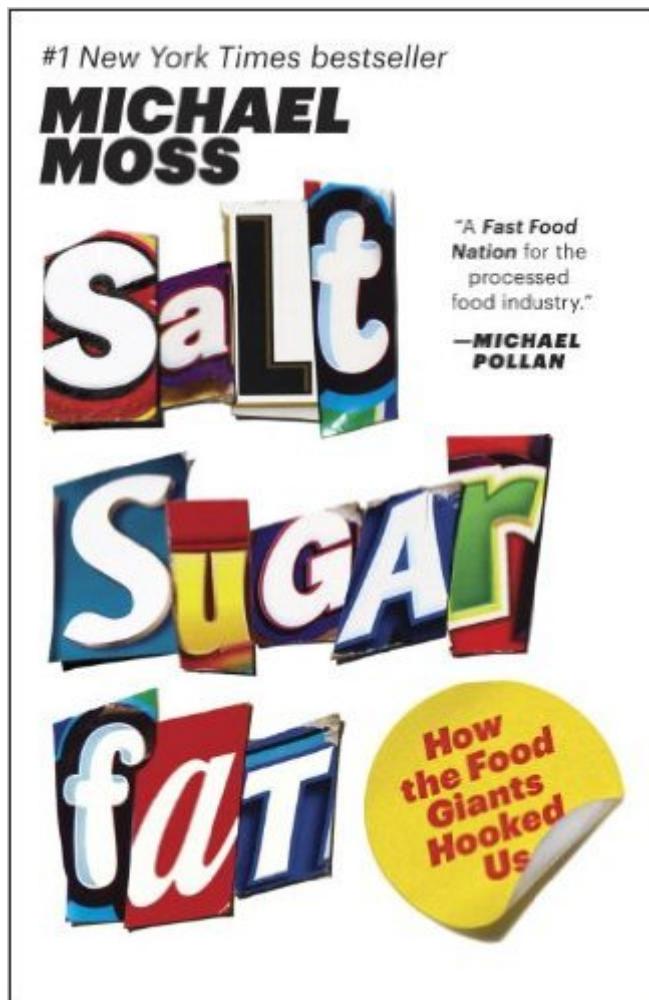


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Salt Sugar Fat: How The Food Giants Hooked Us



Synopsis

NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Atlantic • The Huffington Post • Menâ™s Journal • MSN (U.K.) • Kirkus Reviews • Publishers Weekly#1 NEW YORK TIMES BESTSELLER • WINNER OF THE JAMES BEARD FOUNDATION AWARD FOR WRITING AND LITERATUREEvery year, the average American eats thirty-three pounds of cheese and seventy pounds of sugar. Every day, we ingest 8,500 milligrams of salt, double the recommended amount, almost none of which comes from the shakers on our table. It comes from processed food, an industry that hauls in \$1 trillion in annual sales. In *Salt Sugar Fat*, Pulitzer Prizeâ“winning investigative reporter Michael Moss shows how we ended up here. Featuring examples from Kraft, Coca-Cola, Lunchables, Frito-Lay, NestlÃ©, Oreos, Capri Sun, and many more, Mossâ™s explosive, empowering narrative is grounded in meticulous, eye-opening research. He takes us into labs where scientists calculate the âœbliss pointâ• of sugary beverages, unearths marketing techniques taken straight from tobacco company playbooks, and talks to concerned insiders who make startling confessions. Just as millions of âœheavy usersâ• are addicted to salt, sugar, and fat, so too are the companies that peddle them. You will never look at a nutrition label the same way again. Â Praise for *Salt Sugar Fat*Â “[Michael] Moss has written a *Fast Food Nation* for the processed food industry. Burrowing deep inside the big food manufacturers, he discovered how junk food is formulated to make us eat more of it and, he argues persuasively, actually to addict us.â• “Michael Pollan Â “If you had any doubt as to the food industryâ™s complicity in our obesity epidemic, it will evaporate when you read this book.â• “The Washington Post Â “Vital reading for the discerning food consumer.â• “The Wall Street Journal Â “The chilling story of how the food giants have seduced everyone in this country . . . Michael Moss understands a vital and terrifying truth: that we are not just eating fast food when we succumb to the siren song of sugar, fat, and salt. We are fundamentally changing our livesâ”and the world around us.â• “Alice Waters Â “Propulsively written [and] persuasively argued . . . an exactingly researched, deeply reported work of advocacy journalism.â• “The Boston GlobeâœA remarkable accomplishment.â• “The New York TimesÂ Book Review

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Customer Reviews

I really want you, my fellow American, maybe my fellow tubby American (yes, I've lost a bunch of weight, but I'm still XL) to read this book. Before I review the contents, a note and a couple prefaces, ok? Note to folks thinking this is a diet or cooking type book: It's not. It is exactly what the subtitle suggests: "How the Food Giants Hooked Us." It's about how foods are made to take you to the sugar bliss point, to the higher fat realms of food pleasure, and so on. How we got these manufactured products Americans can't seem to stop guzzling and munching...and that have led to us being the fattest nation on the planet. Just know that. It might help you diet (opens your eyes to the scary "food" out there), but it's an investigative work within historical context. And it rocks.

Personal Preface 1: So, I've not requested a Vine book for review in, pshaw, a couple years. But I saw THIS one and had to have it. Yes, I got it free. No, I don't hand out five stars just for the heck of it. If I hated it, it would get 1 star.

Personal Preface 2: Food and health issues are key to me these days. I read labels, and I read science reports, and I read nutrition blogs, and I have found I need to eschew many packaged foods. To lose 115 lbs, I pretty much stopped eating out of cans/boxes/fast food places, period. I cooked simple foods the old-fashioned way, adding my own salt and fat and minimizing sugars. I chose dine-out carefully (since restaurants oversalt, oversweeten, and pretty much do on a smaller basis what Food Giants do, just with fresher ingredients mostly).

THE END OF OVEREATING by Kessler was the single-most eye-opening book for me in my quest to heal my food issues in a society where we've gone pretty insane with what we do to food.

For decades, I have been referring to the title of this book as America's three basic food groups. Salt, sugar and fat are the most abundant additives in food, and their effects are cumulative - the more we eat them, the more we can eat them, and the more want to eat them, so the more we eat them. The result is pandemic obesity and its further unintended consequences - miserable chronic

diseases in an age just when we thought we were overcoming them forever. This irony goes unexplored, but the book is packed with evidence of it. The convenience of processed foods fits with our hurried society. It exacerbates the death of family meals, and encourages eating anywhere, anytime, and basically all day long. That by itself is enough to damn the industry, if traditional family values mean anything. Far more damaging than gay marriage, or abortion, or sexting, processed foods are destroying us, literally, physically. For hundreds of millions of Americans (and soon the world), this is normal. It is the way of life. There are no viable alternatives. This too, however, goes unexplored. Moss divides the book into the three sections of its title. It contains the usual litany of incredible statistics - like how much of these ingredients the average American ingests annually, and how many billions of pounds the processors produce, but also some interesting developments on the way to perdition:-Food processors call their customers users, like the drug addicts they want them to become.-The "bliss point" is used by all of them to scientifically maximize the sugar effect along a bell curve. It allows food engineers to calculate how much sugar a child blisses out on compared to an adult, for example.-Cereal makers spend twice as much on advertising as on ingredients.

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