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Nutrition Facts	
Serving Size	1 cup (54g/1.9 oz.)
Servings Per Container	About 9
Amount Per Serving	
Calories	190
Calories from Fat	10
% Daily Value*	
Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Potassium 180mg	5%
Total Carbohydrate 45g	15%
Dietary Fiber 6g	24%
Soluble Fiber 1g	
Insoluble Fiber 5g	
Sugars 7g	
Protein 5g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 8%
* Percent Daily Values are based on a diet of 2,000 calories. Your daily values may be higher or lower depending on your calorie needs.	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat. Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Potassium	3,500mg 3,500mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Protein	50g 65g
Calories per gram:	
Fat 9	Carbohydrate 4 Protein 4

Virtual Answers About Trans Fats

By Kurt Neufang

THE FOOD AND DRUG ADMINISTRATION (FDA) implemented a new labeling requirement that went into affect on January 1, 2006. The labeling of the amounts of “trans fatty acids” is now required on all food packaging nutrition labels. However, trans fats do not have to be listed on the food labels if the total fat in a food is less than 0.5 grams per serving. If this is the case, then a footnote will be added stating that the food is “not a significant source of trans fat.” What does all this mean? Why should we even

be concerned?

“Trans fat” is a specific type of fat that is formed when liquid oils are made into solid fats. The chemical process for making trans fat is done when hydrogen is added to vegetable oil. This process is called hydrogenation. There is an interesting history behind this.

In 1903, this hydrogenation process was patented by chemist William Normann. In 1907, E.C. Kayser, a German chemist, further refined this hydrogenation process while working at Proctor and Gamble. By adding hydrogen atoms to fatty acid, liquid cottonseed oil was transformed into lard. This was the advent of “Crisco,” which was introduced to the public in 1911. Liquid vegetable oil that stays solid at room temperature improved the shelf life of the product, was marketed, and became a staple in kitchens all over the country for decades. However, the American Heart Association conducted recent studies that found that trans fats clog arteries quicker than food cooked in animal-based saturated fats. Furthermore, trans fat actually reduces the good cholesterol (HD) that keeps arteries clean. As you see, this poses a serious health concern.

Enough about the historical perspective and the basic lesson in chemistry. Will my love for Dorito chips shorten my life? In doing my research, these trans fats are in every good tasting food I know. What is a “junk food junkie” to do?

I contacted Frito Lay, headquartered right here in Frisco’s backyard. Rather than look up the phone number in the white pages, I decided to surf the web and get some contact information. I typed in www.fritolay.com and was immediately connected to a wonderful website. I clicked on frequently asked questions (FAQ), so I could get the information I needed. Then it happened. I was face to face with Kelly.

Kelly’s picture is stunning. She looks to be in her 20’s, has shoulder length brown hair, sultry brown eyes and has a smile that would stop traffic on Preston Road. The website explains that Kelly is the Frito Lay virtual representative who can assist with questions about Frito Lay and the products they sell. By clicking the “ask” button, you can ask her any question 24-hours a day! Pretty

impressive.

Keep in mind, I’m thinking that there is a “real person” that will provide me answers to my questions. Ok...maybe not Kelly, but certainly her attractive older sister Kari. So there I was prepared for my introduction and our virtual informational exchange.

The chemical process for making trans fat is done when hydrogen is added to vegetable oil. This process is called hydrogenation.

As an icebreaker, I type in: “I like Lays chips better than Pringles.” I got an immediate response back that said: “Thanks! It’s always wonderful to hear from a true fan. You can be assured that your thoughts will be shared with the brand team. I know they will enjoy hearing them as much as I did.” Darn, she typed very fast. Obviously she knows I’m a product consumer and respects my good judgment.

I then asked about the trans fat issue and the labeling requirements. At lightning speed she responded that Frito Lay snacks are made with trans-fat free oils. Additionally, she provided information about Frito Lays’ removal of trans fats in its major snack chip brands. “Chips will be cooked in oils without trans fat.”

Now, totally smitten with my new friend, Kelly (or Kari), I decided to ask one last question. I typed in the following: “How will the Frisco RoughRiders do in baseball this year?” I thought I could get her feedback on our pitching and maybe discuss our hitting prospects for the season. Her response was: “I really appreciate your wanting to share your suggestion with us, but we do not accept ideas for legal reasons, etc.” I was disappointed. I think I’ll eat some Dorito’s and some salsa. I’ll feel better tomorrow.

Kurt Neufang is a freelance writer living in Chapel Hill, North Carolina.