



## ***PRESS RELEASE***

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### **Rave reviews for low-salt Hoopo snacks range launched at Food Matters Live**

**The range of sodium-reduced savoury snacks launched by newcomer, Hoopo Healthy Snacks Ltd, at ExCeL's FML this week has met with overwhelming approval.**

Produced using SOLO<sup>®</sup> low sodium sea salt, the Hoopo range features peanut, cashew, almond and mixed nut snacks in exciting flavours. With the new products containing up to 10 times less salt than rival brands, the health benefits are clear.

The range comprises four varieties of 40g or 50g consumer pack – Satay Peanuts, Spicy Mediterranean Peanuts, Jalfrezi Cashews and Shanghai 5 Spice Cashews – as well as 1kg catering packs available in these four flavours plus the additional options of sea salted cashews, peanuts, almonds or mixed nuts (cashews, almonds, pecans and hazelnuts).

Launched on the stand of The Low Sodium Sea Salt Company – manufacturer of SOLO<sup>®</sup> sea salt – the Hoopo range has received hugely positive feedback from retailers, foodservice professionals and nutritionists at the exhibition. Commented Richard Paterson, Managing Director of Hoopo Healthy Snacks Ltd, “With a set of working traffic lights on our stand, we’ve attracted quite a lot of attention, so we were able to trial the new snacks with around 300 visitors on the first day of the show and

we're absolutely delighted that the Hoopo range is universally loved. Everyone has been asking how they can buy them and have been disappointed to learn that they're not on the shelves yet – we're still negotiating listings as they are absolutely brand-new products. What we are really delighted about," concluded Richard Paterson, "is that people love both the taste – no one has said they were not sufficiently salty – and the distinctive branding."

### **Health benefits**

With SOLO<sup>®</sup> sea salt containing 60% less sodium than regular salt, Hoopo snacks help to maintain a healthy blood pressure. In addition, SOLO<sup>®</sup> sea salt contains magnesium and potassium, nutrients in which people are becoming increasingly deficient and which contribute to maintaining a healthy blood pressure.

### **Competitively priced**

Despite their healthy profile, both the Hoopo consumer packs and catering bags are no more expensive than less healthy alternatives. For further details, visit [www.HoopoSnacks.com](http://www.HoopoSnacks.com).

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***A high-resolution version of the image below is available on request from [heidi@bridgeland-copyright.co.uk](mailto:heidi@bridgeland-copyright.co.uk)***



### ***Hoopo range.jpg***

*The Hoopo range features less than half the sodium of equivalent snacks made with regular salt.*

### **About Hoopo Healthy Snacks Ltd**

Established in 2014, Hoopo Healthy Snacks Ltd aims to meet the demand from health-conscious consumers for healthy snack products.

[www.HoopoSnacks.com](http://www.HoopoSnacks.com)

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