

PRESS RELEASE



29-30 September 2011
Old Billingsgate | London

Honestly Healthy gives lunch! a health check

Stand number IZ – Q

London, September 12th, 2011 - Honestly Healthy is set to showcase its delicious range of fresh, balanced and alkaline vegetarian chilled salads at lunch! – 29-30 September 2011, Old Billingsgate.

Aimed at food-to-go and currently selling exclusively at Selfridges Food Hall with a planned launch into the Sourced Market at St Pancras this September, Honestly Healthy is the brainchild of organic chef Natasha Corrett and nutritional therapist Vicki Edgson, both advocates of alkaline eating.

Vicki Edgson said: 'We are really excited to showcase our range at lunch! We have a very unique offering and our products provide the antidote to the glut of so-called health foods on sale today that are actually anything but. Honestly Healthy provides foods that nourish the body without placing the digestive system under any strain, they also taste fabulous'.

At lunch! nutritional therapist Vicki will treat visitors to a special Honestly Healthy health check to test acid-alkaline levels in the body using pharmaceutical-grade pH saliva testing papers. In just 30 seconds, Vicki will be able to take your reading from a colour-coded spectrum - red being the most acidic and purple/blue the most alkaline. The perfect balance is a grass-green colour which indicates between 7.35 - 7.45 on the pH scale - this matches the ideal alkalinity of all body fluids - blood, saliva, and urine. Take the test for yourself and see where you stand - the proof of this pudding is in the testing!

The company's healthy meals come fresh from the kitchen every day and their alkalising ingredients help balance the energy-sapping components of the typically acidic Western diet.

Honestly Healthy on-the-go chilled salads range:

Get Up and Go! (RRP £4.95)

Cumin roasted squash, quinoa, feta and garlic kale. A super seasonal salad high in vitamins and key minerals.

Perfect Protein (RRP £4.45)

High protein chickpea & quinoa burger, buckwheat noodles and alkalizing iron-rich greens.

Everlasting Energy (RRP £4.45)

Chickpea & red rice salad with a tangy tahini dressing and mint. Packed with ingredients known for their immune-boosting properties and alkaline proteins.

Power Box (RRP £4.95)

This salad contains some natural liver detoxifiers. Pearl Barley, turmeric and agave coated tofu with red pepper, ginger and lemon juice combined with fennel and spinach to provide a fresh antioxidant boost. The tofu supplies all of the protein found in meat in a much lighter, more easily digestible form.

Honestly Healthy use organic ingredients where it matters and source all fresh produce from within the UK. Natasha commented: 'with one of our dishes on your plate you can be sure that you are eating food as nature intended, while supporting local farmers and safeguarding the fertility of our land.'

About alkaline eating and lifestyle

The body functions best when in an alkaline state and much of our 21st century food choices and lifestyle is acid-forming in the body, causing a range of conditions from indigestion and bad breath to kidney and gall-stones IBS, troubled skin and lank hair. Eating a primarily vegetarian programme with an abundance of vegetables, some fruits, grains and pulses can help to redress the balance of a diet that has consisted predominantly of red meats and dairy produce (both of which are highly acid-forming).

Vicki comments: 'Eating more alkaline foods will help you sleep better, feel brighter, keep your memory focused help you stay in a vital state'.

www.honestlyhealthyfood.com

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Notes to Editor:

Honestly Healthy launched into Selfridges Food Hall in July 2011.

As well as chilled salads aimed at food-to-go Honestly Healthy also has a range of Ready-to-Cook Dry Mixes which are ideal for preparing at home – including Bean & Fig Tagine and Delicious Dhal – as well as Honestly Store Cupboard Staples – including lentils and Rise and Shine Muesli.

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