



The Doctor Oz Show featuring *The Dorito Effect* Tuesday, May 5, 2015

CBS This Morning

Live Interview on May 4

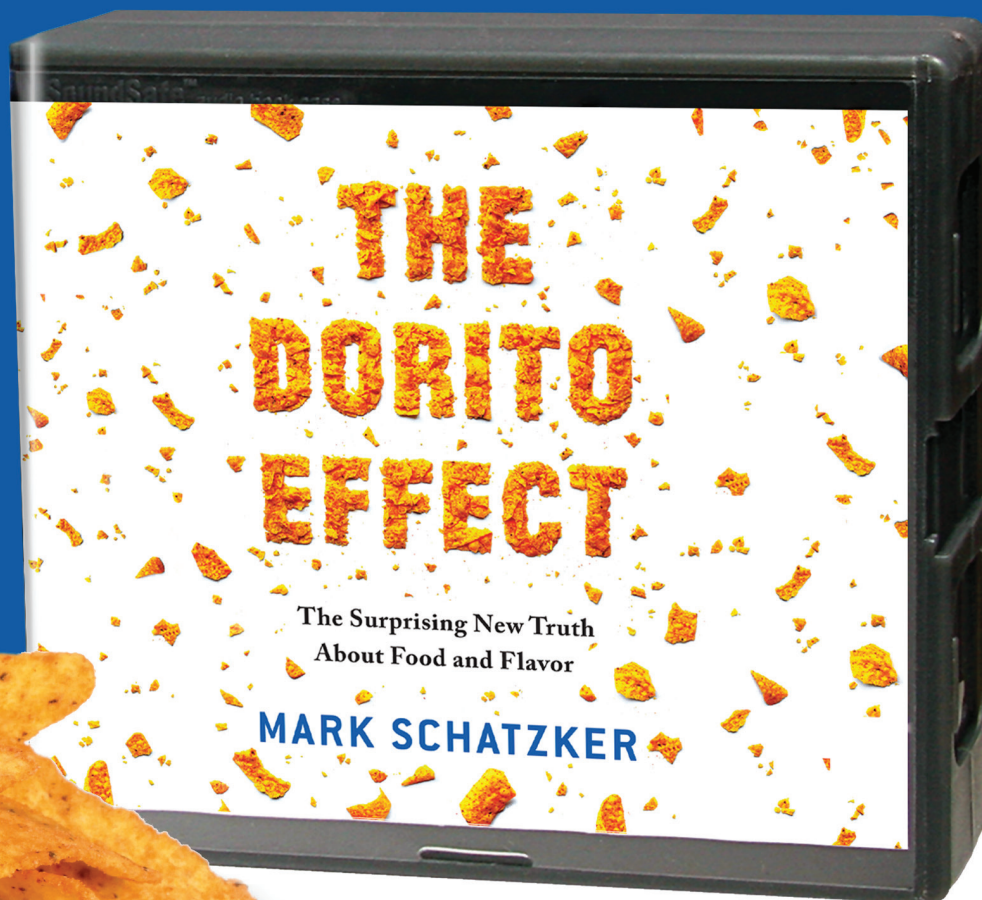
Wall Street Journal

Weekend Edition April 11/12

Marketplace

Interview on May 5

America's Test Kitchen (WGBH-FM)



Entertaining storytelling...After reading this engaging book, readers may wonder with every bite of food if what they are tasting is real. —Kirkus Reviews

ABOUT THE AUTHOR

Mark Schatzker is an award-winning writer based in Toronto. He is a radio columnist for the Canadian Broadcast Corporation and a frequent contributor to the *Globe and Mail*, *Condé Nast Traveler*, and *Bloomberg Pursuits*. He is the author of *Steak: One Man's Search for the World's Tastiest Piece of Beef*.

THE DORITO EFFECT: THE SURPRISING NEW TRUTH ABOUT FOOD AND FLAVOR

by Mark Schatzker

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.

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