



## **Salt Sugar Fat: How the Food Giants Hooked Us by Moss, Michael (2013) Hardcover**

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NAMED ONE OF THE BEST BOOKS OF THE YEAR BY "The Atlantic - The Huffington Post - Men's Journal - MSN "(U.K.) - "Kirkus Reviews - Publishers Weekly" #1 "NEW YORK TIMES "BESTSELLER - 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.

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