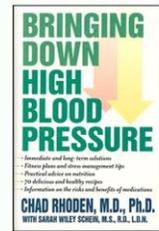




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FOR IMMEDIATE RELEASE

FlavorDoctor Foods Set to Revolutionize the Seasoning Industry with Release of Salt-free "ZALT"

USA, Jackson, Mississippi, March, 2014 – With more than one in four Americans having high blood pressure and its associated ailments, the FDA, the American Heart Association, and the Academy of Nutrition and Dietetics are calling for reduced sodium in the diet, thus compelling food companies and chain restaurants to make dramatic changes. To meet the challenge, Dr. Chad Rhoden, M.D., Ph.D., together with a team of medical and nutrition experts, has created a line of salt-free flavor enhancers, including its newest, *ZALT*, a bona fide alternative to salt. The company expects *ZALT* to revolutionize the salt seasoning industry just as *Splenda* (of Tate & Lyle and McNeil Nutritionals) has done for the sweetener industry.

According to Rhoden, CEO of FlavorDoctor Foods, "The potential is enormous," but his motivation, he says, is to help people break their long-held, excessive sodium habits. As a practicing physician in Mississippi, the state with the highest incident rate for high blood pressure and obesity, Dr. Rhoden has seen firsthand the devastation that too much salt in the diet has wreaked upon the population – not to mention its cost to the nation's healthcare system.



Having been well received in the Southeastern region in delis and smaller restaurant chains, the *FlavorDoctor* line has recently been selected by the Kroger Company to be offered in its stores in five south central states, Arkansas, Kentucky, Missouri, Mississippi, and Tennessee. "With an already strong sales presence online, this represents a major step in our national marketing strategy," explains Rhoden. "Consumers are becoming more savvy about replacing salt in their diets, actively seeking alternatives, so the release of *ZALT* comes at a most opportune time for our company. This positions us even better to capitalize on the lower salt movement sweeping the nation."

FlavorDoctor Foods expects even greater growth from food manufacturers that have pledged to the National Salt Reduction Initiative to reduce sodium content in their products. Rhoden adds, "Besides its use in the kitchen or at the dinner table, *ZALT* is ideal for batch applications, helping companies meet their lower-salt commitments, while ensuring their customers' taste loyalty. Its "salty" taste truly enhances the natural flavor of foods, providing an ideal, cost-effective solution to the lower-salt challenge made by former New York City Mayor Michael Bloomberg to reduce sodium by 25% in packaged and restaurant foods by the end of 2014. Perhaps we'll see a number of partnerships with larger companies – we certainly intend to."

FlavorDoctor Foods, of Jackson, Mississippi, manufacturers a line of doctor-formulated, salt-free flavor enhancers. Besides *ZALT*, a true salt alternative, the company offers three flavors, Original, Spicy Jalapeno, and Zesty Lime. Each is made from its own unique blend of phytonutrient-rich herbs and spices. To learn more about FlavorDoctor Foods and its products, visit its website at www.FlavorDoctor.com. Submit inquiries or comments via email to info@FlavorDoctor.com or call 601-208-0628.

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