

# Bloomberg Businessweek

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"Cover is on Nestlé, which is investing hundreds of millions of dollars and doing serious research to become a wellness company."

"This is the same Nestlé that makes Butterfingers, Crunch bars, KitKats, and my beloved Raisinets?"

"Yes. This isn't entirely new territory. Nestlé already produces health-oriented products, such as powdered tomato soup that helps you lose weight."

"So its products could potentially make someone obese and then help them lose weight, but then they could regain that weight and lose it again, over and over, in an endless cycle of Nestlé dependency?"

"If someone were so inclined, yes."

"This is not about being 'inclined.' Have you ever bought a box of Raisinets at a movie theater? Those boxes could feed a family of 12, so you buy one thinking you'll share it with your friends. But they've already decided to share a large popcorn, so you're stuck sitting at the end of your row with your giant box of candy. You tell yourself you're going to have just a few, but then that sweet, sweet chocolate touches your tongue and melts, leading you to the satisfyingly chewy raisin. And the joyous interplay of the fruity chewiness and chocolaty sweetness are like a symphony of flavor in your mouth, and a rush of euphoria washes over your entire body. All of a sudden, your willpower vanishes in the safety of the dark theater. Three minutes into the movie, you've finished the entire box, and you spend every second of the rest of the day hating yourself."

"Have you tried the powdered soup?"

