavor. It is now easy to reduce sodium without sacrificing taste, thanks to *Salt for Life* Sea Salt Blend. *Salt for Life* Sea Salt Blend provides that great salt taste you love, with a natural blend of sea salt enriched with potassium, and contains 70% less sodium than table salt. *Salt for Life* Sea Salt Blend can be used as a one-to-one replacement in recipes or when sprinkling on foods.

"We want people to be more aware of the sodium they consume daily and to know that preparing and enjoying delicious low-sodium meals at home can also be easy," said Peter Kaye, chief marketing officer of Nu-Tek Food Science, the company behind *Salt for Life*. "We're eager to help spread the word about how important it is for people to pay attention to what they're eating and how lowering sodium can have tremendous benefits for their health."

For healthier eating tips and lower-sodium recipes, follow *Salt for Life* on Facebook, Twitter and Pinterest.

### **About *Salt for Life* Sea Salt Blend**

*Salt for Life*™ Sea Salt Blend delivers that great salt taste you love without the excess sodium. *Salt for Life* Sea Salt Blend is an all-natural sea salt enriched with potassium that contains 70% less sodium than table salt. Nu-Tek Food Science, the company behind *Salt for Life* Sea Salt Blend, has a mission to help create great-tasting food and enhance global health and wellness through improved heart health. As leaders in the science of sodium reduction, the Nu-Tek Food Science team is pleased to sell *Salt for Life* Sea Salt Blend on amazon.com and in a growing number of leading grocery stores throughout the U.S. For more information and to find a store near you, visit [www.saltforlife.com](http://www.saltforlife.com).

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