

# PRESS RELEASE

## SHAKING UP THE SALT ASSAULT

Baton Rouge, La April 24, 2019 Most people in the USA salt to a fault so maybe an assault on salt is timely! Billy Nungesser agrees since his charge as Lieutenant Governor is overseeing the State's Culture, Recreation and Tourism, where food plays such a vital role. And this Lt. Governor loves food. But Louisiana ranks in the top ten for obesity, inactivity, poverty, diabetes, high blood pressure, hyper tension and diabetes. High sodium is a subtle but deadly culprit with all of these maladies.



Lt. Governor Billy Nungesser with Dan "Cajun Dan", Abraham, developer of **LoSo** Low Sodium Seasoning

"Most don't realize that there are over 2,300 mg of sodium in a teaspoon of salt while the daily ideal intake is only 1,500 mg. Low sodium foods are the next great wave but flavor is a primary consideration. Since its discovery in Asia thousands of years ago, salt has been desired even treasured.. Roman soldiers were actually paid in salt. Hence the expression—a man is worth his salt," states Dan Abraham.

But today excessive sodium poses serious health risks. Reduction is suggested by a plethora of health professionals but people want and need flavor for their healthier diets.

Seven out of ten adults should be on low sodium diets. There is a distinct need for low sodium substitutes in schools, hospitals, nursing homes, restaurants, hotels, casinos, the military, prisons.....

Dan Abraham, aka Cajun Dan, a Baton Rouge entrepreneur working with Dr. Marvin Moncada at the LSU Food Incubator, has developed a family of new low sodium seasonings designed to "shake up" public perception. **LoSo**, Dan's low sodium creation, is robust and flavorful while delivering only 125 mg of sodium per serving. It's low in potassium as well.

To help get the word out about his revolutionary salt substitute, Dan reached out to Lt. Governor Billy Nungesser. Why is Billy Nungesser getting involved? "I love Louisiana, it's culture, it's food and its people. But Louisiana is only as strong as its people. If I, in some way, can help our people lead healthier, more productive lives then it's better for them and better for Louisiana. If **LoSo** can help in this effort, we are delighted to support it and even more delighted that it was developed and will be produced right here in Louisiana," exuberantly exclaimed the Lt. Governor, brandishing his signature smile.

Abraham announced, "We partnered with *Ochsner's Eat Fit* program and market **LoSo** products to retail grocers as well as foodservice. With our innovative *Certified Louisiana*, low sodium products, we look to shake things up on the local, regional and national stages! Not only does **LoSo** taste great... it's great for you. Everyone loves a win/win!"