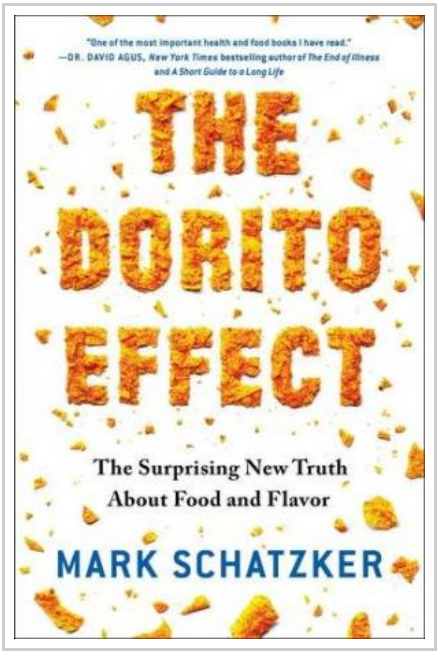

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The Dorito Effect: The Surprising New Truth About Food and Flavor (Paperback)

By Mark Schatzker

SIMON SCHUSTER, United States, 2016. Paperback. Book Condition: New. Reprint. 212 x 139 mm. Language: English . Brand New Book. A lively argument from award-winning journalist proving the key to reversing health crisis lies in the overlooked link between nutrition and flavour: The Dorito Effect is one of the most important health and food books I have read (Dr. David B. Agus, New York Times bestselling author). We are in the grip of a food crisis. Obesity has become a leading cause of preventable death, after only smoking. For nearly half a century we ve been trying to pin the blame somewhere, fat, carbs, sugar, wheat, high-fructose corn syrup. But that search has been in vain, because the food problem that s killing us is not a nutrient problem. It s a behavioural problem, and it s caused by the changing flavour of the food we eat. Ever since the 1940s, with the rise of industrialized food production, we have been gradually leeching the taste out of what we grow. Simultaneously, we have taken great leaps forward in technology, creating a flavour industry, worth billions annually; in an attempt to put back the tastes we ve engineered out of our...

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