

# TWILIGHT OF THE TWINKIES

Why kids may ditch junk food forever.



Grade-four graders at Arbor Heights Elementary learn what's inside their favorite snacks.

Change the way America eats. To do this, Dammeier—whose experience simultaneously raising three boys and running a cheese factory, a restaurant, and a chain of takeout joints makes him a sort of coach de cuisine—is targeting every

fourth-, fifth-, and sixth-grade classroom in the greater Seattle area. (He'll get to about 3,000 kids before summer arrives.) The game plan: Pass out popular snacks like Smart Puffs, Nutri-Grain bars, and Windex-colored Powerade and, in two hours, teach these rookies how to scrutinize labels, recognize the scientific names of sweeteners (hint: many of them rhyme with "gross"), and figure out what they're really eating.

"Are they called Smart Puffs because they actually make you smart?" wonders Alicia Leber, co-instructor and program director, tossing the bag of cheese doodles into the air. "Anyone ever seen this color in nature?" asks Coach Dammeier, holding a bottle of Powerade aloft. He then shows them a beaker filled with 60 grams of sugar, the amount in one bottle of the sports drink in question, which elicits as many grossed-out groans as does the news that the red dye in many foods—including Yogog—comes from ground-up insects. The blue sugar water gets a unanimous thumbs-down just as the bell rings, and you can almost picture these junior gourmands going home to eat carrot sticks in front of their multiplication tables. —Laura Cassidy

The 27 kids in Margaret Britano's fourth-grade class at Arbor Heights Elementary know that not eating makes you sluggish, that Emeril Lagasse is the chef who says *bon!*, and that dietary fiber is vital (even if they can't explain why). What the nine- and 10-year-olds in Room 21 don't know, however, is that carnauba wax, an ingredient

in the glossy finish on the family car, also puts the candylike coating on Kellogg's Yogos. That, in part, is what Kurt Dammeier and the Pure Food Kids team came to tell them.

Fueled by Dammeier's trifecta of deliciousness—Beecher's Handmade Cheese, Bennett's Pure Food Bistro, and Pasta & Co—the Pure Foods Kids program is simple:

MARKET RESEARCH	TWO WASHINGTON'S RANK IN U.S. WINE PRODUCTION (CALIFORNIA IS NO. 1)	400 PERCENT PERCENT INCREASE IN NUMBER OF WASHINGTON WINERIES IN THE PAST DECADE	15 RANK OF SEATTLE'S EVANGELICAL MARS HILL AMONG AMERICA'S FASTEST-GROWING CHURCHES	1 WASHINGTON'S RANK AS LEAST RELIGIOUS U.S. STATE
	VII NUMBER OF CATHOLIC SACRAMENTS, ONE OF WHICH INCLUDES DRINKING WINE		79,930 NUMBER BY WHICH DOGS OUTNUMBER EVANGELICALS IN SEATTLE	