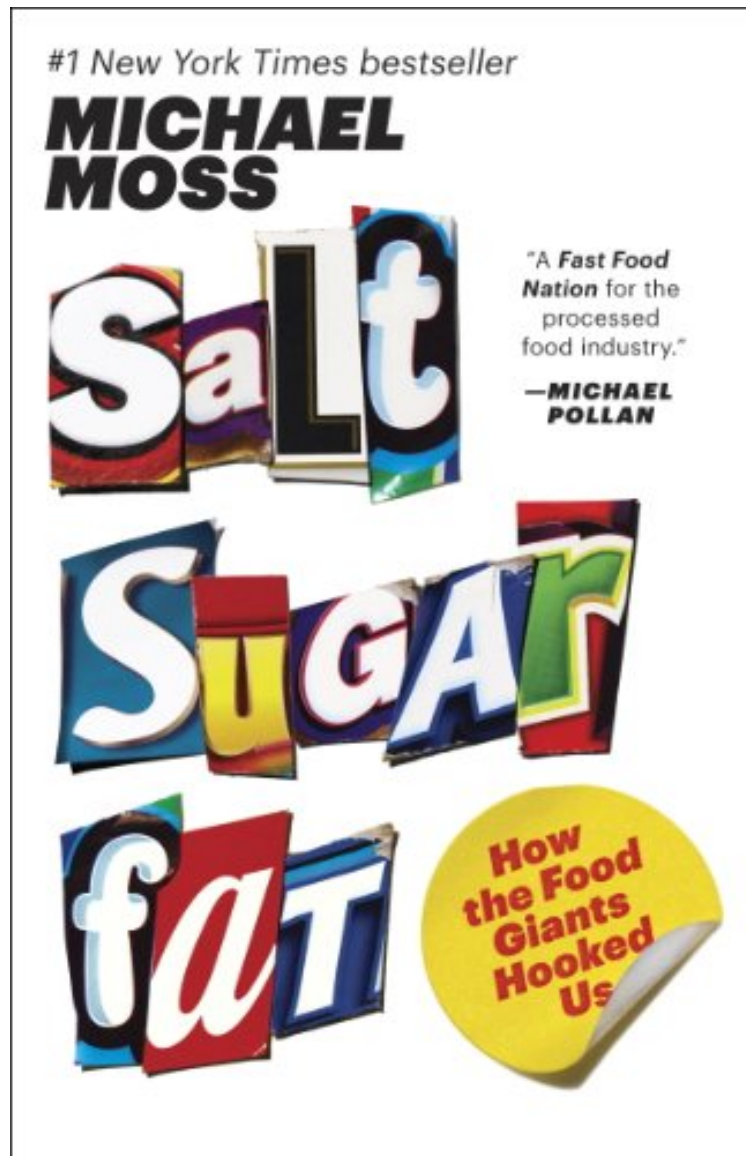


# Salt Sugar Fat: How the Food Giants Hooked Us

Michael Moss

*\*Download PDF / ePub / DOC / audiobook / ebooks*



DOWNLOAD



READ ONLINE

#42716 in eBooks 2013-02-26 2013-02-26 File Name: B00985E3UG | File size: 79.Mb

**Michael Moss : Salt Sugar Fat: How the Food Giants Hooked Us** before purchasing it in order to gage whether or not it would be worth my time, and all praised Salt Sugar Fat: How the Food Giants Hooked Us:

51 of 53 people found the following review helpful. We were duped. I highly recommend this book. By I'm Erika -- Trust Me. This book is jam packed with real life conspiracies and facts about the biggest market manipulators in history. I have really enjoyed reading this book as the author is eloquent and keeps heaps of information light and quick to read. It doesn't bog you down while reading and it was a real page turner for me. I have become concerned with my health over the past 5 years, since I got married, and my overall diet went from lentils and brown rice day in,

day out, to cardboard boxes, plastic packaging, fast food, restaurants, take out, microwaves, lunch meats, cheese galore, cookies, candy bars, etc. etc. After being in and out of over 7 different specialists' offices and surgical suites in the years since this S.A.D. under-haul with various severe ailments from gastrointestinal to gynecological, I have began taking back control of my health. This book has been somewhat of a nail in the coffin in those regards. Basically, I learned to stop feeding myself lies. After reading this book, I can see blatant lies and misleading claims all throughout the grocery store. Meaning advertising on signs and boxes - all bright and colorful to lure you and your children with willynilly health claims based on a minute shred of evidence from a biased Nabisco or General Mills 'investigation.' etc. "Contains real fruit juice" means nothing. "100% natural" is meaningless and any person can put that on ANY product whether it's true or not. Stop giving your kids Capri Sun and sweetened 'fruit juices.' You owe it to them to educate yourself so they have a shot at a long and healthy life without being shot in the foot by their parents during their formative years. Really. Take some responsibility. Don't even get me started on Lunchables! One of the downfalls of our modern day society. "It's like I'm sending my kid to school with a present so he knows I love him! Tee Hee!" Yeah, well enjoy your child having plaque in his arteries by age ten. I digress. Keep this in mind the next time you go shopping: Lead paint tastes sweet, but that doesn't mean you should eat it!! I bet a lot of people would be surprised to know that Betty Crocker is a figment of an ad execs imagination. Not real, not in the least. Don't fall for her lies about Crisco and making life easier by NOT cooking dinner and having more TV time in the evenings. This is how we went off the rails, and the U.S. government was a huge promoter of that. Nearly everyone knows the U.S. is in cahoots with the sugar industry, the beef industry, the dairy industry, and so on and so forth. Essentially, anything that is bad or unnecessary for us is shoved in our faces by the DOA (Eat more beef and cheese!), by the huge conglomerates themselves, and, as another surprising example, by Philip Morris; a tobacco company who actually owns several of the biggest "food" production companies around. Quick - what's the overall biggest contributor of saturated fat in the American diet? Cheese! And then Beef! Whoo hoo! Oh, er...wait....heart disease is our nation's #1 killer.... and the government wants us to eat more.. cheese? Oy. Anyway - Great book. I highly recommend to anyone without a clue. It might clear some things up. I apologize for being snarky. It's just that.. you know. Insurance rates. Crowded hospitals. Less room in your airplane seat when sitting next to someone due to size. Others' actions impact everyone else and no one considers their fellow-person anymore. Sigh. 0 of 0 people found the following review helpful. Will probably make you mad. By Kindle Customer This is pretty eye-opening and reading it made me mad as hell. I figured processed food tastes good cause it contains a lot of salt and fat and sugar, but I couldn't have imagined that the Food Giants were manipulating these ingredients, basically tinkering with their very chemistry, to make them super tasty and infinitely craveable. I may never eat a Cheeze-It again! 2 of 2 people found the following review helpful. Michael Moss really did a great job in hunting down very relevant and interesting sources ... By Jimmy Grits I had to read this for my sociology class, and actually write a full-fledged book review on it...but that was several pages long, so I won't be posting it here. All in all though, I thought this book was very eye-opening, without seeming too biased or anything. Michael Moss really did a great job in hunting down very relevant and interesting sources throughout the book, and he uses them to illustrate a lot of the points he's making. The content itself - I was really blown away by most everything I've read. I learned a lot about the foods that were coming into my home, and became much more deliberate about checking labels.

NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Atlantic bull; The Huffington Post bull; Men's Journal bull; MSN (U.K.) bull; Kirkus Reviews bull; Publishers Weekly #1 NEW YORK TIMES BESTSELLER bull; WINNER OF THE JAMES BEARD FOUNDATION AWARD FOR WRITING AND LITERATURE Every 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 Prize-winning investigative reporter Michael Moss shows how we ended up here. Featuring examples from Kraft, Coca-Cola, Lunchables, Frito-Lay, Nestle, Oreos, Capri Sun, and many more, Moss's explosive, empowering narrative is grounded in meticulous, eye-opening research. He takes us into labs where scientists calculate the "bliss point" 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 "heavy users" 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. Praise for *Salt Sugar Fat* "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." —Michael Pollan "If you had any doubt as to the food industry's complicity in our obesity epidemic, it will evaporate when you read this book." —The Washington Post "Vital reading for the discerning food consumer." —The Wall Street Journal "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 lives; and the

world around us.”—Alice Waters  
“Propulsively written [and] persuasively argued . . . an  
exactly researched, deeply reported work of advocacy journalism.”—The Boston Globe  
“A remarkable accomplishment.”—The New York Times  
Book Review  
From the Trade Paperback edition.

.com QA with Michael Moss