

Don't get the holiday blues thinking you have to cut out all the treats

Clabber Girl's Rumford Reduced-Sodium Baking Powder cuts the sodium, but not the taste

TERRE HAUTE, IND. (Nov. 10, 2011) – Just because the doctor ordered a low-sodium diet, doesn't mean you have to forgo all of your favorite holiday treats. Health-conscious consumers can swap traditional baking powder, which has a considerable amount of sodium, for a reduced- (or lower-) sodium alternative without sacrificing taste, texture or appearance.

Clabber Girl's Rumford Reduced-Sodium Baking Powder – which hit shelves this year – has 52 percent less sodium than leading brands. This has been welcome news, especially as the holidays approach, for those who love to bake and nosh, but don't want to pay the price with high blood pressure or other health conditions caused by a diet high in sodium.

For years, people watching their salt intake have struggled to find tasty and satisfying low-sodium baked goods. While the Rumford baking powder has less sodium, it doesn't take away from the taste or texture, whether you're baking holiday breads, cakes or pastries.

People often associate holiday treats with high sugar content, but many don't realize that baked goods can be a significant source of sodium. One muffin, for example, could have nearly 20 percent of the Recommended Daily Allowance. Rumford's new product can reduce sodium in baked goods by more than 40 percent.

Clabber Girl's Fruited Spice Cake (see recipe below) contains 270 mg of sodium per serving, compared to 510 mg of sodium when made with traditional baking powder.

"By simply switching to reduced-sodium baking powder, you can eat healthier, even if you're indulging in some of your holiday favorites," said Lori Danielson, a spokesperson for Clabber Girl.

Traditional low-sodium leavening agents often produced baked goods that are less light and fluffy. Clabber Girl worked to find a formula that would result in lower sodium without changing the consistency and uniformity of the baked goods.

Packaged in 4-ounce and 8.1-ounce resealable, recyclable containers, the new Rumford Reduced-Sodium Baking Powder is gluten free and has zero trans fats. All Rumford products are produced in a peanut-free manufacturing facility in Terre Haute, Ind. Rumford Reduced-Sodium Baking Powder is available for purchase at Wal-Mart stores nationwide, and many major supermarkets and health food stores. It is also available at www.clabbergirl.com/consumer/products/rumford/.

A manufacturer of food products since 1879, Clabber Girl knows the importance of quality ingredients. With more than 160 years of experience in the food industry, Clabber Girl is trusted in more home kitchens than any other baking powder product. All Clabber Girl and Rumford products are manufactured and shipped from a facility in Terre Haute, Ind.

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