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How Nostalgia Hooks Us to Buy Junk Food (Sharing a great blog)

Saturday, May 01, 2021



A great read this morning by Sparker Watermellen that not only triggered my memories but sent me to my photo albums for documentation

Check out her informative "food for thought" blog here:

www.sparkpeople.com/mypage_public_journal_individual.asp?blog_id=6754985

and share your own memories/perspective on her blog. The comments are always the best part (the collective wisdom of the Spark Community)

A recent book describes:

"food manufacturers' exploitation of our fondest childhood memories" and how they have "really doubled down on such nostalgia during the lonely lengthy pandemic when almost everyone is looking for comfort"

Specifically – "memory — and childhood nostalgia in particular — play a big role in the foods we crave"

As for our family, we may not have had a LOT of snack foods in the house, but we did drink soda. So much Coke that we earned T-Shirts for the whole family – parents included. It did help when on vacation to keep an eye on the kids easily



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SUSMANNIE

Reminds me of an exchange I had with one of the physicists I work with. From Yugoslavia originally, a comfort food, to him, was toast with lard spread on it. He was making himself this at work, since his wife, a chemist, would lecture him at home about unhealthy it was.

In my home growing up, there were junk snacks and soda galore. Ringdings, Yodels, Snickers and Milky Way bars. Hostess cupcakes.

No lard on toast, though.
25 days ago



1ZIPPYC

We never had much junk food as a kid, couldn't afford it. That's why I never had a weight problem. Not even soft drinks. But those commercials, which is what you're talking about mainly, can and did make me crave some things. The food ingredients can hook you too. It wasn't until I was married at 18, that I started eating all that food I wanted. Gained 18 pounds in 6 months!!! Have had problems with junk food and excess pounds ever since! Darn processed foods! Manufacturers don't care- they're money hungry! Going gluten free was the best thing I ever did for my health! Because even the gluten in foods is so bad for you. Not the good products that our grandparents or great-grandparents used to eat. I used to drink so much coca cola- glad I gave that up 6 years ago. Even diet is so bad for you!

Thanks for the blog.

33 days ago



THOMS1

We earned Pepsi shirts and everything else. When we smoked we earned Marlboro shirts,

ighters and also everything else.

33 days ago



JPPERSELL

I don't remember buying any clothing for my kids with food items on them. I might have though.

33 days ago



RUTHIEBEAR

NOT having much money when growing up, we ate very basic food. NO snacks. No soda. But

lots of comfort foods that were easy to make in bulk and cheap to make.

33 days ago



IMNOTSTOPPIN

We didn't drink sodas when we were kids. Although when we would go out to eat as a family, not often (Chris & Pitts) or the new craze McDonald's we could have soda. My mother baked wonderfully and last year in the beginning of the pandemic I baked homemade bundt cake, prune

cake etc. I stopped that when I gained 5 or 10 lbs.



when I joined the 5% weight loss challenge.

33 days ago



. Fortunately SPARKS helped me lose it



THROOPER62

Well Said!

34 days ago



RKOTTEK

34 days ago



CHERIRIDDELL

Loved the teeshirts! I used to be a full fledged Diet Coke addict .I have not had one since I got out of the hospitl.My friend was the same she has not touched it since she had COVID!

34 days ago



GETULLY

We did not have snack food other than fruit and homemade cookies. But it is so easy to get





hooked on something.
34 days ago



MAMADEE016
Very thought provoking blog BROOKLYN_BORN



I've had an interest in food addictions, and other addictions, for awhile now! You've given me more to research. 🎓



34 days ago



KITTYHAWK1949
My mom bought a lot of snack food and soda and lunch meat. Might be part of why I overeat when I don't plan and measure. Mom mostly cooked when dad was at home for a meal but if just the two of us then it was a lot of lunch meat and cheese sandwiches with chips and soda. But I wasn't really that overweight until I got married and ballooned to 220 over 3 months.



34 days ago



NANCY-
LOL I put my boys in Speedos at the beach. All the boys looked the same otherwise.



Watermellen does write thought provoking blogs.
34 days ago



MELOBEE
Lol about the red shirts and finding the kids easier on vacation--too true! Nutty Buddies (ice cream drumsticks) were my go-to when I was a kid. So much so I had a t-shirt that read, "I'm a Nutty Buddy". Yes, indeed. ;-).



34 days ago



AQUAGIRL08
I was never a fan of regular soda. It was way too sweet for me. I read about and listened to a lecture regarding how manufacturers try to make foods addictive in order to increase their bottom line. It really bothers me that they can do this and get away with it!



34 days ago



JUNETTA2002



34 days ago



ROBBIEY

Well said
34 days ago



SUSIEMT

(((HUGS))) 🌟
34 days ago



THINCP2004

Great Picture!! Growing up we too did not have a lot of snacks, nor did we have a lot of soda's the soda's were only used for a barbecue or when we went for pizza. I really do not have any memories from food products. Most of our food came from both my grandparents and parents gardens. That is where my love for fresh fruit and veg's came from. I learned to drink water, tea and when my mom thought I was old enough coffee.



34 days ago



DONNA_CPS2

I do not remember a lot of soda growing up.... more later but passed on the sugary ones!



34 days ago

Comment edited on: 5/2/2021 10:12:54 AM



ETHELMERZ

My parents never ever bought any kind of soda pop. So did not care about it. But we baked a lot.

34 days ago



4EVERDIETER

And hat. I had a big floppy Coke hat!

34 days ago



RHOOK20047

Yes, her blog was good. My mom stopped taking me with her to grocery shop because I was the king of commercials and I would sing commercials for things I would want and she would buy bad food because of me singing the jingle. Odd how thoughts of the past come back to you.

34 days ago



RACHNACH

Well Said!

34 days ago



HOLLYM48

Watermelon's blog was great and it certainly did make me think about childhood snacks and good and bad food. Before my lifestyle change, I did love coke and pepsi, especially with fast food. Now the thought of all those chemicals swirling in my stomach really makes me cringe!

34 days ago



PLCHAPPELL

Used to like coke but never now

35 days ago



LIS193

Great picture!

Food evokes memories. My DH (British) is excited to have Heinz Baked Beans and grilled sausages for lunch today 😊

35 days ago



SAMMILESSACH

Yes! Coke is my favorite "treat". Growing up it was Dad's drink us kids got to share a can of coke on Friday's with Friday pizza!

So many foods we are as kids now kinda limit these days. 😊

35 days ago



NANANANA

We very rarely had Coke or any other soft drink. We drank milk at meals, a glass of orange juice in the afternoon and water the rest of the time. We were allowed to make cake and cookies but I don't remember my mother buying snacks more than a couple of times a year. We had a lot of fruit, American cheese and stale crackers available.

When I was in high school, diet soft drinks with cyclamates came out. My mother bought those by the case for when our friends came over.

35 days ago



TERMITEMOM

Being raised in France, Coca Cola was a luxury my family could not afford.

35 days ago



NEWNANCY2012

Growing up in "hot humid" Louisiana in the 1950's we had "ice cold Pop" all the time!!! There was "Pop rouge" "orange pop" "chocolate pop" " root beer" "Coca cola" "Seven-up"- My favorite memory was our family taking a drive to the "A&W" where they served a large frosted mug of

frothy "Root beer". The only "Pop" I hated was "Dr. Pepper"!!!!

35 days ago



JAMER123

Never had soda or pop as we were growing up. Tea and water were our drinks. Thanks for a great blog read.

35 days ago



52BINCE

This is a great blog and I could say almost the same thing that 2B said! ... (Jan)... We were not raised on sodas at all but we had our share of host is Twinkies and ding dongs! ... It looks like Twinkies have made a comeback because I see them at the store all the time! (But I walk away





even if there was some fond memories LOL!)
35 days ago



BKNOCK

My brothers all drank milk and I drank water because I hated milk. I got a job at Winn Dixie and started stashing Coke in my bedroom closet because I didn't want my 3 brothers to drink it!
35 days ago



MTN_KITTEN

Ahhh ... coming from Texas ... we always offered a coke and then asked what kind did you want???



Yep, all soda / soft drinks were referred to as coke.

And then my family was an official Coca-cola household. I remember as a kid riding my bike to the Parke-Market 2+ miles away to buy a six pack of Cokes in the glass bottles and a pack of cigarettes for my Dad. That was like every other day !!! And then I had to balance the cold Cokes in my lap with one hand as I rode 2+ miles back home.

Comfort food ... is a whole 'nother story.



35 days ago



LINDA!

Growing up I drank soft drinks all the time. Whatever brand was on sale, is what we drank. I remember how all of the commercials aimed at children. If there was something sweet, kids wanted the parents to buy it. Now we pay for it with a big belly and diabetes.
35 days ago



Comment edited on: 5/1/2021 7:30:54 PM



KOHINOOR2

Well Said! KEEP SPARKING! HUGS

35 days ago



QUARTERMASTER3

Well Said!

35 days ago



WHYNOTTRY45

Well Said!

35 days ago



SHAKERATTLEROLL

Well Said!


35 days ago



2BDYNAMIC

I just wrote a lengthy response on Watermellens blog. It is so very true the industry exploits consumers and strategically manipulate us so we will get hooked and then keep coming back. (And using psychology to trigger childhood fond food memories, So we can once again find solace in food! .. My brothers and I had our lunch boxes Always with a dessert such as hostess Twinkies, Snowballs, or Ding dongs! It is incredible we were always lean children but then we were active non stop. We were never allowed soda in the house, So never start drinking soda until years after I



left home. (happily, we broke away From that awful habit too!).... ...So done! ...Love the pictures of your kids!! ... That was a great way of keeping track of them LOL!Love both these blogs today, you and Watermellens! ... Something that definitely needs to be talked about!
35 days ago



NASFKAB

I only had water to drink
35 days ago



PHOENIX1949

The photo reminded me of our first visit to Six Flags Over Texas. Mom made all 7 of us matching shirts out of a tiny red/black plaid design plus we all wore blue jeans and white tennis





shoes so that if anyone got separated it would be easy to look for them.
35 days ago



MSMOSTIMPROVED

This picture is priceless! We had a hip hip phase of Coca Cola shirts in the 90s but they were big and bright! I am not even sure the company sanctioned this fad 😊
35 days ago



MARYJEANSL

When I was a kid, I *loved* Coke. Not sure Tab even existed back then. If it was in the house, I drank it. So my mom finally laid down the law. No more than one per day, and it couldn't be drunk until after 3 P.M. I remember being devastated by this. I would watch the clock, waiting for 3 P.M. And then once it was gone, it was gone. I was so, so unhappy. I have to give my mother credit. I wouldn't touch a Coke now with a ten-foot pole. Nor even a Diet Coke. Other types of junk food we rarely, if ever, had in the house. And almost never desserts. I was the only one of the family who was overweight...still true now.
35 days ago



RAZZOOZLE

Advertising it at the root of all evil. Convincing people they need things they don't
35 days ago



ALEXSGIRL1

love the shirts we were big ice tea and kool aid drinkers
35 days ago



DARLENEK04

Well, gee whiz.....I musta missed out on the junk food/pop thing.

We thought we were in high cotton on the 4th of July when we got Koolaid & a watermelon.

I knew we were not well off, but oh well, we managed to have food.... I ate healthy, loved veggies/we had a huge garden every year.

In retrospect, this has stood me well in life.....I don't/never smoked/drank/ate a lot of junk food/pop. When I was a single parent, I could not afford junk/pop.

35 days ago



NANASUEH

Luckily, food isn't associated with memories for me. I have enough triggers without those too.
LOL



35 days ago



MORTICIAADDAMS

Loved the soda shirts. LOL. We had iced tea. My dad hated fads so I didn't get to experience them much. He was a plain cornflakes kind of guy. Mom worked part time as a model for a while so she and I didn't eat breakfast, healthy or otherwise. We ate hardly any bread or fruit. Very little dairy. Desserts were for special occasions. Very little candy on special occasions. We seldom ate out. So I recall things like Framed Eggs and Cinnamon Toast which were a treat to me. Dad would take us to get an ice cream cone occasionally or a small hamburger. Or to get a Popsicle. I liked Chicken and Dumplings. Fried Chicken. And lots of veggies. Neither of my parents ever had a weight problem and I didn't until after menopause.
35 days ago



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