



# Launch your own assault on salt.



# Boar's Head



## BOAR'S HEAD HAS BEEN WAGING A WAR AGAINST SODIUM FOR DECADES

### A PINCH HERE, A DASH THERE

Realize that sodium occurs naturally in many foods you wouldn't even think of — including the freshest of farm-market vegetables. Fresh poultry, meat, and even milk contain sodium. Taste alone may not reveal which foods are high in sodium. It's all in your control if you just choose the right foods and take a little extra time in sizing up what's best for you.

At Boar's Head, our research and development has always been driven to create high quality food. Having lower sodium\* products is nothing new for us. Since the company began, we have developed our products to serve friends and family plentifully; always with a dedication to eating well.

### Turkey and Avocado Wrap with Roasted Pepper Hummus

Servings: 4

- 1 (14.5-ounce) can no-salt garbanzo beans, drained
- ¼ cup roasted red peppers, coarsely chopped
- 2 tablespoons fresh lemon juice
- 4 8-inch fat-free whole-wheat tortillas
- 4 leaves red curly-leaf lettuce
- 1 beefsteak tomato, sliced ¼-inch thick
- 1 medium avocado, skinned, pitted and sliced ¼-inch thin
- 1 pound Boar's Head Our Premium Lower Sodium Turkey Breast
- ½ pound Boar's Head Lacey Swiss Cheese

*In a food processor, puree the beans with the peppers and lemon juice, until a smooth but somewhat chunky consistency. Spread onto the tortillas and add a lettuce leaf to each tortilla. Add 2 slices tomato, followed by 3 slices of avocado. Add the turkey breast and Swiss cheese; fold and wrap. Cut each wrap in half to serve.*

Today, Boar's Head offers an entire line of delicious lower sodium products

### DON'T AVOID, EMPOWER

The world's top health organizations suggest adults consume no more than 2,400 milligrams (mg) of sodium per day. Visualizing just how much salt that is may be hard, but consider that a teaspoon of salt granules is around 2,325 mg. When you do the math, it doesn't take long to consume that much sodium these days. You can empower your diet and not feel deprived. Begin your assault on salt! But, how do you keep it there? You need ammunition.

\*Lower sodium claims are substantiated by FDA tested sodium levels contained in comparable product lines.



## HOW DO WE GET SO MUCH FLAVOR WITH SO LITTLE SALT?

The reason products are often loaded with salt is that they have no flavor of their own. However, when you begin with products of exceptional quality, as Boar's Head does, you begin with flavor—natural flavor. You don't need to load it up with salt.



## SHAKING IT OUT

Despite the known health risks that increase from eating too much salt — including high blood pressure, stroke, heart attack, osteoporosis, cancer, and other serious maladies — young and old Americans alike continue to eat salt with abandon. But, salt can be as good for you as it is bad. It's essential to understand the difference. Sodium, more commonly called salt, is important in our lives. Our bodies rely on salt.

Salt is crucial to maintaining the health of every cell in the body. So, why then, all this talk about avoiding salt? If you are a healthy adult, you don't have to give up some of the foods that you really love, just because they are "salty."

### Roast Beef and Vegetable Salad with Garlic Yogurt Dressing

Servings: 4

#### Dressing:

- 1 cup fat-free plain yogurt
- 1 medium clove garlic, minced
- 2 tablespoons olive oil
- 1 tablespoon poppy seeds

#### Salad:

- 6 cups mix of salad greens with radicchio
- 3 green onions, tops only trimmed, cut into ½-inch pieces
- ½ medium cucumber, sliced into thin rounds
- 4 ounces or more cherry tomatoes
- 1 pound (½-inch-thick pieces) *Boar's Head Deluxe Low Sodium USDA Choice Top Round*, julienne
- ½ pound (½-inch thick piece) *Boar's Head Lower Sodium Provolone Cheese*, cut julienne

*In a small bowl, mix the yogurt with the garlic and slowly whisk in the oil; set aside.*

*In a salad bowl, mix the lettuce with the green onions, cucumbers, and tomatoes and toss lightly with a little of the dressing to moisten. Add the roast beef and cheese. Toss with more of the dressing. Transfer to serving individual plates; sprinkle with poppy seeds and serve. Add more tomatoes if desired, for color.*



## MODERATION IS EVERYTHING

Like everything else, common sense is the key. Too much salt can be a true health danger. Balancing Boar's Head lower sodium meats and cheeses with fruits, vegetables and whole grains contributes to a healthy diet.

### Premium Delicatessen Meats 2 oz (56g) Serving Unless Noted

	Sodium	% DV
42% Lower Sodium Branded Deluxe Ham	460mg <sup>1</sup>	19%
28% Lower Sodium Bologna	410mg <sup>1</sup>	17%
Our Premium Lower Sodium Turkey Breast		
47% Lower Sodium - Skinless	340mg <sup>1</sup>	14%
50% Lower Sodium - Skin-On	320mg <sup>1</sup>	14%
Ovengold® Roast Breast of Turkey		
46% Lower Sodium - Skinless	350mg <sup>1</sup>	15%
44% Lower Sodium - Skin-On	360mg <sup>1</sup>	15%
Hickory Smoked Black Forest Turkey Breast		
43% Lower Sodium	360mg <sup>1</sup>	15%
Low Sodium Deluxe Oven Roasted Beef <sup>4</sup>	80mg <sup>2</sup>	3%
No Salt Added Oven Roasted Beef <sup>4</sup>	40mg <sup>3</sup>	2%
LITE Braunschweiger Liverwurst		
29% Lower Sodium	450mg <sup>1</sup>	19%
LITE Beef Frankfurters		
40% Lower Sodium (per 45g Frank)	270mg <sup>1</sup>	11%
Mesquite Wood Smoked® Breast of Turkey		
30% Lower Sodium - Skinless	440mg <sup>1</sup>	18%
Golden Catering Turkey		
47% Lower Sodium	340mg <sup>1</sup>	14%
Golden Classic® 42% Lower Sodium Oven Roasted Chicken Breast	350mg <sup>1</sup>	15%

### Premium Delicatessen Cheeses 1 oz (28g) Serving

	Sodium	% DV
42% Lower Sodium Provolone	140mg <sup>5</sup>	6%
Lacey Swiss Cheese - Low Sodium	35mg <sup>2</sup>	1%
Low Sodium Muenster	75mg <sup>2</sup>	3%
Low Sodium Imported Gold Label Swiss	70mg <sup>2</sup>	3%
No Salt Added Swiss	10mg <sup>3</sup>	0%
25% Lower Sodium - 25% Lower Fat American Cheese	300mg <sup>6</sup>	12%
28% Lower Sodium Blue Cheese	280mg <sup>7</sup>	12%

1. Compared to the USDA average for these products.

2. Naturally low in Sodium.

3. Not a Sodium-free food.

4. Nutrition for Top Round.

5. Compared to regular Provolone Cheese.

6. Compared to regular American.

7. Compared to regular Blue Cheese.

DV=Daily Value  
For complete nutritional information call 1-800-352-6277.

## THERE'S MORE ON OUR WEBSITE

To learn more about the large array of Lower Sodium and other heart healthy Boar's Head products, and for more recipes, visit our website, boarshead.com.