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Low Sodium Seasoning Blend, Means More Creole Flavor

California, August 18th, 2023: When a skilled blender crafts a seasoning with a prominent salt profile, the inherent outcome is a reduction in the overall flavor concentration within the bottle. The result is you add less flavor to what you're cooking.

"Both of my blends are low sodium, so the home chef can add more flavor to what they are cooking," says Todd, the chief blender of Dreux Boys Creole Seasoning. "We also use good kosher salt, not cheap iodized table salt like so many blends use," Todd adds.

Understanding what you are cooking and how much seasoning to use is something you learn through the cooking journey. Dreux Boys employs 5% kosher salt, whereas some national seasoning blends use 10% to 13% iodized salt. "When my mom was teaching me how to cook, she unconsciously gave me a master class on salt usage, even though she wasn't aware of it," Todd remarks. "As we all know fish needs less salt than beef. Now you can make adjustments without holding back on the flavor" says Todd.

Join the flavor journey by visiting their website and YouTube channel called "Cast Iron Creole" for Todd's expert culinary demonstrations.

About Dreux Boys

Founded by Chief Blender Todd Cannon, Dreux Boys has been crafting clean, flavorful blends since 1998. They launched their small-batch, low-sodium, gluten-free, and preservative-free seasoning in retail in July 2023. This versatile blend elevates eggs, potatoes, vegetables, proteins, cream sauces, and iconic Louisiana Creole dishes like red beans and rice and Creole Gumbo, celebrating the true taste of Creole culture and honoring home chefs' traditions. Complementing the seasoning, the handcrafted Creole Spoon, made from USA-grown Cherrywood, boasts unique details like a curved handle for a comfortable grip and easy maneuvering, and a flat, angled head that gets into the corners of your pot for seamless stirring of gravies, cream sauces, and Roux's. Discover recipes and cooking videos at www.dreuxboys.com. Instagram: @dreuxboyscreole. TikTok: @dreuxboys. Facebook: @DreuxBoysCreoleSeasoning. Cooking videos on YouTube: @CastIronCreole. Welcome to the Rebirth of Creole.