FOR IMMEDIATE RELEASE

**Salt, Eat it if You Dare**

**Britain Gets an Education on Salt**

For years here in UK there have been many stigmas about salt, its uses, how bad it is for us, and that we are using too much, this is about to change !

We question Britain and its salting habits and with the help of America’s leading salt expert, Mark Bitterman, we hope to change the way the British public views and uses salt in everyday life.

Mark Bitterman, is the author of “Salted, a Manifesto on the World’s Most Essential Mineral, with Recipes” a best seller in the USA and winner of The James Foundation Book award. Mark will be launching this book here in the UK along with his other title “Salt Block Cooking” on the 4th September at an event in London. Bitterman is not just talking about changing the type of salt we use in our food, but addressing the history, the science and the misuse of salt in the modern World and why it is vital to our existence.

Mark’s visit is expected to be very busy with TV/Radio and media interviews, along with teaching master classes in London, presentations and launches along with demonstrating the art of cooking on salt slabs. During the week Mark spends in London in early September he will be aiming to educate Britain on salt through the media. Mark Bitterman is Americas “Selmelier” with a vast knowledge acquired over many years of traveling the World, Mark will look to share his knowledge along with the facts, and he challenges us to look behind the iodized curtain and discover what a difference salt can make to our food and the way we cook.

SaltWorks, Americas Sea Salt Company launches in the UK on the 4th September with 60 new artisan, smoked and fusion salts along with a collection of 9 Himalayan Salt slabs used for cooking, curing, searing freezing and presenting food.

Notes:

Mark Bitterman is in London 3rd – 8th September 2014

SaltWorks launches at Divertimenti, on the Brompton Road on the 4th September 2014

For press copies of “Salted” and “Salt Block Cooking” press packs, or find out Mark’s London schedule please contact The Press Office on 01264 310717 or email [pressoffice@the-style-academy.com](mailto:pressoffice@the-style-academy.com)