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STUFFED
An Insider's Look at Who's (Really) Making America Fat
By
Hank Cardello
with Doug Garr

**“The obesity epidemic in particular is connected to food businesses that control
‘almost everything the average American eats.’”**
- Publishers Weekly

“The food industry knows how to sell; now it has to sell the right thing.”
- Kirkus Reviews

“It’s time to disarm the weapons of mass consumption,” says former food industry insider and current anti-obesity advocate, **Hank Cardello**, author, along with Doug Garr, of **STUFFED: An Insider’s Look at Who’s (Really) Making America Fat** (Ecco Imprint of Harper Collins Publishers, February 2009, Hardcover, \$25.99). According to Cardello, “we’re all to blame.” The epicenter of the problem is when these weapons of mass consumption collide with consumers who can’t or won’t say “No.”

STUFFED picks up where *Fast Food Nation* left off and offers, for the first time, real world solutions to the obesity crisis, a subject that could not be hotter or more urgent. It’s a topic in the news constantly and affects an overwhelming number of Americans, including Oprah herself.

For more than thirty years, Hank Cardello was an executive with and adviser to some of the largest food and beverage corporations in the world. Cardello offers a timely behind-the-scenes look at the business of food, providing an insider’s account of food company practices, failed government regulations, misleading media coverage and consumer

struggles to change their eating behavior that have combined to place us in the middle of a national obesity epidemic.

With insights culled from Cardello's time in the food industry, **STUFFED** explores how food companies have spent the last fifty years largely ignoring healthier fare in the name of their bottom lines, while pushing consumers toward "convenience" food and super-sized portions.

Cardello makes clear that the food companies shouldn't shoulder all of the blame. They are merely a cog in a larger system that's broken. Cardello illustrates how the government and the media have only made it harder for Americans to make nutritious choices.

More than simply a chronicle of how we got here, **STUFFED** puts forth a groundbreaking blueprint to reduce America's collective girth. In debunking the common myth that "healthier" has to mean higher costs and tasteless options, Cardello provides concrete steps food companies can take to fatten their profits and slim down their customers. In addition, he stresses the realistic role that consumers must play in America's new health equation. Unless we demand healthier food with our wallets, we will continue to tip the scales for years to come.

Stuffed reveals:

- Why "yo-yo" diets are doomed to fail
- How purchasing agents are making us fat
- What grocers don't want you to know
- That the bottom line prevails over your health
- How and why consumers are steered to buy oversized portions
- Why schools push junk foods
- What consumers can do to win the war against fat
- That Government and reform activists are actually making things worse
- How food companies can fatten their profits while slimming down their customers
- Why and how only the food industry can fix the problem.

STUFFED is a sweeping critique of excessive food consumption in America, one that uncovers the money behind the calories and presents a fresh vision for building health into the lives of ordinary Americans.

About the Authors:

Hank Cardello suffered a personal health crisis and has dedicated himself to introducing healthier foods and beverages. He is chief executive officer of 27°North, a consulting firm that helps businesses take the lead in solving social issues such as obesity. He chairs the annual Global Obesity Business Forum sponsored by the University of North Carolina at Chapel Hill.

Doug Garr has worked as a journalist, editor, and author for more than thirty years, writing for publications such as *Business Week*, *GQ*, *Popular Science* and *Newsweek*.

For additional information or to arrange an interview with Hank Cardello, please contact Sandra Goroff-Mailly & Associates, Inc. at 617-375-9013 or via email at sgma@aol.com.

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