What is claimed is:

1. A low sodium granulated salt product for curing meats comprising:

from 40 to 60% by weight of the salt product of sodium chloride;

from 20 to 40% by weight of the salt product of a sodium chloride replacing material selected from the group consisting of potassium chloride, magnesium chloride, calcium chloride, ammonium chloride, magnesium sulphate and combinations thereof;

at least one flavorant;

at least one nitrite; and

a phosphate flavor stabilizing agent selected from alkali metal phosphates or alkaline earth metal phosphates

wherein the weight ratio of phosphate flavor stabilizing agent to nitrite is from 25:1 to 35:1.

2. The low sodium salt product according to claim 1, wherein the weight ratio of phosphate flavor stabilizing agent to nitrite is 30:1.

3. The low sodium salt product according to claim 1, including from 3% to 6% by weight of the salt product of the at least one flavorant.

4. The low sodium salt product according to claim 1, wherein the at least one nitrite is selected from the group consisting of sodium nitrite, potassium nitrite, calcium nitrite, magnesium nitrite, ammonium nitrite and mixtures thereof.