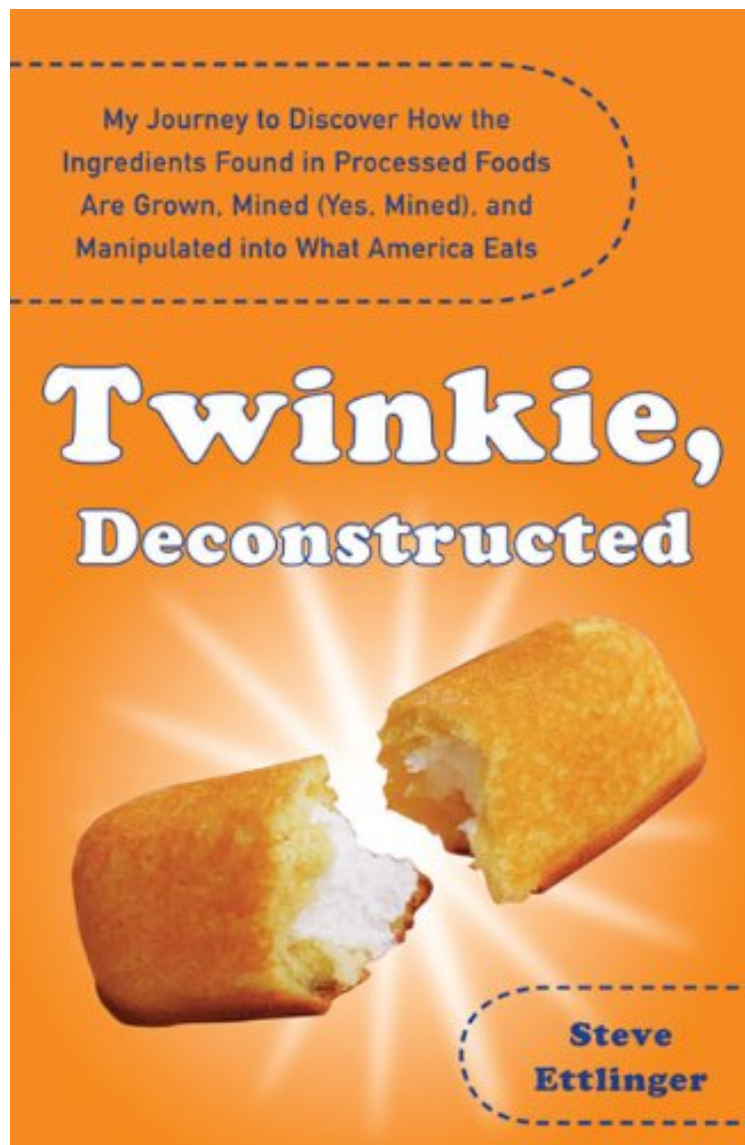


(Free pdf) Twinkie, Deconstructed: My Journey to Discover How the Ingredients Found in Processed Foods Are Grown, Mined (Yes, Mined), and Manipulated into What America Eats

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

Steve Ettlinger

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Steve Ettlinger : Twinkie, Deconstructed: My Journey to Discover How the Ingredients Found in Processed Foods Are Grown, Mined (Yes, Mined), and Manipulated into What America Eats before purchasing it in order to gauge whether or not it would be worth my time, and all praised Twinkie, Deconstructed: My Journey to Discover

## How the Ingredients Found in Processed Foods Are Grown, Mined (Yes, Mined), and Manipulated into What America Eats:

4 of 4 people found the following review helpful. Molecular Gastronomy - errr... sorta...By Dan DolataI am a foodie, and I read cookbooks and recipes and cook sous vide at home, and play with texture, etc. This book is NOTHING about that level of cuisine, yet at the same time it is ALL about that level of cuisine. It goes through the ingredient list of a Twinkie (and explains why that list changes from time to time), and describes the cradle-to-grave progress of each item/additive... it's source, it's processing, the handling, it's purpose and the market. Twinkies are made in somewhat the same way that I make a meal using molecular gastronomy... the ingredients are all carefully chosen to create a final product in which each ingredient has a key role - not only flavor but also texture, water control, mouth feel, etc... The difference is that the Hostess company strives to achieve a constant level of mediocrity while I try to achieve greatness... yet in the end result who can say who is great and who is mediocre - they appeal to millions of people and have made billions of dollars. I appeal to a small number of people and lose money every time I cook !!!0 of 0 people found the following review helpful. Our manufactured foodsBy JMEThis should be a wake-up call to those who wonder just WHAT is in our foods. It makes a good case for pure, simple, clean eating. It also gives us reason to wonder why our foods have become so adulterated. Well, personally, I'd say "for profit", pure and simple.0 of 0 people found the following review helpful. I'm Not Sure It's Really FoodBy thirdtwinFascinating exploration and breakdown about the things going into most of our food with the Twinkie as a jumping off point- with thorough and detailed explanations. You might never want to eat the same again.

A pop-science journey into the surprising ingredients found in most common packaged foods Like most Americans, Steve Ettlinger eats processed foods. And, like most consumers, he didn't have a clue as to what most of the ingredients on the labels mean. So when his young daughter asked, Daddy, what's polysorbate 60?, he was at a loss and determined to find out. From the phosphate mines in Idaho to the oil fields in China to the Hostess factories and their practices, Twinkie, Deconstructed demystifies some of the most common processed food ingredients, where they come from, how they are made, how they are used, and why. Beginning at the source (hint: they're often more closely linked to rock and petroleum than any of the four food groups), we follow each Twinkie ingredient through the process of being crushed, baked, fermented, refined, and/or reacted into a totally unrecognizable goo or powder, all for the sake of creating a simple snack cake. An insightful exploration of the modern food industry, if you've ever wondered what you're eating when you consume foods containing mono- and diglycerides or calcium sulfate (the latter a food-grade equivalent of plaster of paris), this book is for you. Consequently, as Hostess plans to permanently close its doors in 2012, this book will provide a relevant guide into the practices of one of the biggest companies of all time.

From Publishers WeeklyIn this delightful romp through the food processing industry, Ettlinger, who writes on consumer products (The Complete Illustrated Guide to Everything Sold in Hardware Stores), says, "Believers of urban legends take note.... Twinkies are not just made of chemicals," nor will their ingredients allow them to last, "even exposed on a roof, for 25 years." But what exactly their ingredients are, and how they come from places like Minnesota and Madagascar to be made into what Ettlinger calls "the uber-iconic food product, the archetype of all processed foods," is the subject of his book. Each chapter looks at individual ingredients, in the same order as on a Twinkie package, so Ettlinger finds himself traveling to eastern Pennsylvania farms to study wheat, as well as to high-security plants that manufacture highly toxic chlorine used in minute amounts to make the bleached flour that is "the only kind that works in sugar-heavy" Twinkies or birthday and wedding cakes. His exploration of the manufacturing processes of cellulose gum ("perfect for lending viscosity to the filling in snack cakes or rocket fuel"), for example, cleverly reveals how Twinkie ingredients "are produced by or dependent on nearly every basic industry we know." (Mar. 1) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. You will never read a label the same way again. "Newsweek" [A] delightful romp through the food processing industry. "Publishers Weekly" Everything you ever wanted to know about the ingredients in a Twinkie but were afraid to ask. . . . A fascinating global tale. Andy Smith, editor in chief, "Oxford Companion to Food and Drink in America" a You will never read a label the same way again. a "Newsweek" a [A] delightful romp through the food processing industry. a "Publishers Weekly" a Everything you ever wanted to know about the ingredients in a Twinkie but were afraid to ask. . . . A fascinating global tale. a Andy Smith, editor in chief, "Oxford Companion to Food and Drink in America" ? You will never read a label the same way again. ? ? "Newsweek" ? [A] delightful romp through the food processing industry. ? ? "Publishers Weekly" ? Everything you ever wanted to know about the ingredients in a Twinkie but were afraid to ask. . . . A fascinating global tale. ? ? Andy Smith, editor in chief, "Oxford Companion to Food and Drink in America" About the Author Since 1988 Steve Ettlinger has written eight books and has produced, edited, or agented over 40. Steve specializes in explaining very common but complicated subjects in an entertaining way. His most popular book is about artificial food ingredients (Twinkie, Deconstructed); he gives presentations around the country about his work on this book. His first book, The Complete Illustrated Guide to Everything Sold in Hardware Stores,

has remained in print for over 26 years and is now an eBook. Steve has appeared on many morning network TV shows in the course of publishing his books. For more information, or to see past TV interviews, please visit Steve's website, [steveettlinger.com](http://steveettlinger.com)