

The Pleasure Trap

How corrupted organizations deceive our five senses to make us believe that we are consuming healthy food



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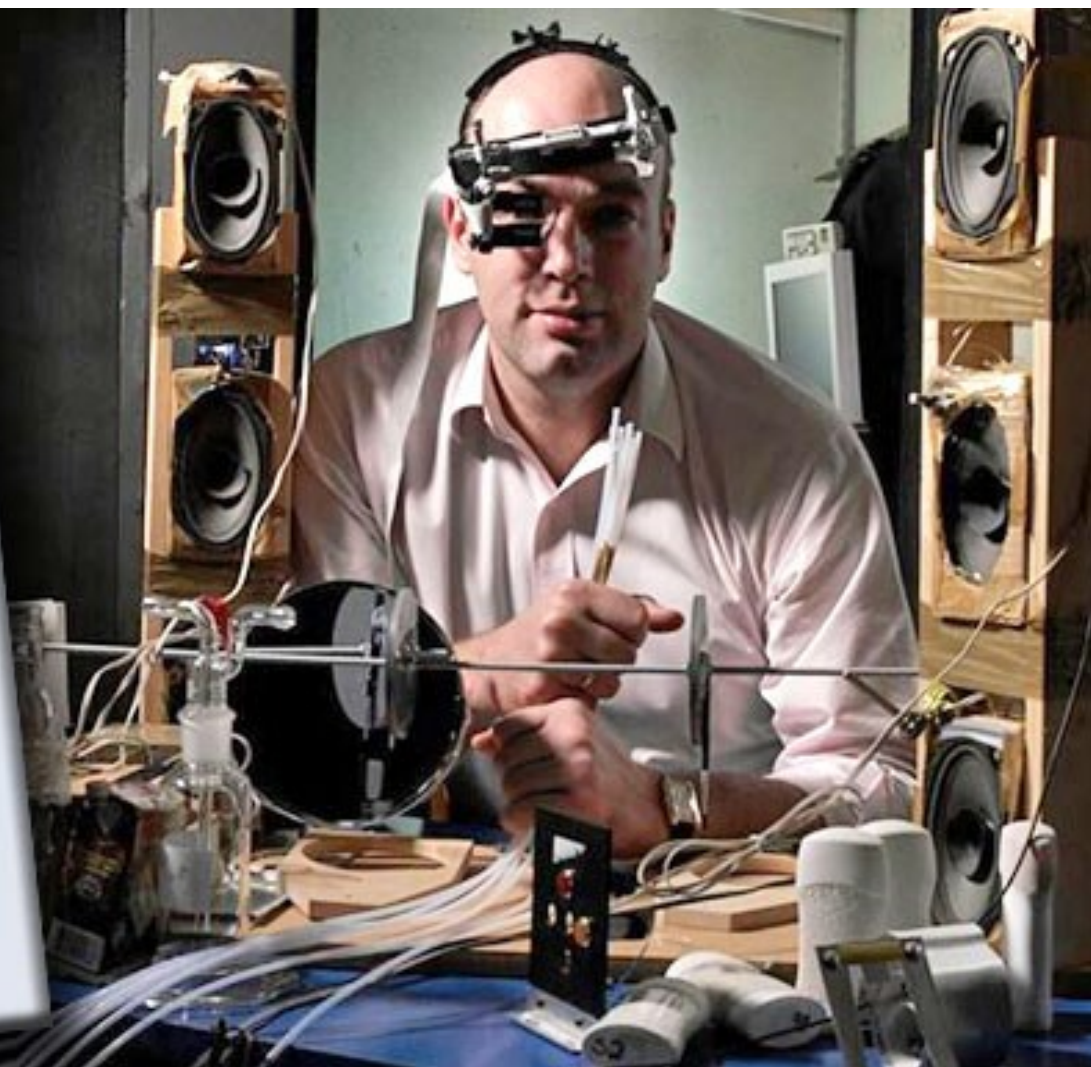
The Perfect Meal

The multisensory science of
food and dining

Charles Spence & Betina Piqueras-Fiszman
Foreword by Heston Blumenthal



WILEY Blackwell



















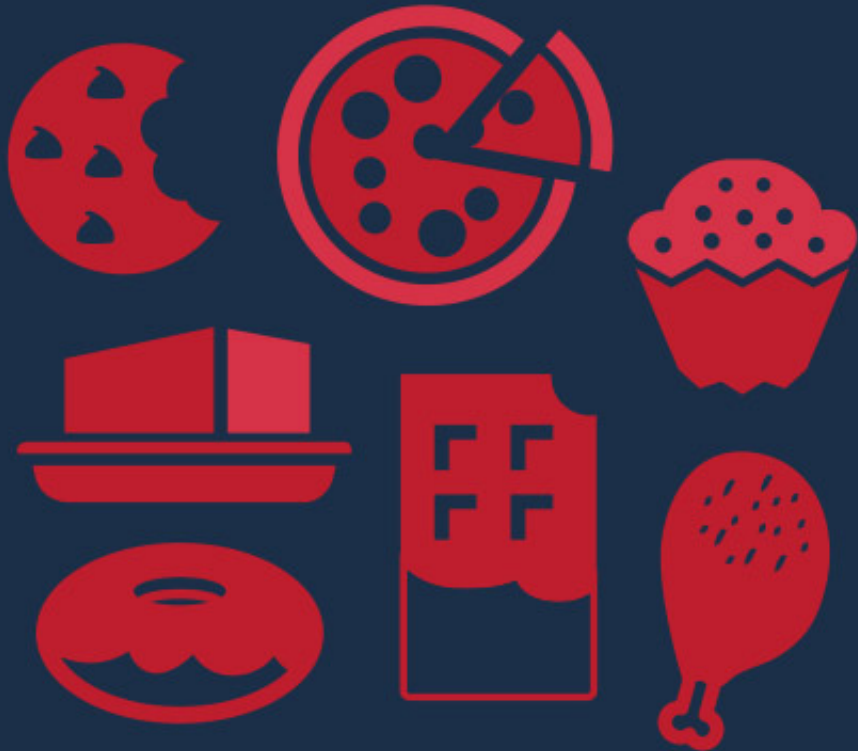
**No Honey
More Money**







FATS TO AVOID



TRANS FAT



SATURATED FAT



Healthy For Good™

THE FACTS ON FAT

The American Heart Association recommends replacing bad (saturated) fats with good (unsaturated) fats as part of a healthy eating pattern.

LOVE IT

UNSATURATED
(POLY & MONO)



- Lowers rates of cardiovascular and all-cause mortality
- Lowers bad cholesterol & triglyceride levels
- Provides essential fats your body needs but can't produce itself

LIMIT IT

SATURATED



- Increases risk of cardiovascular disease
- Raises bad cholesterol levels

LOSE IT

ARTIFICIAL TRANS FAT,
HYDROGENATED OILS
& TROPICAL OILS



- Increases risk of heart disease
- Raises bad cholesterol levels

FACTS ABOUT JUNK FOOD

ONE MEAT PIE = 3 SERVES OF JUNK FOOD*, 4 TEASPOONS OF FAT
AND OVER ONE THIRD OF AN ADULT'S MAXIMUM DAILY SALT LIMIT



28% of the average household food budget is spent on fast food and eating out



75% OF AUSTRALIANS' SALT INTAKE

COMES FROM PROCESSED FOODS SUCH AS JUNK FOOD, SNACKS AND PRE-PREPARED MEALS/SAUCES

High salt intake increases your risk of stroke

TWO TAKEAWAY MEALS A WEEK?
13KG WEIGHT GAIN IN ONE YEAR



= 13kg

It has been estimated that consuming two medium combo meals from a fast food outlet each week could lead to a weight gain of 13kg in one year (if this meal is consumed in addition to the food your body needs and you don't increase your physical activity)

If you eat one sundae for dessert every night over a year you will consume

18KILOS OF SUGAR



One cafe style muffin can contain 10 teaspoons of sugar and nearly one quarter of your daily energy requirements



17

TEASPOONS OF FAT in one serve of fish and chips



\$900+

The amount you will spend in one year if you buy one standard chocolate bar every day



35% OF ADULTS' AND 41% OF CHILDREN'S DAILY ENERGY INTAKE COMES FROM JUNK FOOD
For most people, there is no room for junk food in a healthy diet

1 spoon sugar = approximately 4 grams

1 spoon fat = approximately 5 grams

*One junk food serve is equivalent to 600kJ, as per the discretionary food category in the Australian Dietary Guidelines. These foods should only be consumed occasionally and in small amounts for good health

ENTREES

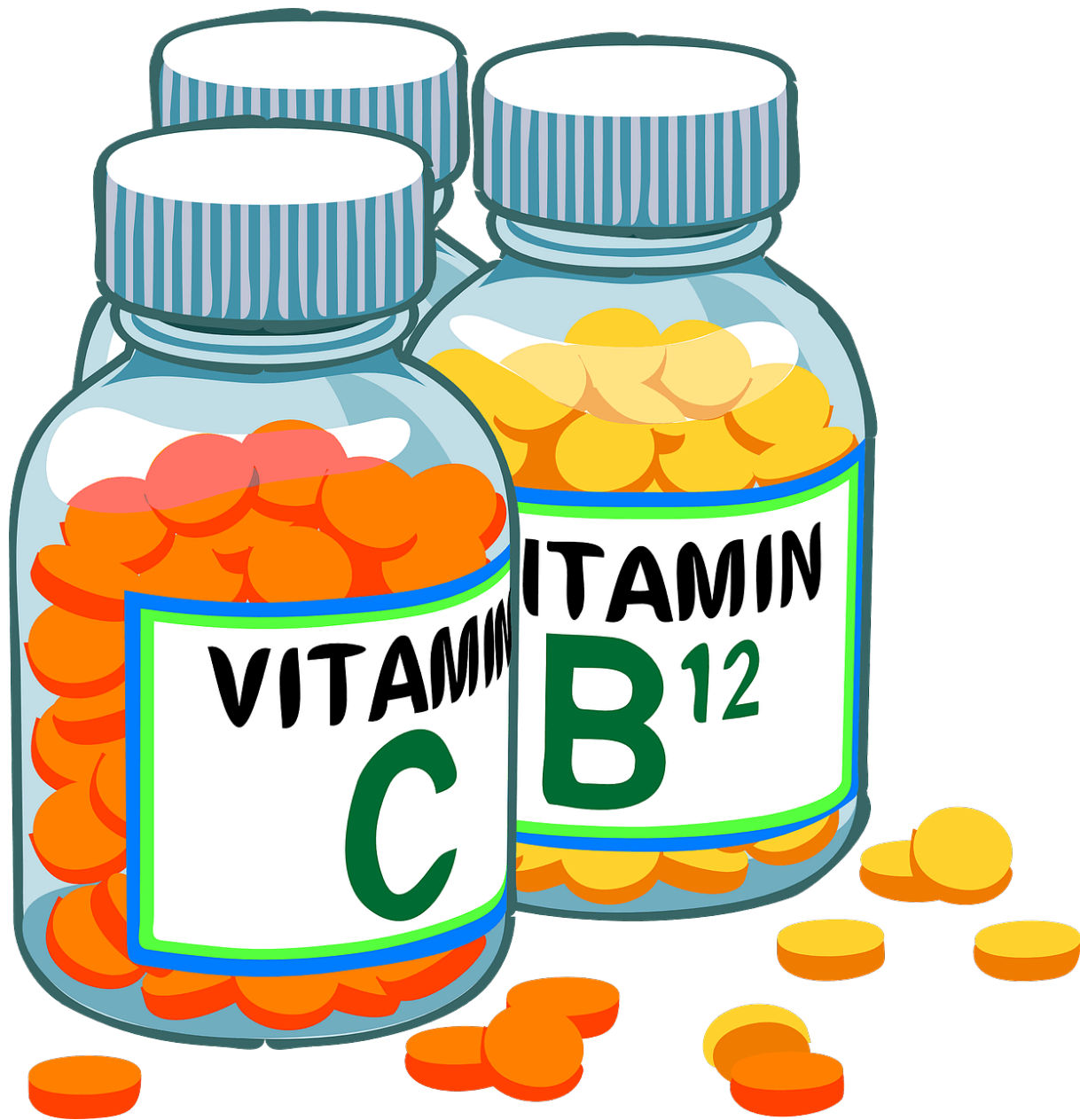


















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SMOKING KILLS





