

Salt Sugar Fat: How the Food Giants Hooked Us

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✓ Verified Book of Salt Sugar Fat: How the Food Giants Hooked Us

Summary:

Salt Sugar Fat: How the Food Giants Hooked Us free ebook download pdf is brought to you by discipleshipresourcecenter that special to you for free. Salt Sugar Fat: How the Food Giants Hooked Us download ebooks pdf written by Michael Moss at February 26th 2013 has been converted to PDF file that you can access on your cell phone. For the information, discipleshipresourcecenter do not add Salt Sugar Fat: How the Food Giants Hooked Us pdf free download on our server, all of pdf files on this site are collected via the internet. We do not have responsibility with copyright of this book.

Every year, the average American eats 33 pounds of cheese and 70 pounds of sugar. They ingest 8,500 milligrams of salt a day, double the recommended amount, almost none of which comes from salt shakers. It comes from processed food, an industry that hauls in \$1 trillion in annual sales.

In Salt Sugar Fat, Pulitzer Prize-winning investigative reporter Michael Moss shows how this happened. Featuring examples from some of the most recognizable (and profitable) companies and brands of the last half century--including Kraft, Coca-Cola, Lunchables, Kellogg, Nestl , Oreos, Cargill, Capri Sun, and many more--Moss's explosive, empowering narrative is grounded in meticulous, often eye-opening research.

He goes inside the labs where food scientists use cutting-edge technology to calculate the "bliss point" of sugary beverages or enhance the "mouth feel" of fat by manipulating its chemical structure. He unearths marketing techniques taken straight from tobacco company playbooks to redirect concerns about the health risks of products. He talks to concerned executives who explain that they could never produce truly healthy alternatives to their products even if serious regulation became a reality. Simply put: the industry itself would cease to exist without salt, sugar, and fat.

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