

AN INNOVATIVE, TIMELY ASSUALT ON SALT

Since its discovery in Ancient Asia over 4,000 years ago, salt has been a treasured commodity. Roman soldiers were actually paid in salt. Hence the expression: a man worthy of his salt. But salt, with its high sodium content, plagues over 170 million Americans suffering with obesity, high blood pressure, hypertension, kidney disease, osteoporosis and other maladies.

Americans love salt to a fault! The American Heart Association suggests that daily intake of 1,500 mg of sodium is ideal while the average daily intake is over 3,000 mg. There are substitutes on the market but most use potassium chloride which has a nasty aftertaste and can be dangerous. High amounts of Potassium chloride can be hazardous to one's health. Other alternatives have no salt or sodium and can't deliver the desired "salty" taste that so many crave.

After a recent hospital stay, serial entrepreneur Dan Abraham aka Cajun Dan, found that the food was very bland. Dan asked his cardiologist about the lack of flavor and his doctor stated that he has the same complaint from every patient every day! The hospital, like so many food providers, uses minimal salt due to sodium issues. Dan's mother resides in a local senior facility where residents complain about the food daily. So Cajun Dan embarked on a mission to "shake things up" for those craving salt.

Working with Dr. Marvin Moncada of LSU's Food Incubator, after months of trial and error, Dan created the *LoSo* Family of Low Sodium Seasonings and Rubs. "My goal was to create flavors that would be overwhelmingly delicious and still be low sodium (140 mg of sodium or less). Initially we came up with the original *LoSo* flavor. We then proceeded to develop Seafood *LoSo*, Spicy *LoSo* and Bar B Que *LoSo*. And one is better than the other. They are fabulous on any meat, veggie, soup, salad, breakfast, lunch, dinner. The Bar B Que is even great on bread pudding and fruit or melons. You really have to try our flavors to see how amazing they are. *LoSo* is actually a flavor enhancer which makes your mouth feel fresh. It's a unique gastronomical sensation!" Abraham exclaims with a chuckle.

Dan approached Lt. Billy Nungesser to sample *LoSo*, since his prevue is Louisiana's Culture, Recreation and Tourism. Billy was overwhelmed and immediately endorsed *LoSo* as a local product with International potential to improve lives and provided a Press Release to that effect.

Trying to connect with others who might help promote *LoSo*, Dan discovered Ochsner's Eat Fit program. Molly Kimball, Founder of Ochsner's Eat Fit, connected Dan with Vanessa Richard, dietitian with Eat Fit BR. After sampling *LoSo*, Vanessa brought samples to their team and got immediate approval for *LoSo* as an Eat Fit partner. "We are excited to share *LoSo*'s line of products with our community as a local, better-for-you seasoning option. It has a great, well rounded flavor profile and can enhance any dish, while keeping daily sodium intake in check. We want to help promote *LoSo* to impact healthier eating and healthier lives!" states Vanessa.

There are many seasonings on the market, but none provide the flavor and low sodium content that *LoSo* does. *LoSo* contains only 125 mg of sodium per serving. Table salt contains over 550 mg of sodium. Dan is so confident that he actually provides a Flavor Guarantee on each cannister of *LoSo*.

For years Cajun Dan has been developing cause marketing strategies, working with consumer package goods companies like General Mills, Kelloggs, Coca Cola, Pespsi and others, as a Director on the Board of

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the Association of Coupon Professionals. *Coupons for Causes, Coupons for Kids, More for Schools, Scoupons* are some of Dan's innovation with his latest being *Lidz4Kidz*. *Lidz4Kidz* allows any nonprofit (church, school, team, club or organization) to raise needed funds by buying *LoSo* products and submitting the lid or label for rebate. Twenty-five cents (\$ 0.25) is remunerated for each lid or label rebated. This is a significant amount compared to other programs which only provide \$0.05 to \$0.10 per rebate and are restricted to schools only. "Our goal is empowering all nonprofits to raise needed funds while improving their health and not sacrificing flavor," states Cajun Dan.

The *LoSo* team is currently engaging schools, hospitals, nursing homes, restaurants, hotels, casinos, the military, prisons, caterers...anyone who uses seasonings and has sodium concerns. Food brokers, distributors and wholesalers are also being engaged since healthier foods are in demand.

Low Sodium foods are the next major wave according to intuitive consumer goods marketers. Sugar Free, Gluten Free and now Sodium Free? "The problem with those providing healthy food options is that if it doesn't have flavor, the public won't support it!" states Bernard Slutsky, former market analyst for Howard Weil Brokerage House, in New Orleans. Slutsky continues, "The American consumer has developed cravings for particular flavors, salt being primary. And it's impossible to tastefully replicate. *LoSo* has created a flavorful substitute which seems to actually satisfy consumer cravings for salt!"

LoSo should be available on a retail level soon and is being adopted by foodservice as well. Cajun Dan and his Eat Fit partners hope that soon everyone will "Shake on that *LoSo*!"

For more information on *LoSo* and its family of products, contact dan@losofoods.com or call 225.205.3134