

## **KITCHEN BASICS TEAMS WITH THE NURSES OF NEOCS TO MAKE A HEART HEALTHY ANNOUNCEMENT AT THE FABULOUS FOOD SHOW IN CLEVELAND OHIO.**

CLEVELAND, OHIO -- November 11, 2009-- Kitchen Basics Inc, The originator of Stocks in America, revolutionized the soup aisle in the 1990s when it was the first to bring ready-to-use cooking stocks to grocery store shelves. Now, Kitchen Basics, with the help of Northeast Ohio Cardiovascular Specialists (NEOCS), makes a major heart healthy announcement at the Fabulous Food Show at the IX Center in Cleveland, Ohio on November 13<sup>th</sup>-15<sup>th</sup>, 2009.

Just in time for soup season and holiday meal planning, Kitchen Basics announces that *original chicken and beef and unsalted chicken and beef varieties* are now certified by the American Heart Association to meet their food criteria for saturated fat, cholesterol and sodium for healthy people over age 2.

High blood pressure and hypertension are major risk factors for heart disease, stroke and kidney failure. To help educate consumers on the importance of these factors, the heart nurses of NEOCS will be providing FREE Blood Pressure Screenings at the Fabulous Food Show in Kitchen Basics Booth 348!

“What better place than in our own backyard, and in the company of the FoodNetwork Celebrity Chefs, to announce the heart healthy certification of our chicken and beef stocks. This is where it all began 14 years ago.” stated Amy Byers, Manager of Marketing Services.

“Kitchen Basics gives people options in the pantry that they haven’t had before,” says Paulette Weber, RN LD/N. “For my patients who are on restricted diets, it’s especially important that their food tastes good so they stay encouraged to cook and stick to their nutritional plans. Cooking with Kitchen Basics Cooking stocks adds flavor without the unnecessary sodium and can be used as a substitution for commercial broths, water, butter or milk in many recipes.”

Kitchen Basics cooking stocks can be found on grocery and natural food store shelves nationally. Look for the heart-check mark on Kitchen Basics chicken and beef varieties.

**About Kitchen Basics.** <[www.kitchenbasics.net/ffs](http://www.kitchenbasics.net/ffs)>

Since 1996, Kitchen Basics All Natural Cooking Stocks are Ready to Use and just like homemade - No added MSG or excess salts. 11 great-tasting flavors and 3 convenient sizes.

**About NEOCS.** <<http://www.neocs.org>> With several locations throughout Northeast Ohio, NEOCS is a division of Summa Physicians, Inc. and has cardiologists, advanced practiced nurses and skilled staff that work closely with patients to provide comprehensive cardiac care.

**About Fabulous Food Show.** The mid-west’s premier culinary event of the year! Click here to buy tickets. <<http://www.fabulousfoodshow.com/Attendee/PurchaseTickets.aspx>>

### **FOR IMMEDIATE NATIONAL RELEASE**

Contact:

Amy Terese Byers  
Kitchen Basics Inc.  
Brecksville, Ohio