

SumoSalad and OzHarvest #HeatUpTheStreet this winter - One soup at a time!

Turning up the heat to help those in need SumoSalad, the country's leading healthy food retailer, has joined forces with food rescue organisation OzHarvest to help make a positive impact on the lives of those less fortunate. This winter, as part of its in-store #HeatUpTheStreet campaign, Sumo will donate 50c per soup slammer sold to OzHarvest to help people in need. Luke Baylis, CEO and Co-Founder of SumoSalad, says, "Our ongoing partnership with OzHarvest and annual in-store #HeatUpTheStreet initiative aims to make a real difference and allows us to give a little warmth and happiness to disadvantaged people living in Australia." Fitting with the partnership, Sumo has introduced a new range of 'harvested' seasonal soups and salads with a proportion of the proceeds from the sale of these items going towards helping provide nutritious meals to those in need of help. The knowledge that every Sumo soup slammer sold is making a positive impact on someone less fortunate has Sumo soups tasting even better than usual! This winter why not tickle your taste buds—and share a little warmth—with a Kale & Quinoa soup or a delicious Laksa? SumoSalad's Heat Up The Street campaign runs from 2nd June until August 31st 2016. Together, through the small purchase of a soup slammer or an item from the 'harvested' menu, we can make a BIG difference to the lives of those in need of a helping hand. About SumoSalad SumoSalad is Australia's first and largest healthy fast food retailer and the acknowledged market leader, with over 120 stores across the globe. The first SumoSalad store opened in 2003 on Liverpool Street in Sydney's CBD and was an instant hit, with customers queuing out the door. SumoSalad's products are of the highest quality, using only the freshest local ingredients. By never using unnecessary fats, artificial colours, flavours or genetically modified products, we can ensure that fresh is best and quality is key. That's the SumoSalad guarantee. Visit www.sumosalad.com For more information: Invisible Thread PR Director Kristina McHugh Kristina@invisiblethreadpr.com.au 02 9949 2211 Taylia Collis Account Executive Taylia@invisiblethreadpr.com.au 02 9949 2211

Contacts

Kristina McHugh

mailto: