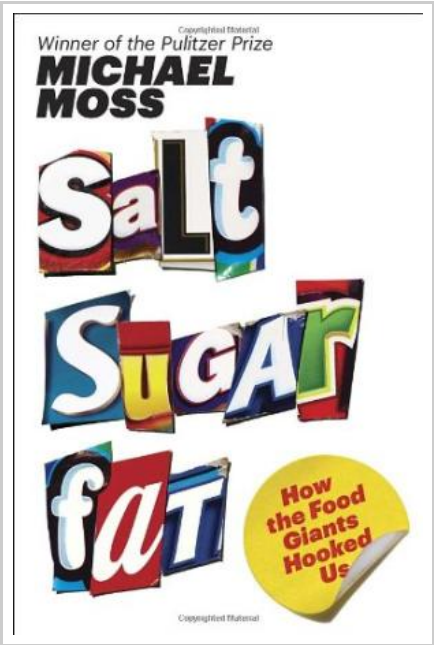


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Salt Sugar Fat: How the Food Giants Hooked Us

By Michael Moss

Random House. Hardcover. Book Condition: New. Hardcover. 448 pages. From the introduction: Minneapolis was having a blustery, early spring evening on April 8, 1999, when a long line of town cars and taxis pulled up to the white office complex on South 6th Street and discharged their well-dressed passengers, who ducked quickly inside. These were the heads of Americas largest food companies. Between them, these 11 men controlled 700, 000 employees and 280 billion in annual sales. And even before the sumptuous dinner was served, they would be charting a course for their industry that would affect the nations health for years to come. There would be no reporters at this gathering. No minutes taken, no recordings made. Rivals any other day, these CEOs had come together for a very private sit-down that was as secretive as it was rare. On the agenda was just one item: the emerging epidemic of obesity, which posed a threat to them all, and how to deal with it. They met in the corporate headquarters of Pillsbury, whose two towers of glass and steel perched on the edge of downtown. The largest falls on the Mississippi River rumbled just a few blocks away, near...

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