In his #1 bestseller, *Salt Sugar Fat*, Pulitzer Prize-winning author Michael Moss traces the rise of the trillion dollar processed food industry and its link to the obesity epidemic. In powerful keynotes, he shows us how corporations knowingly use salt, sugar, and fat—and the latest in food science—to addict us and, more importantly, how we can fight back.

In *Salt Sugar Fat*—which was featured on the cover of *The New York Times* Magazine and is the winner of the 2014 James Beard Foundation Book Award for Writing & Literature—Michael Moss examines the boardroom strategies of America’s most recognizable food brands. He explains how food science labs have calculated the “bliss point” of sugary products to guarantee maximum addictiveness. He deconstructs marketing campaigns that redirect concerns about health risks. The result is an urgent, stunning, and hopeful expose about health, nutrition, politics, corporate interests, and, finally, the power of individuals to gain control of their shopping and dietary habits.

Before coming to *The New York Times*, Moss was a reporter for *The Wall Street Journal*, *New York Newsday*, and *The Atlanta Journal-Constitution*. He has been an adjunct professor at the Columbia School of Journalism, and is the recipient of a Loeb Award and an Overseas Press Club citation. In his forthcoming new book, *Hooked: Food and Free Will*, Michael Moss will investigate food addiction.

“Michael Moss understands a vital and terrifying truth: that we are not just eating fast food when we succumb to the siren song of sugar, fat, and salt. We are fundamentally changing our lives—and the world around us.”

—Alice Waters

To book Lavin Speaker Michael Moss please contact Tom Gagnon, Executive Vice President | The Lavin Agency 401-491-9866 | tgagnon@thelavinagency.com