



KNORROX IN PARTNERSHIP WITH THE HEART & STROKE FOUNDATION PRESENTS “MORE FLAVOUR, LESS SALT”

A pinch here, a dash there, could salt really be so bad? As a matter of fact, sodium is “shaking” out to be a major national health issue!

On average, South Africans consume almost double the World Health Organisation’s recommended 5 grams per day. Given the major role that salt plays in the development of heart disease and South Africa’s high prevalence of high blood pressure, it is imperative that we as a country consciously work together to reduce our total salt intake.

Echoing urgent calls from WASH (World Action on Salt Health) and other health groups, **Knorrox** has partnered with the **Heart and Stroke Foundation of South Africa (HSFSA)** this **Salt Awareness Week** to help South Africans reduce their high salt intake and form healthier alternatives to salt habits.

Habitual consumption of excessive salt may seem harmless, but it has been linked to several health risks, resulting in millions of premature deaths annually. Approximately 45% of the salt South Africans consume is added at the table, which makes it important to persuade communities to ditch the salt shaker.

As one of South Africa’s most-loved brands, **Knorrox Stock Cubes** — which now contains 25% less salt and carefully selected herbs and spices — wants to challenge everyday South Africans to ditch the salt and whip up their favourite Knorrox recipes, using only Knorrox stock cubes and any natural herbs and spices they may have on hand.

Xolisile Dube, Assistant Nutrition Manager at Unilever adds “We want to demystify the fact that healthy food is tasteless. In addition we would love to encourage South Africans to taste food before adding salt in this manner they will allow for the natural flavours of dishes to shine.”

Adding only 2 cubes to a family stews not only delivers on a rich meaty flavour but has less salt. Vegetables are also brought to life by sprinkling 2 cubes of Knorrox vegetable cubes.

In addition to this, table salt can be substituted in everyday home cooking by using the acronym “SALT”:

S – Spices such as coriander, parsley, rosemary, basil, black pepper, cumin and whole spices such as cloves and cinnamon.

A – Add herbs such as mint, coriander, parsley, rosemary and basil

L – Lemons and lemon juice

T – Try adding vegetables, plant proteins (bean, lentils and chickpeas)

We would also like to emphasize that healthy home cooking is not as perceived, expensive. Affordable healthy family meals with more flavour, less salt include:

1. Cheaper vegetables and fruits, such as pumpkin, cabbage, spinach, carrots, apples and oranges which have just as many nutrients as more expensive varieties. If fruit becomes too expensive then aim for more vegetables.
2. Fresh vegetables to cook large batches of soups, stews or other dishes that will make them last longer and provide meal options for a few days. These can also be frozen if possible and then quickly reheated.
3. Dry beans, peas, lentils and soya can be used as a 'meat extender'. They are great sources of vegetable protein and fibre which can be used in a variety of meals such as stews, soups and salads.
4. Eggs are a good source of protein and nutrients.
5. Wholegrains such as pasta and oats have a long shelf life to last for longer and can be bought in bulk.
6. Fatty fish such as canned pilchards, sardines and tuna are high in essential omega 3 fatty acids. According to The Heart and Stroke Foundation South Africa they should be eaten twice a week.

Choosing healthy whole foods for home cooking is important to ensure a healthy immune system. Nutritious foods like fruit and vegetables provide key micro-nutrients including vitamin A, iron and zinc. 30% of South Africans have micronutrient deficiencies, resulting in a lack of energy and strength. A weak immune system makes you more vulnerable for infections as we have seen during the pandemic.

Vitamin A helps to boost your immune system. Good food sources include carrots, broccoli and squash.

Iron affects the immune response in the body and is necessary for immune cell growth. Iron deficiencies are common among women and children. Good food sources include beans and dark green leafy vegetables.

Zinc is also essential for the development and normal function of the cells in the immune system. Good food sources include legumes and dark leafy greens.

(*Since 1999 the Department of Health has been fortifying the most commonly eaten foods i.e. maize meal and wheat flour with vitamins and minerals including vitamin A, iron and zinc to help South Africans become healthier).

In South Africa heart disease and stroke are the second-biggest killers, second only to HIV/AIDS. They form part of the top 5 comorbidities which put you at higher risk of contracting severe symptoms of COVID-19. This makes it an ideal time to promote the use of nutrition labels as a tool to reduce non-communicable diseases (NCDs) such as heart diseases.

The HSFSA and Unilever support simpler food labelling, such as single endorsement logos which make choosing healthy foods easier e.g. Heart Mark and DSA logos.

Professor Pamela Naidoo, CEO of the HSFSA adds "The HSFSA will continue its efforts to advocate for a healthier environment and create public awareness around hypertension as a major risk factor for heart diseases and strokes". The Heart Mark is one such tool used to make it easier for consumers to make the healthier choice when faced with a variety of options at the supermarket. It helps consumers to identify healthier products that contain less added sugar, salt, and unhealthy fats, and more fibre compared to other similar products. This makes it the best choice for you and your family.

Got loads of tasty ways to flavour your meals without salt? Share your delicious creations on the Heart and Stroke's social pages and you could win!

To take part follow [Knorrox](#) and [The Heart & Stroke Foundation](#):

Twitter: @KnorroxSA | @SAHeartStroke

Facebook: KnorroxSA | HeartStrokeSA

Youtube: Knorrox | Heart Stroke SA

End

Interviews will be conducted with our Health Promotions Team, Dieticians and CEO, Professor Pamela Naidoo and other relevant experts. To co-ordinate and confirm interview dates you are welcome to contact the Public Relations and Communications Department on 021 422 1586 or

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About the Heart and Stroke Foundation SA

The Heart and Stroke Foundation South Africa (HSFSA) plays a leading role in the fight against preventable heart disease and stroke, with the aim of seeing fewer people in South Africa suffer premature deaths and disabilities. The HSFSA, established in 1980 is a non-governmental, non-profit organization which relies on external funding to sustain the work it carries out.

The HSFSA aims to reduce the cardiovascular disease (CVD) burden in South Africa and ultimately on the health care system of South Africa. Our mission is to empower people in South Africa to adopt healthy lifestyles, make healthy choices easier, seek appropriate care and encourage prevention.

For more information visit www.heartfoundation.co.za. You can also find us on www.facebook.com/HeartStrokeSA, www.twitter.com/SAHeartStroke and www.instagram.com/heartstrokesa