

The business of selling **FRAUD** food

'Oh, another colossal collection of words telling me why not to eat junk.'
Is this what you muttered to yourself as soon as you picked up this book?

Well, yes. We stand guilty. We are telling you how bad junk food is and how badly you need to stay away from it. We have worked hard on making this book look bright and inviting. But the message it drives home is grim. And the consequences of ignoring it? FATAL.

You think we are being too dramatic? Well, before you reach out for that bag of crisps, munch on this information. Fast food industry in India is growing at a compound annual rate of 35-40 per cent. Global and national players are fighting it out for a larger share of the pie.

The only one losing out? You.

Junk food is a parasite. And as the Integrated Disease Surveillance Report by the National Institute of Medical Statistics reports, rural India is also in its grip now. Across the seven states in which the study was conducted, there was a growing percentage of people eating fast food once a week. Less fruits and vegetables and more fast food are leading to the onset of modern diseases in rural India.

Children and young people are fast food industry's most ardently wooed customers. While children are over fed 'interesting' advertisements that lure them into buying junk food, they are seriously starved of real-time information about these products. Worse still, they know very little about their diet and its implications for their health.

We, at the Centre for Science and Environment, don't want this to be the case anymore. We want a change. More importantly, we want you to be the change makers.

So, go ahead, read the book. Hopefully you will understand our concern. For you.

F FOR FATMAKERS INC.

ADFIB UNLIMITED, A MARKETING FIRM'S OFFICE.
BRAIN STORMING SESSION FOR AN ADVERTISING CAMPAIGN FOR A NEW
PRODUCT LAUNCH BY A VERY POPULAR FAST FOOD CHAIN.



WE NEED TO
COME UP
WITH ONE
HELL OF A
CAMPAIGN

WHAT IS THE PRODUCT
ALL ABOUT?

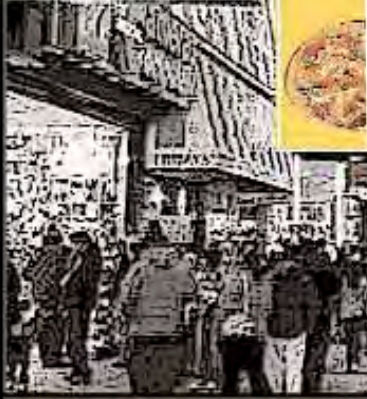
IT'S A NEW GRILLED
BURGER. THE FAST
FOOD GIANT
WANTS TO
PROMOTE
IT AS A
HEALTHY
OPTION.

KUNAL SAMUEL

RASHMI CHAUHAN

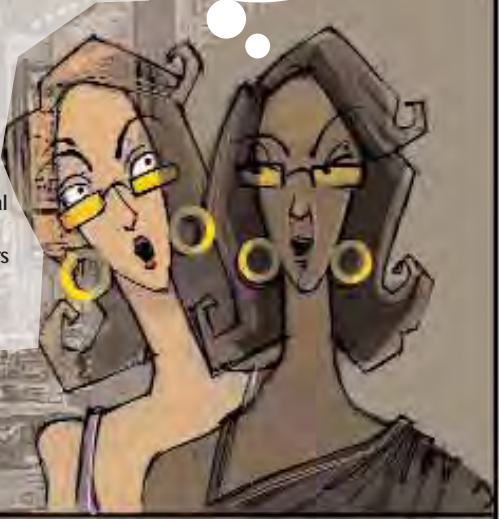
ARJAN SINGH

AS THE THREE AD GURUS DISCUSS IDEAS, THEIR ALTER EGOS SPEAK THE TRUTH. CONSCIENCE CALLING?



A GRILLED, HEALTHY BURGER? CAN JUNK EVER BE HEALTHY? MORONS SELLING OXIMORONS! India does not even define junk food properly. Fast food giants take advantage of this to dupe consumers. The Food Safety and Standards Authority of India (FSSAI) mandates food companies to declare information on total energy, carbohydrates, sugars, proteins, fats and trans fats on their product labels. But companies make misleading claims and flout the norms. Non-packaged junk food such as burgers and pizzas give nutritional information only on their websites. Albeit incomplete. And in any case, do consumers really care about these standards? NO. Consumers conveniently believe what companies want them to believe.

HMMM... A HEALTHY BURGER?



OK, HERE IS ONE IDEA. HOW ABOUT WE PUSH 'ZERO TRANS FAT'? WE KNOW THIS KIND OF STUFF SELLS!



TALL CLAIMS. TALLER CASUALTIES

Many brands put misleading information about their trans fats content on the product labels. Products like Lay's American Style Cream & Onion claim that they have "zero" trans fats in 100 gm of their products. However, the CSE study found 0.9 gm trans fats in 100 gm of chips. Bingo Oye Pudina chips is another such product.

YOU BET IT DOES SELL!
Haldiram Aloo Bhujia and Top Ramen instant noodles claim to be trans fats-free. But are they really? As per FSSAI rules, a product can claim to be trans fats-free if it contains less than 0.2 gm of trans fats per serving. The CSE study found that a packet of Top Ramen instant noodles has 0.6 gm of trans fats and 100 gm of Haldiram Aloo Bhujia has 2.5 gm of trans fats.

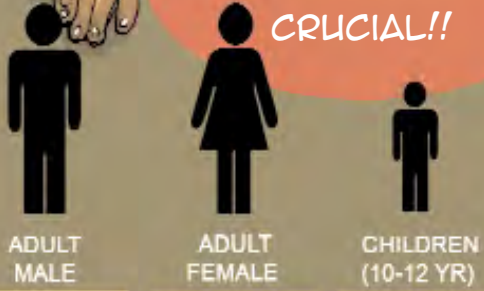


COME ON GUYS, IT IS OUR CHALLENGE TO MARKET THIS PRODUCT WELL. Remember, boss is expecting us to bag the coveted annual award with this campaign? Who even cares about the nutritional guidelines, really?

IT'S JUST A FEW GMS OF SALT OR CARBOHYDRATES PER DAY. IT DOESN'T EVEN MATTER.



IT DOES YOU IDIOT. NUTRITIONAL GUIDELINES ARE CRUCIAL!!



	ADULT MALE	ADULT FEMALE	CHILDREN (10-12 YR)
KILO CALORIE (GM/DAY)	2,320	1,900	2,100
CARBOHYDRATE (GM/DAY)	290-348	263-315	238-285
SALT (GM/DAY)	6.0	6.0	6.0
TOTAL FATS (GM/DAY)	39-78	35-70	32-64
TRANS FATS (GM/DAY)	2.6	2.1	2.3

NUTRITIONAL GUIDELINES



FAT OF THE MATTER. CSE STUDY FINDINGS:

- Highest level of total fat was found in an Indian snack (Haldiram's Aaloo Bhujia): 37.8 gm/100 gm of the sample.
- Trans fat content was the highest in french fries (8.1 per cent of the total fat), followed by instant noodles (4.6 per cent of the total fat) and potato chips (4.5 per cent of the total fat).
- Salt content was the highest in instant noodles (3.7 gm/ 100 gm of sample). Consumption of a packet of instant noodles, therefore, will cover about half of the daily salt quota. The salt content is not declared by the companies on the label.
- The highest level of carbohydrates was detected in Top Ramen noodles at 73.3 gm per 100 gm.

HOW ABOUT 'GO GRILL, GO THIN'?

LIES, LIES! JUNK, GRILLED OR OTHERWISE, CONTAINS HIGH LEVELS OF SUGARS, SALT, TOTAL FATS AND TRANS FATS.

LOOK MAMA!

0% FAT

AND AFTER ALL, HOW BAD CAN A BURGER BE?
JUNK FOOD IS NOT THAT EVIL.

GOSH, ONLY IF YOU WERE TO EVER PAUSE AND TAKE A **LOOK** AT THE AVERAGE NUTRITIONAL VALUE IN **JUNK FOOD... !!**

AVERAGE NUTRITIONAL VALUES IN JUNK FOOD

Items	Carbohydrate total (gm/100gm or %) of Food	Salt	Total fat	Trans fats
Burgers	38.2	1.9	11.9	0.4
Indian snacks	49.9	2.5	35.9	1.6
Instant noodles	71.6	3.7	14.1	0.6
Potato chips	57.5	2.3	32.8	0.8
Fries	56.5	0.4	19.9	1.6
Pizza	50.3	1.0	7.1	0.1
Fried chicken	14.0	0.9	23.4	0.7
Carbonated drinks	14.4			

Source: CSE Lab Study

COMPARISON CORNER

In a balanced diet, a maximum of 30 per cent of calories should come from fats.
 One packet of chips = 50–60 per cent of calories from fats.



GUYS, REMEMBER HOW WE CRACKED THE CAMPAIGN WITH THE MCDONALD'S HAPPY MEAL? IT IS A HUGE HIT TODAY, ALL THANKS TO OUR COLLECTIVE GENIUS!

YOU BOGUS BLOAT... DO YOU KNOW ONE AVERAGE HAPPY MEAL MEETS MORE THAN 50 PER CENT OF A CHILD'S CALORIE REQUIREMENT FOR THE DAY? THIS MEANS, NO SPACE FOR ANY ACTUAL 'FOOD' THERE AFTER.



COOL TOY!!

CHILLED JUICE!

YEAH, THE TRICK LIES IN SELLING HAPPINESS AS A COMBO MEAL...

55.3%

SALT
2.6M

CARBS
163.7.6M

FATS
35.1.6M

SUGAR
43.2.6M

TRANS FATS
2.6M

MCDONALD'S MEAL
1 McChicken (157gm) +
Fries (110 gm) + Carbonated
drink (300 ml)

CALCULATIONS DONE AS PER NUTRITIONAL GUIDELINES.
DAILY KILO CALORIES ALLOWED FOR CHILDREN (10-12 YEARS) = 2100

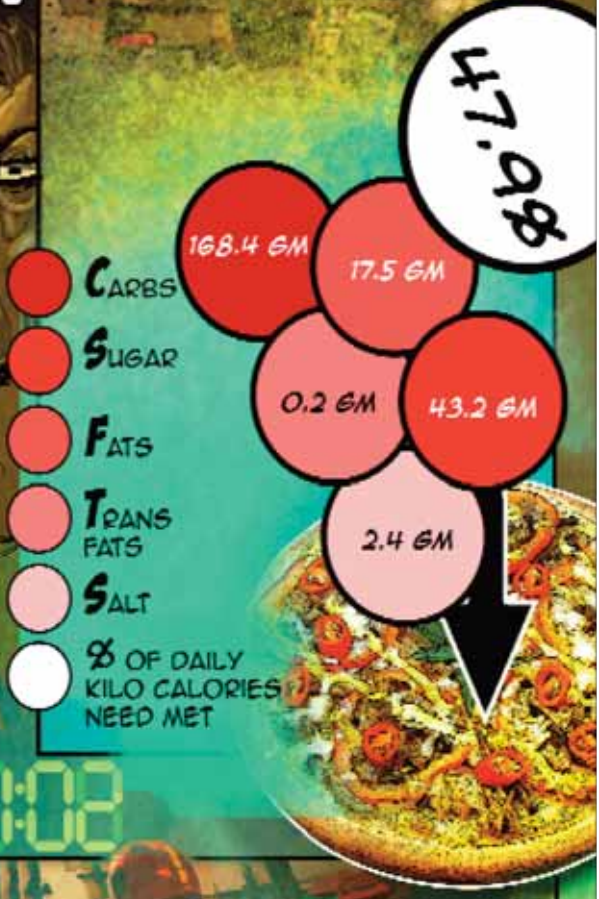
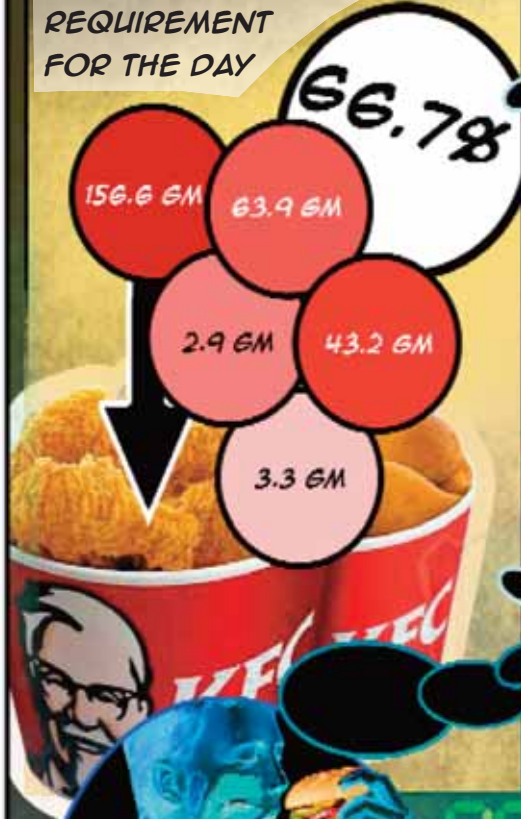
KFC Restaurant

THIS MEAL WILL STUFF YOU WITH FATS AND TRANS FATS, AND TAKE CARE OF **60-70%** OF YOUR CALORIE REQUIREMENT FOR THE DAY

WHAT A FARCE. NO ONE KNOWS WHAT THESE MEALS DO TO OUR INSIDES.

Pizza

THIS MEAL MIGHT BE FINE AS LONG AS YOU DO NOT ORDER EXTRA CHEESE OR ADD CHEESY SIDE-DISHES



- CARBS
- SUGAR
- FATS
- TRANS FATS
- SALT
- % OF DAILY KILO CALORIES NEED MET



00:50:02

KFC MEAL

1 Chicken Zinger burger + 1 piece of chicken (around 100 gm) + Fries (100 gm) + Carbonated drink (300 ml)

PIZZA MEAL

1 Pizza (250 gm) + Carbonated drink (300 ml)

DRINKING DANGER

The 300 ml serving of carbonated beverage that one drinks has enough sugar (over 40 gm) to exceed one's daily sugar quota of 20 gm. After this, forget a cup of tea, one should not even eat a fruit. Any additional sugar will make one fat.

WANT MORE TO MUNCH ON? THESE ARE JUNK TOO

FRIED POTATO CHIPS

ONE PACKET OF CHIPS HAS AROUND 33 PER CENT FATS. THIS MEANS IF YOU MUNCH A STANDARD-SIZED PACKET (65-75 GM), YOU CONSUME ABOUT HALF OF YOUR DAILY FATS

QUOTA. **RESULT ???**
THIS →

OFF !!



INDIAN SNACKS

FATS AND CARBOHYDRATES COMBINED, 100 GM OF KURKURE, THE POPULAR SALTY SNACK, HAS ENOUGH CALORIES TO SATISFY ONE-FOURTH OF ONE'S DAILY RECOMMENDED QUOTA. IF YOU ARE FOND OF ALOO BHUJIA WITH TEA, YOU GET HIGH DOSES OF SALT AND TRANS FATS, ALONG WITH A LARGE LUMP OF CALORIES.



INSTANT NOODLES

THE "TASTY AND HEALTHY" MEAL COMES WITH HIGH SALT AND EMPTY CALORIES. A PACKET OF NOODLES HAS AROUND 3 GM OF SALT; RECOMMENDED INTAKE IS 6 GM/DAY.



SO GUYS,
LET US BE
VERY CLEAR.
HOW WILL
WE
PROMOTE
THE NEW
CAMPAIGN??



HERE ARE OUR
CHANNELS OF
COMMUNICATION...

- TV CHANNELS
- NEWSPAPER ADS
- MALLS
- HOARDINGS AND KIOSKS AT PARKS
- CANTEENS
- LOCAL MARKETS

WHAT IS OUR
STRATEGY?



GET
EAT SMART

ADD **SPICE**
TO YOUR LIFE!!

STOP
BEING
A GEEK

COOL FRIENDS,
HOT BURGERS.

IT'S A
DUDE
DIET!!

BE A
BURGER
BABE!

SO WE HAVE WHOPPER IDEAS NOW...
HERE'S TO A KILLER CAMPAIGN!!

YOUR
DAILY
BURGER
BULLETIN

BRAIN STORMING SESSION OVER. MANY IDEAS CHEWED UPON. ALL LETHAL.

*YEAH, KILLER
ALRIGHT.
BE READY FOR
A SLOW AND
PAINFUL DEATH.*



*The new lip smacker on the menu.
Do you really want to eat that??*

CSE's findings: Know what you eat

Sample	Total carbohydrate (gm/100gm)	Salt (gm/100gm)	Total fats (gm/100gm)	Trans fats (gm/100gm)
POTATO CHIPS				
Uncle Chipps Spicy Treat	52.2	3.5	34.3	0.8
Lay's American Style Cream & Onion	56.9	1.2	33.1	0.9
Bingo, Oye Pudina	63.4	2.3	31.0	0.6
INDIAN SNACKS				
Haldiram's Aloo Bhujia	45.6	3.3	37.8	2.5
Kurkure Masala Munch	54.2	1.6	34.0	0.7
INSTANT NOODLES				
Masala Maggi	69.8	4.2	14.0	0.6
Top Ramen Super Noodles (Masala)	73.3	3.2	14.3	0.7
CARBONATED DRINKS				
Pepsi	14.0	0.0	0.0	0.0
Coca Cola	14.8	0.0	0.0	0.0
BURGERS				
McAloo Tikki (with cheese)	48.1	2.0	8.3	0.3
KFC's Veg Zinger (with cheese)	45.4	1.7	13.7	0.7
McChicken	37.6	1.1	10.7	0.4
KFC's Chicken Zinger	30.2	1.2	16.9	0.5
PIZZA				
Pizza Hut's Margerita Pan	51.6	1.4	7.9	0.1
Domino's Margerita	43.7	0.6	6.3	0.1
FRIES				
McDonald's Fries	55.8	0.3	16.6	1.3
KFC's Fries	59.0	0.8	19.0	1.7
FRIED CHICKEN				
KFC's Hot and Crispy	14.0	0.9	23.4	0.7

Methodology: Internationally acceptable methods were used to estimate the level of fats, trans fats, salt and carbohydrate in the food. Total fats, trans fats and salt were estimated using method numbers 922.06, 996.06 and 937.09 respectively as provided by the Association of Official Analytical Chemists. Total carbohydrates were measured using the Anthrone method.

Thank you Kunal,
Rashmi and Arjan!
'Junk the junk' baton is
in my hands now...



PANDITJI TAKES OVER

You have met my extremely talented and, dare I say, manipulative ad world friends and their conscientious alter egos. Here on, it is up to me and my gang of children – Sachin, Anwasha and Kabir – to bare all about your beloved and craved for junk food.

Get set for a super-sonic, truth-baring journey.
Aim: Battle the bulge.
Destination: A junk food free world.
Let's go!!

