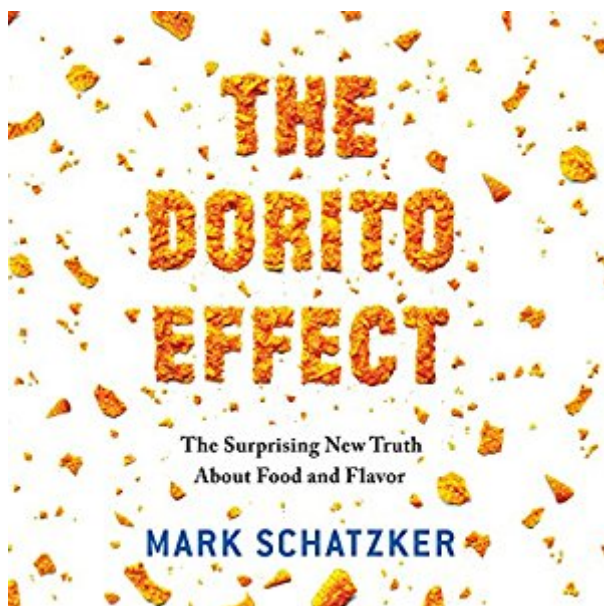


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# The Dorito Effect: The Surprising New Truth About Food And Flavor



## Synopsis

In *The Dorito Effect*, Mark Schatzker shows us how our approach to the nation's number-one public health crisis has gotten it wrong. The epidemics of obesity, heart disease, and diabetes are not tied to the overabundance of fat or carbs. Instead we have been led astray by the growing divide between flavor - the tastes we crave - and the underlying nutrition. Since the late 1940s, we have been slowly leeching flavor out of the food we grow. Simultaneously we have taken great leaps forward in technology, allowing us to produce in the lab the very flavors that are being lost on the farm. Thanks to this largely invisible epidemic, seemingly healthy food is becoming more like junk food: highly craveable but nutritionally empty. We have unknowingly interfered with an ancient chemical language - flavor - that evolved to guide our nutrition, not destroy it.

## Book Information

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## Customer Reviews

Incredible new insights into how we interact with food. As a physician this will help me explain to my patient's why they have problems with their appetite and why appetite so often fails to guide them to good food choices. This book helps us to understand the importance of the flavor of food and how it is nature's way of "labeling" what we eat. The addition of flavorings to processed food is a form of false labeling. When there is a disconnect between flavor and nutrition we have metabolic "vertigo". The information from our senses does not correlate with the nutrients that we are absorbing and a subconscious confusion results. We keep on eating and eating and as a result developed the manifestations of metabolic syndrome. This will definitely clarify the way we think about food.

The Dorito Effect by Mark Schatzker is a very highly recommended, well researched account that addresses the cause of the health crisis today as being a direct result of what we have done to our food. In an effort to increase size, and production, we have taken the natural flavor out of food. Our bodies naturally crave flavors that the current food isn't providing so we eat more trying to fill the flavor void we're missing. Focusing on mainly chicken and tomatoes, Schatzker does an excellent job tracing how the change in our food happened and the results. There is a complex relationship between flavor and nutrition in food and we have diluted the flavor to increase size and production. Chicken today doesn't taste anything like the chicken of the past. Tomatoes today are mostly water. "The rise in obesity is the predictable result of the rise in manufactured deliciousness. Everything we add to food just makes us want it more." Schatzker points out that the big food companies have "created the snack equivalent of crystal meth and gotten us all hooked." Not only is more and more manufactured flavor being added to things, the availability of the food with enhanced flavors is more available. "The Dorito Effect, very simply, is what happens when food gets blander and flavor technology gets better. This book is about how and why that took place. It's also about the consequences, which include obesity and metabolic disturbance along with a cultural love-hate obsession with food. This book argues that we need to begin understanding food through the same lens by which it is experienced: how it tastes. The food crisis we're spending so much time and money on might be better thought of as a large-scale flavor disorder. Our problem isn't calories and what our bodies do with them. Our problem is that we want to eat the wrong food. The longer we ignore flavor, the longer we are bound to be victims of it. This book is also about the solution. The Dorito Effect can be reversed. That's already happening on small farms and in pioneering science labs." Schatzker notes the words to look for on your food that indicate the presence of chemicals that fool your nose and chemicals that fool your tongue. "The following words indicate the presence of chemicals that fool your nose: natural flavor(s) natural flavoring(s) artificial flavor(s) flavoring, flavor. The following words indicate the presence of chemicals that fool your tongue: monosodium glutamate MSG disodium guanylate disodium inosinate torula yeast yeast extract hydrolyzed protein autolyzed yeast saccharin (Sweet Twin, Sweet N Low, Necta Sweet) aspartame (NutraSweet, Equal, Sugar Twin) acesulfame potassium (Ace-K, Sunett, Sweet One) sucralose (Splenda) neotame (Newtame) advantame stevia." I have been talking about this book the whole time to anyone who will listen. Schatzker does an exceptional job presenting the information and scientific research in an entertaining, accessible, and informative manner. In The Dorito Effect he divides the book into three parts: He tells us what the Dorito effect is, the importance of flavor, and the cure for

the Dorito effect. As is my wont, I was thrilled to see a bibliography, notes and index. Disclosure: My Kindle edition was courtesy of Simon & Schuster for review purposes.

An important, well researched message to all of us in the "Western World" about the risks to ourselves posed by the manipulation of foodstuffs to fool us / our brains into thinking we're eating something of nutritional value equivalent to what our appetites would suggest is contained in foods with remarkable flavors. Can we humans withstand the industrial manipulation of our diets for profit at the expense of nutritional content?

Mark Schatzker takes readers on a tour of the importance and industry of flavour that is as enjoyable as it is informative. This book is for everyone, it has fascinating history, clever writing, important insights and personal stories all well balanced and merged artfully into a great book.

Great information. It confirmed a lot of my thoughts about the food industry and revealed even more. I have recommended it to many friends and coworkers. I gave it only 4 stars because it was too short. I wanted more...

The Dorrito Effect is a rare breed that is very well researched but still manages to flow very well. The core theory is intriguing and highly plausible, and the read is both quick and enjoyable. Schatzker does a wonderful job of simplifying concepts in a way that's accurate and entertaining while keeping the important points of the research he includes. I think just about everyone in America should at least be acquainted with the core researched presented in this book, whether they buy into the overarching theory or not. With any luck, this book will help bring awareness of a major factor in the obesity and malnutrition epidemic into the mainstream.

Mark Schatzker's recent history of food is fascinating and pertinent. His journalistic treatment avoids the accusatory/conspiratorial tone of "Grain Brain" or "Wheat Belly" or proselytizing or overly thematic bent of some diet/health books. I recommend this book to my patients several times a day (if they enjoy books, otherwise I recommend "Always Hungry?" for those who want more specific direction on how to eat). In its way, this book is on a par with "A Brief History of Time" by Stephen Hawking!!

This book had been on my "to read" list for a while. I didn't have any particular expectations, but it

looked interesting. Having read Omnivore's Dilemma, Animal, Vegetable, Miracle and other such books, I figured it would cover similar ground, but maybe with some different insights. Well it did, and then some, it focused more on the chemistry of food and food-like products and the interplay with hunger and satiety. I found it hard to put down (or at least the digital equivalent, I listened to the audio book, and I would sit in the driveway when I'd get home just to listen to a bit more). The book was well written and researched. It has made me change how I look at food in the grocery store, and I have changed what I buy- and I thought I was pretty savvy on what I should be buying and avoiding. I have recommended the book to many friends, and even bought a copy for my brother. I am considering buying a second copy to be able to lend, it made that much of an impact!

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