



Bigger Isn't Better

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Super size, king size, double gulp ... you get the point! Did you know that the foods we buy today are often 2 to 3 times, even 5 times, larger than when they were first introduced into the marketplace? And according to one study, we eat 30% to 50% more when large portions end up on our plates!

Get some portion perspective with these shocking stats from *"The Portion Teller Plan: The No-Diet Reality Guide to Eating, Cheating, and Losing Weight Permanently"* by **Dr. Lisa R. Young**.

- Pizza pies were 10 inches in diameter back in the 1970s. Today Pizza Hut offers the Full House XL Pizza, which is a 16-inch pie. Little Caesars sells the Big! Big! Pizza, with the largest measuring from 16 to 18 inches with a slogan that says: "Bigger is better!" Both Pizza Hut and Little Caesars have discontinued the 10-inch pie.
- 7-Eleven stores started selling 12- and 20-ounce sodas in the early 1970s. By 1988 they were selling the 64-ounce Double Gulp, a half-gallon of soda marketed for one person.
- The famous Hershey chocolate bar weighed 0.6 ounce its first year on the market. Now, the standard bar weight is 1.6 ounces, almost three times its original weight.
- Even diet food has grown in size; in the mid-1990s, Weight Watchers introduced Smart Ones, with larger portion sizes, and Lean Cuisine offered Hearty Portions, which is a heftier frozen dinner, with 100 more calories. The irony of diet food that advertised bigger sizes with more calories seems lost in the diet industry.
- At Starbucks the Short cup of coffee, at 8 ounces, is no longer on the menu. The smallest size is Tall, a 12-ounce cup that is nearly twice as big as what used to be considered a regular cup of coffee.
- When Chef America added 10 percent more filling to its microwave sandwich Hot Pockets while keeping the price the same, sales increased by 32 percent.
- In the course of just three years — between 1984 and 1987 — the exact same chocolate chip cookie recipe on the back of the Nestlé's TOLL HOUSE Semi-Sweet Chocolate Morsels packaged scaled down the number of cookies it makes from 100 to 60.

- The average adult weighed nearly 25 pounds more, yet was only about an inch taller in 2002 than in 1960 according to the National Center for Health Statistics.
- When asked to take spaghetti from different size boxes to make dinner for two, women took 302 spaghetti strands when given a 2-pound box but only 234 strands when given a 1-pound box. (One ½-cup serving of pasta is 32 spaghetti strands.)
- When frying chicken, women poured 4.3 ounces of cooking oil from a 32-ounce bottle, but only 3.5 ounces from a 16-ounce bottle.
- Moviegoers who said that the popcorn tasted stale still ate 61 percent more than when given a larger container than a smaller one. Even when it doesn't taste great, people still eat more out of a large container...
- Sizzler offers the "granddaddy of them all," a 24-ounce porterhouse steak. Steak lovers beware-this steak contains more than three days' worth of meat according to USDA recommendations. The Lone Star Café features the sirloin steak challenge, a 72-ounce steak, "which separates the men from the boys," and is free if you can finish it, along with its trimmings, in less than one hour. This is nine full days' worth of meat.
- A glass of wine at a restaurant or a bar is most likely twice as large as it was in the 1970s.
- In 1988 the original Lunchables was small and contained 340 calories. By the year 2000, Oscar Mayer introduced the Lunchables Mega Pack, containing 640 calories for the pizza version and 780 calories for the nacho version.
- When Thomas' English Muffins introduced Sandwich Size English muffins, which are 65 percent larger than their regular size, sales went up 2,500 percent.
- The original Kellogg's Raisin Bran box in 1942 was 15 ounces. Today the jumbo box is 25.5 ounces.

For more weight loss secrets from Dr. Lisa Young, go to www.fncimag.com to watch our exclusive videos.

To get started on the "portion teller plan" log onto www.portionteller.com.

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Fed Up With Fad Diets?

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You don't have to live on carrot sticks or swear off carbs forever to lose weight. According to Dr. Lisa R. Young, you can shed those pesky pounds without giving up any of your favorite foods.

Check out these tips from her book, *"The Portion Teller Plan: The No-Diet Reality Guide to Eating, Cheating, and Losing Weight Permanently."*

Carbohydrates

Let's set the carb record straight. All fruits, vegetables, beans, grains/starchy vegetables, and dairy (yes, dairy) foods contain carbohydrates. These carbohydrates eventually break down or convert into, among other things, sugar, technically known as glucose, which is 4 calories per gram. A carb is a carb when it comes to calories, but not when it comes to nutritional value; a cookie and a carrot may both have carbs, but they obviously don't offer the same health and diet benefits. In other words, all carbs are not nutritionally equal. Some are much more healthy for you than others. Don't stop eating broccoli, carrots, and oranges. It's just crazy. When people eliminate fruits and vegetables from their diets, they miss out on vital nutrients: fiber, vitamins such as folate and vitamin C, and minerals such as potassium. Try to incorporate nutritious carbohydrates into your diet and to spot which carbs are nutritious — the good guys — and which ones are less nutritious.

Fiber

Get this: Fiber is the only food component that the body doesn't digest. That means it contains no calories. Even so, eating foods rich in fiber makes you feel full. When you feel full, you eat less. Fiber can be found in fruits, vegetables, whole-grain breads and cereals, and in starchy vegetables (like potatoes, but not potato chips or French fries). It would be silly to cut out fiber when you're trying to lose weight. Besides filling you up without making you fat, fiber is beneficial to your overall health: it aids in digestion, helps keep you "regular," contributes to the overall well-being of your digestive tract, and may reduce the risk of certain diseases, such as diverticulitis, heart disease, and certain cancers. Although meat can be tough and hard to chew, it contains no fiber. Nor do these foods contain much fiber: white-flour products (bagels, white bread, white-bread crackers, and most muffins), candy, soda, and all sweets.

Sugar

Like carbs, sugar has gotten a bad rap recently. But also like carbs, that reputation is not entirely fair or correct. Not all sugars are bad for you. But do stick with the ones that occur naturally in food. These include sugar found in fruits, vegetables, and dairy. The unhealthy sugars are added or are concentrated sugars, such as those in candy, soft drinks, and sweets. Limit your intake of these: sucrose (table sugar), corn syrup, fructose, glucose, maltose, high-fructose corn syrup, maple syrup, honey, and molasses. Simple, isn't it?

Fat

Fats have what I think of as concentrated calories — they really pack 'em in. For example, one cup of almonds is high in fat and has over 800 calories, whereas one cup of popcorn has no fat (if you skip the butter) and only 36 calories. The difference is even more pronounced when you compare fats and vegetables. You can eat three cups of cooked spinach for the same calories as one tablespoon of oil. You can pile on the veggies, feel full, and get some great nutrients all at once. Plus, you don't have to stare at a half-empty plate, an eater's nightmare.

Salt

Good old table salt is the common name for sodium chloride, which contains 40 percent sodium. Sodium is found in lots of foods. We do need some salt in our diet, but it's not a good idea to overdo it. Anyone who is watching his weight needs to be on the lookout for "water weight" gain, which is partly due to salt consumption.

The more a food is processed, the more sodium it usually contains. Some common foods that contain sodium are: table salt, bouillon cubes, baking soda, soy sauce, horseradish, MSG, pickles, sauerkraut, processed meats and cheeses, frozen dinners, packaged mixes, and salted snacks such as chips, nuts, and pretzels, and canned soups. Foods described as cured, pickled, corned, or smoked are high in sodium. To cut back and shake the salt habit, remember: the less processed the food, the less sodium it contains. Try to include fresh or frozen rather than canned veggies. Limit processed meats, cheeses, and frozen meals. Keep the salt shaker in the cabinet instead of out on the kitchen table. Flavor foods with spices and herbs. Go easy on condiments such as mustard, ketchup, and soy sauce. A shake, sprinkle, or taste here and there adds up quickly.

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