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Fast Food Nation: What The All-American Meal is Doing to the World



Par Eric Schlosser
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Description : Description du produitFast food has hastened the malling of our landscape, widened the chasm between rich and poor, fueled an epidemic of obesity, and propelled American cultural imperialism abroad. That's a lengthy list of charges, but here Eric Schlosser makes them stick with an artful mix of first-rate reportage, wry wit, and careful reasoning. Schlosser's myth-shattering survey stretches from California's subdivisions where the business was born to the industrial corridor along the New Jersey Turnpike where many fast food's flavors are concocted. Along the way, he unearths a trove of fascinating, unsettling truths -- from the unholy alliance between fast food and Hollywood to the seismic changes the industry has wrought in food production, popular culture, and even real estate. He also uncovers the fast food chains' disturbing

efforts to reel in the youngest, most susceptible consumers even while they hone their institutionalized exploitation of teenagers and minorities.

Prsentation de l'diteurNow the subject of a film by Richard Linklater, Eric Schlosser's explosive bestseller *Fast Food Nation: What the All-American Meal is Doing to the World* tells the story of our love affair with fast food. Britain eats more fast food than any other country in Europe. It looks good, tastes good, and it's cheap. But the real cost never appears on the menu. Eric Schlosser visits the lab that re-creates the smell of strawberries; examines the safety records of abattoirs; reveals why the fries really taste so good and what lurks between the sesame buns - and shows how fast food is transforming not only our diets but our world.

'Fast Food Nation has lifted the polystyrene lid on the global fast food industry ... and sparked a storm'Observer 'Has wiped that smirk off the Happy Meal ... Thanks to this man, you'll never eat a burger again'Evening Standard 'Startling ... Junk food, we learn, is just that ... left this reader vowing never to set foot in one of those outlets again'Daily Mail 'This book tells you more than you really want to know when you're chomping on that hamburger ... Have a nice day? Listen - you should live so long'The Times Eric

Schlosser is a correspondent for the *Atlantic Monthly*. His first book, *Fast Food Nation*, was a major international bestseller. His work has appeared in the *Atlantic Monthly*, *Rolling Stone* and the *Guardian*. He has received a number of journalistic honours, including a National Magazine Award for an *Atlantic* article on the drug trade, which was later adapted into the book *Reefer Madness*.[.co.uk](http://www.co.uk)*Fast Food Nation*, Eric Schlosser's disturbing and timely exploration of one of the world's most controversial industries, has become a massive bestseller in America and rightly deserves to be so this side of the pond. On any given day, one out of four Americans opts for a quick and cheap meal at a fast-food restaurant, without giving either its speed or its cheapness a second thought. Fast food is so ubiquitous that it now seems harmless. But the industry's drive for consolidation, homogenisation and speediness has radically transformed the West's diet, landscape, economy and workforce, often in insidiously destructive ways. Eric Schlosser, an award-winning journalist, opens his ambitious and ultimately devastating exposé with an introduction to the iconoclasts and high school dropouts, such as Harlan Sanders and the McDonald brothers, who first applied the principles of a factory assembly line to a commercial kitchen. However, he rapidly moves behind the counter to the overworked and underpaid teenage workers, onto the factory farms where the potatoes and beef are grown, and into the slaughterhouses run by giant meatpacking corporations. Schlosser wants you to know why those

French fries taste so good (with a visit to the world's largest flavour company) and "what really lurks between those sesame-seed buns". Eater beware: forget your concerns about cholesterol, there is--literally--faeces in your meat. Schlosser's investigation reaches its frightening peak in the meatpacking plants as he reveals the almost complete lack of regulation. His searing portrayal of the industry is disturbingly similar to Upton Sinclair's *The Jungle*, written in 1906: nightmare working conditions, union busting and unsanitary practices that introduced *E.coli* and other pathogens into restaurants, schools and homes. Almost as disturbing is his description of how the industry "both feeds and feeds off the young", insinuating itself into all aspects of children's lives, even the pages of their school books, while leaving them prone to obesity and disease. Fortunately, Schlosser offers some eminently practical remedies. "Eating in the United States should

no longer be a form of high-risk behaviour", he writes. Where to begin? Ask yourself, is the true cost of having it "your way" really worth it? --Lesley Reed From *Publishers Weekly*In this fascinating sociocultural report, Schlosser digs into the deeper meaning of Burger King, Auggie's, The Chicken Shack, Jack-in-the-Box, Little Caesar's and myriad other examples of fast food in America. Frequently using McDonald's as a template, Schlosser, an *Atlantic Monthly* correspondent, explains how the development of fast-food restaurants has led to the standardization of American culture, widespread obesity, urban sprawl and more.

In a perky, reportorial voice, Adamson tells of the history, economics, day-to-day dealings and broad and often negative cultural implications of franchised burger joints and pizza factories, delivering impressive snippets of information (e.g., two-thirds of America's fast-food restaurant employees are teenagers; Willard

Scott posed as the first Ronald McDonald until higher-ups decided Scott was too round to represent a healthy restaurant like McDonald's). According to Schlosser, most visits to fast-food restaurants are the culinary equivalent of "impulse buys," i.e., someone is driving by and pulls over for a Big Mac. But anyone listening to this audiobook on a car trip and realizing that the Chicken McNugget turned "a bird that once had to be carved at a table" into "a manufactured, value-added product" will think twice about stopping for a snack at the highway rest stop. Based on the Houghton Mifflin hardcover. Copyright 2002 Cahners Business

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