

Changes in the inclination of women towards high calorie fast food and packaged food items

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The study was undertaken to evaluate the organoleptic characteristics of the food products prepared by incorporating neutraceuticals singly and in blended forms. Three variants were prepared with incorporation of neutraceuticals at 7 per cent, 14 per cent, 21 per cent along with a bland neutraceutical free variant to serve as control. The four variants were prepared and served fresh to 15 semi-trained personals for the evaluation of organoleptic characteristics like colour, flavour, taste, texture and overall acceptability. Results revealed that the first two variants were accepted as well as control in terms of all the sensory attributes but not the third variant. Thus, it can be concluded that the two neutraceuticals can be successfully incorporated up to 14 per cent level.

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INTRODUCTION

In recent years, women's choice of food habits has been changing. Their inclination towards high calorie fast food diets has been increasing. The changing social structure with increasing contribution of women is a chief factor contributing to the change in their food habits. The scarcity of time for cooking food, modern lifestyle and fashion-first attitude is driving them towards high calorie fast food, junk food and packaged food items. Previously, grains were cooked in the traditional way for consumption but today processed food items are very much in use. Although we acquire nutrition from both kinds of food but in junk and processed food, natural nutrients, proteins, fats, riboflavin, thiamine, niacin etc. get destroyed. The preservatives used to preserve these food items may prove very injurious to health if one starts using them quite often. These packaged food items can be prepared easily

in a very short time and they taste delicious as well. Due to this, a genuine inclination of women towards these food items has been seen. But still many of them value traditional food and consume it without being tempted towards fast food. As traditional foods are full of vital nutrients, they help to keep the individuals healthy. In traditional food, the natural form of fruits are used which along with minerals and vitamins also contain fibers which are very helpful in proper digestion. But nowadays the consumption of fruit juice has increased. If this juice is obtained from natural fruits, the individual automatically gets most of the essential nutrients but if the juice is artificial or contains chemical flavors, it is deficient of all nutrients and may also be harmful to health. Continuous consumption of fast food and high calorie diet results in various mental and physical disorders. Due to their taste, these food items create a kind of intoxication which attracts people towards them. Such foods if taken once a day may help in fulfilling the energy requirements of the day but once we get accustomed to them, we consume them frequently and hence become victims to various unwanted diseases. These days fresh vegetables used in most dishes are over cooked with lots of oil, spices and sauces which not only destroys the nutrients present in fresh vegetables but the preservatives used also harm our health

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