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“In The Dorito Effect
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explores a novel -and
to my mind, key -
theory to explain our
increasing

consumption of the low-
quality food that is
undermining health.

Modern food
production has made
much of what we eat
flavorless, and a
multibillion dollar flavor
industry has stepped in
to fool our senses,
leaving us unsatisfied
and craving more and
more.

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The Dorito Effect is an interesting take on food, nutrition and our love of eating things we shouldn't. The premise that fresh food has been engineered for maximum yield and flavor has been lost. No controversy there, we all know that those beautiful unblemished

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red tomatoes tastes
like cardboard.
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life...confession. PS:
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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 or any other specific nutrient.

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The Dorito Effect NPR coverage of The Dorito Effect: The Surprising New Truth About Food and Flavor by Mark Schatzker. News, author interviews, critics' picks and more.

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The Dorito Effect: The Surprising New Truth about Food and Flavor, by Mark Schatzker, is a book about two

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detrimental trends in modern food culture. The pursuit of maximum monetary gain by means of increased yield and pest resistance has involved the neglect of flavor in the breeding process. On the other hand, to provide the flavor missing from industrialized food, food processors add flavors ...

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Drawing on advances ranging from the brain science of food addiction to how plants communicate with insects, The Dorito Effect shows how we have interfered with a highly sophisticated chemical language that evolved to guide our nutrition. Evolution did not program us to get fat—we've simply tricked ourselves into craving the wrong

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problem is a flavor
problem. For half a
century, we've been
making the stuff
people should
eat--fruits, vegetables,
whole grains,
unprocessed
meats--incrementally
less delicious.

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Quotes by Mark
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The Dorito effect is that the more raw food we produce, the more bland and nutritionally worthless it becomes, the more flavors we must add to make it interesting and the more varieties we have to offer because it so unappealing. Fruit, vegetables, chicken, beef – all taste nothing

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mainly taste like
nothing.

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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 The Dorito Effect: The Surprising New Truth About Food and Flavor

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journalist proving that
the key to reversing

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link between nutrition and flavour: "The Dorito Effect is one of the most important health and food books I have read" (Dr. David B. Agus, New York Times bestselling author). We are in the grip of a food crisis.

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