

# Part 1: FOOD

[excerpt]

## Take a Seat at the Table; We're Just Getting Started

*Exploring the link between food advertising trends  
and what you're really hungry for*

There must've been a time when humans followed our lizard brain instincts about food.

10,000 years ago, when we were hunter-gatherers, no one suggested we count calories or monitor carb intake; we ate what we could catch as often as we could catch it. Food was fuel, plain and simple. Certainly not the freakish obsession it is today. (We're looking at you, pea protein.)

Sadly, the age of un-influenced appetite is thousands of years in our collective past. As far back as 800 B.C.E., the ancient Greeks had already begun to fret over appetite and intake. They believed that maintaining a balanced, sensible diet was a "civic responsibility," and openly scorned overindulgence.<sup>i</sup> Fast-forward to the fourth century C.E. and holy hermit Evagrius Ponticus slapped the Christian stamp of disapproval on overeating by making "gluttony" one of the Seven Deadly Sins.<sup>ii</sup> Skip to the 1840s, and you'll find Presbyterian minister Sylvester Graham insisting that a plain, virtually flavor-free diet was essential for women who wanted to remain both healthy and morally stable. "Spices, stimulants, and other overindulgences lead to indigestion, illness, sexual excess, and civil disorder," Graham insisted.<sup>iii</sup> Despite a lack of evidence that linked rosemary to rioting, women all over the American East Coast bought into his misguided philosophy.

Thus, the link between judging people's eating habits and controlling their eating behaviors was born. (A link we'll explore fully in the upcoming pages.) Of course, our collective preoccupation with food and eating is also anchored in our desire to look good. As soon as we understood that food intake impacted physical appearance, we began monitoring every morsel and mouthful—like the gluttonous heathens we are. Not a minute later, marketers took notice.

How we think about food has become a deeply-polarized process. At one end of the spectrum, we have paleo dieters who refuse to eat anything processed, dairy-based, or otherwise absent from a caveman's menu. At the other end, we have molecular gastronomists studying the chemical processes that occur during cooking and tempting us with fake caviar made from "spherified" apples and a multitude of flavored foams.<sup>iv</sup> As consumers, we're bombarded by advertising campaigns spewing messages about

healthy eating, indulgent eating, simple eating, complex eating, trendy eating, ancient eating... and, well, good luck remembering why you walked into the kitchen in the first place.

## **[GET THE BOOK ON AMAZON KINDLE]**

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<sup>i</sup> Foxcroft, Louise. "I Wonder - How We Fought Fat throughout History." *BBC*, January 15, 2015, [www.bbc.co.uk/timelines/z9nfyrd](http://www.bbc.co.uk/timelines/z9nfyrd).

<sup>ii</sup> Winston, Kimberly. "Gluttony and the Seven Deadly Sins." *Religion News Service*, November 22, 2017, [www.religionnews.com/2016/11/22/the-splainer-gluttony-and-the-seven-deadly-sins](http://www.religionnews.com/2016/11/22/the-splainer-gluttony-and-the-seven-deadly-sins).

<sup>iii</sup> Wolchover, Natalie. "The Real Skinny: Expert Traces America's Thin Obsession." *LiveScience*, Purch, January 26, 2012, [www.livescience.com/18131-women-thin-dieting-history.html](http://www.livescience.com/18131-women-thin-dieting-history.html).

<sup>iv</sup> Jez, Mojca. "Molecular Gastronomy – The Food Science." *Splice*, September 24, 2015, <https://splice-bio.com/molecular-gastronomy-the-food-science>.