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The three stars of the book are Salt, Sugar, and Fat - the three most crucial and most addictive ingredients which are behind products like Cheese, Chips, Soft Drinks, Cookies, Candies, and the whole shebang. There is a neat surprise about the links of tobacco industry with the food industry, which makes you wonder about the implications of ...

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Salt, Sugar, Fat: How the Food Giants Hooked Us: Amazon.co ... In his book, "Salt Sugar Fat: How the Food Giants Hooked Us", Michael Moss describes the scene. It was 1999. The top executives from the largest food industries in America met in Minneapolis. They were feeling the heat. Fingers were pointed in their direction as the obesity epidemic began to increase in both adults and children.

Rather than spreading high-sugar jam, marmalade, syrup, chocolate spread or honey on your toast, try a lower-fat spread, reduced-sugar jam or fruit spread, sliced banana or lower-fat cream cheese instead. Check nutrition labels to help you pick the foods with less added sugar, or go for the reduced- or lower-sugar version.

Salt Sugar Fat attempts to provide an answer, by detailing a his-

torical account of processed food. The first section, Sugar, explains how we've gone from healthy breakfast standards like eggs, bacon, and sausage, to eating bowls of glorified sugar for breakfast.

Salt Sugar Fat: How the Food Giants Hooked Us traces how these ingredients worked their way into our food in ever-larger amounts, not by accident but as part of a concerted effort by food companies to make their products as irresistible and addictive as possible. Moss profiles the food scientists whom corporations like Kellogg and Kraft pay to formulate exact combinations of ingredients that target consumers' "bliss point": where food is as tasty as possible without being so satisfying ...

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Review | Salt, Sugar, Fat: How The Food Giants Hooked Us by Michael Moss

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Giants Hooked Us Book Review | *Salt Sugar Fat Sugar and Salt and Fat: Food Giants Have Hooked Us* **Salt Sugar Fat: we are unconsciously influenced.**

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