

My Journey to Discover How the
Ingredients Found in Processed Foods
Are Grown, Mined (Yes, Mined), and
Manipulated into What America Eats

Twinkie, Deconstructed



**Steve
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A pop-science journey in to the surprising ingredients within most common packaged foods Like the majority of Americans, Steve Ettlinger eats processed food items. Consequently, as Hostess plans to completely close its doors in 2012, this reserve provides a relevant guide into the practices of one of the largest companies of all time. Beginning at the foundation (hint: they're often more closely associated with rock and petroleum than the four food groupings), we follow each Twinkie ingredient through the process of being crushed, baked, fermented, refined, and/or reacted right into a totally unrecognizable goo or powder, all for the sake of creating a straightforward snack cake., he was baffled and determined to discover. An insightful exploration of the present day food industry, if you have ever wondered what you're consuming when you consume foods containing mono- and diglycerides or calcium sulfate (the latter a food-grade equivalent of plaster of paris), this reserve is for you. So when his young girl asked, Daddy, what's polysorbate 60? From the phosphate mines in Idaho to the oil areas in China to the Hostess factories and their procedures, Twinkie, Deconstructed demystifies some of the most common prepared food ingredients, where they result from, how they are created, how they are used, and just why. And, like the majority of consumers, he didn't possess a clue as to what most of the elements on labels mean.



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Our manufactured foods This should be a wake-up call to those that wonder precisely what is in our foods. it's resource, it's processing, the managing, it's purpose and the market." (Do your Twinkies glow in the dark?Read this book. infotainment fluff - not really a serious examination of processed food Other reviewers have pointed out the main flaws with this reserve., the largest synthetic meals color institute in China . This book was something special for a pal with terrible diet plan that are affecting his life, seriously. After reading that book we made an extremely conscious decision to eliminate processed foods from our diets.. We am a foodie, and I read cookbooks and quality recipes and cook sous vida in the home, and play with texture, etc. This book is NOTHING about this level of cuisine, yet at the same time it is ALL about that level of cuisine. It undergoes the ingredient set of a Twinkie (and explains why that list adjustments every once in awhile), and describes the cradle-to-grave progress of each item/additive.Having just read "Twinkie, Deconstructed" our decision was the best one we possess ever made.. It makes a good case for pure, simple, clean eating. In the meantime, Sinopec (china's largest essential oil refinery) refines naphtha and ethylene out of even more crude essential oil and combines them to make naphthalene .. he didn't understand.If you wish for a complete primer on contemporary foods, however, do not go through this reserve in isolation..you will never look at a packaged food item the same manner for the rest of your life. The difference is usually that the Hostess organization strives to achieve a constant level of mediocrity while I make an effort to achieve greatness.. As food, not so much. Yum! I appeal to a small number of people and lose cash each and every time I cook !!! I like 'em deep fried. however in the end result who can say who is great and who's mediocre - they charm to millions of people and have made vast amounts of dollars. "Substances: Enriched bleached wheat flour (flour, reduced iron, 'B' vitamins (niacin, thiamine mononitrate (B1), riboflavin (B2), folic acid)), sugar, water, corn syrup, high fructose corn syrup, partially hydrogenated veggie and/or animal shortening (contains a number of of: soybean, cottonseed or canola oil, beef fat), entire eggs, dextrose, contains 2% or much less of: modified corn starch, glucose, leavenings (sodium acid pyrophosphate, baking soda, monocalcium phosphate), nice dairy whey, soy protein isolate, calcium and sodium caseinate, soy flour, salt, mono and diglycerides, polysorbate 60, soy lecithin, cornstarch, corn flour, corn dextrin, cellulose gum, sodium stearoyl lactylate, organic and artificial flavors, sorbic acid (to retain freshness), FD& What's very strange is to write a whole book about Twinkies without ever actually acknowledging that many people, with justification, find them and the industrial food program that they represent to end up being totally horrifying and disgusting. This book demonstrates exactly how thorough one should make an effort to become when delving into something as complicated as modern processed foods. An example of the narrative's tone on ingredient evolution might be that on the creation of FD&. Two acids are crucial ingredients, nitric acid to create reddish colored, and tartaric acid for yellow." - author Steve EttlingerAs author Steve Ettlinger ruefully admits, when his 6-12 months old girl asked, "Where will pol-y-sor-bate six-tee result from, Daddy?", Ol' Dad got to confess fallibility;. Thus, his personal objective to find out the origin of the ingredient on the ice cream wrapper of as soon as resulting in this reserve, TWINKIE, DECONSTRUCTED.For just about any junk-food lover or despiser with at least a minimal interest in diet and a major fascination with the world we live in, TWINKIE DECONSTRUCTED is a must browse. Within, Ettlinger describes the source and processing measures for every ingredient that switches into Twinkies without becoming overly technical, or at least not so much that the eye of anyone who failed high-college chemistry will glaze over. so numerous others share their elements and tries at immortality on the shelf .C Yellow 5 and Crimson 40:"Shanghai Dyestuffs

Research Institute Co., Ltd.. Industrial Food, Unveiled Ettlinger makes a heroic try to remain objective and hopeful while exploring the industrial, world-spanning, and often oily origins of many common processed food additives.. (reacts aniline) with a metal sulfate to create sulfanilic acid . One Star save your money I wouldn't recommend reading.)I enjoyed TWINKIE, DECONSTRUCTED immensely because it's chock filled with that sort of esoteric knowledge that provides me a break from daily issues like the price of gas, Al Gore's pre-occupation with global warming and whether Britney is nuts and an unfit Mom. Twinkies are made in relatively the same manner that I make meals using molecular gastronomy. Did you know that there are six kinds of wheat?. Shanghai Dyestuffs reacts this with another acid and the usual table salt to create something called Schaeffer's Salt, the key ingredient in both crimson and yellow .. Indeed, a lot of TWINKIE DECONSTRUCTED are asides into much less specialized avenues of arcane but interesting information.. This is awesome stuff. such never becomes overpowering... Or that the one pound of the coloring cochineal, found in Campari and Dannon's boysenberry yogurt, is derived from the dried bodies of 70,000 feminine cochineal bugs harvested off the paddles of prickly pear cacti? Or that Osama bin Laden was once component owner of a Sudanese acacia gum company before he was tossed out from the country in 1996?"If the above passage seems technically daunting, never fear;Reinforcing the actual fact that he's only using Twinkies to illustrate a spot, Ettlinger regularly mentions the other products, foodstuffs or otherwise, which contain the ingredient under conversation in the text; for one who perhaps doesn't read ingredient labels, it's eye-opening. At times, the knowledge gained can provide the worrywarts yet another cause for angst:"Let's wish the cows of Belarus graze upwind of Chernobyl, because Belarus, along with Russia and Poland, is usually where a lot of the cheaper milk we use to make lower grades of sodium and calcium caseinate originates from. In addition, it gives us reason to question why our foods have become so adulterated.. You might never want to consume the same again. I was impressed... We, as consumers, have fallen in to the trap of eating quick, processed food, without giving thought to all the chemical substances contained in the food. It creates me wonder if there exists a connection with each one of these chemicals in our food that is adding to our general decline in wellness. Well, personally, I'd say "for profit", pure and simple..... I have usually admired the Twinkie as an industrial item. sorta. I did not really read it but hope it might help encourage him to cool off from some of the terrible factors he consumes daily. If he doesn't he in set for some bad times ahead. I might ask easily can go through it when he's through.. In reality, if you like any sort of processed lovely I wouldn't recommend reading." - From a genuine Twinkies bundle"Last Sale Time: Dec 17" - From the same Twinkies bundle, purchased November 24"Examining labels found on supermarket shelves, it becomes obvious that Twinkies are merely an archetype of almost all modern processed food items; the ingredients are carefully chosen to make a final product in which each ingredient has a key role - not merely flavor but also texture, water control, mouth area feel, etc. Pair it with a few of Michael Pollan's, Nina Planck's, and/or Marion Nestle's latest books, along with the China Study, or otherwise explore our modern program in better depth. Ettlinger is a great investigator, and presents his suggestions well, but appears to subscribe (so far as this book is concerned) to limited dietary recommendations and environmental perspectives.Though vital to consider, these dietary and environmental omissions aren't all together relevant to his text, and appear, appropriately, as side-notes. In revealing how fantastically industrio-chemical our food system has become, which is strictly what it sets out to do, this reserve positively soars. If you are what you eat, then America is in trouble A couple of years ago I had the fortune to learn Omnivore's Dilemma.~Ryan I'm Not Sure It's Really Food

Interesting exploration and breakdown on the subject of the items going into most of our meals with the Twinkie since a jumping off stage- with through and detailed explanations. Today, if my diet fanatic wife would only give me back my package of Twinkies. This is food? Nearly a glorification of the cancer causing garbage that some contact food. Five Stars Fascinating! And scary!. Actually Wow. Not that I was a lover of Twinkies before, however now I will under no circumstances be able to appear at them the same manner again. That's remarkable, but Perhaps he is eligible for his opinion and can craft his book however he wants. His work alone to track chemical substances like polysorbate 60, artificial vanilla, and sorbic acid (just to name a few of the more seriously processed) from extraction through production to deployment earns from me at least 4 stars. Knowing that fifty percent of the ingredients derive from things you'll never want to consume will definitely change your perspective. Good story in regards to a bad food Look out Harold McGee. Help for a pal with terrible eating habits!. This tells its story well It is an awesome creation, a bit of craftsmanship and history. Molecular Gastronomy - errr. First, the writer does not have a single negative thing to state about the many issues with the industrial food processing that he discusses. If you are a fan, I wouldn't suggest reading.C Yellow 5, Red 40. I suspect that many people will buy this book expecting a more thoughtful look at the industry, and they are going to be disappointed. More problematically, the writer repeatedly reports that he is unable to get important info about his subject because his investigative targets told him they didn't want to give it to him, and unquestioningly repeats their thin justifications about nationwide security and trade secrets. This is lazy, if not really outright disingenuous.



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