



Media Release

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THROW AWAY THE PIE AND GET SOME SALAD IN YA!

Aussie blokes are no strangers to the beer gut and guilty snacks like meat pies and hot chips, but with around half of the Aussie population overweight or obese¹, SumoSalad reckons it's time guys started taking more care about what they put in their gobs!

A lot of women have the fruit and vegies thing down pat, but men are more inclined to go for something quick and familiar, that they know will really fill them up. However it's not hard to eat well AND satisfy your hunger with SumoSalad's range of delicious and nutritious salads, soups, long rolls, toasties, pasta salads, wraps and more, some of which were designed specifically with men in mind.

SumoSalad was even created by two guys who were on the larger side looking for ways to slim down, so they know what works best to beat the bulge – nutritious, yet tasty, meals that are convenient, affordable and won't leave you starving.

The guys at SumoSalad really are committed to helping men get healthy, recently calling upon parody character Chopper Read (from the Ronnie Johns Half Hour show) to ram the message home and boost motivation.

So no more excuses fatsos! Do your body a favour, take a leaf out of Chopper's book and "Eat some salad you fat bastard!"

For Chopper's health tips, mobile phone rings and more check out: www.youfatbastard.com.au.

SumoSalad – Eat large, stay thin!

- ENDS -

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¹ 2007 NSW Health study