Fast Food: Is It Really So Appealing?

Your Name

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Feeling hungry, we are often hooked by attractive slogans like: “We treat you right,” “I'm loving it,” “Taste the difference that fresh makes,” or “What you want is what you get,” etc. These are just some of the slogans numerous fast food companies use to attract their customers every day.

Let us take a closer look at this issue.

Fast food chains have grown remarkably, not only in the USA, but all around the world. The fast food industry lives up to its name. Fast food restaurant operators offer their customers food that is prepared quickly and sold at relatively low prices. In addition, the drive-through service had been already established. This is a really good idea as many people eat as they drive. They are short on time and seek somewhere to grab a quick snack. This fast service seems to be a perfect match to the contemporary fast-paced life many find themselves a part of. Thus, we live fast and we eat fast, too!

Today, we can find fast food chains everywhere: in some shopping malls, as well as in amusement parks, airports, movie centers, and on the roadside. The procedure for getting food at these kinds of locations is rather simple and convenient. You order, pay, and receive your food within just a few minutes! No need to wait for hours until your food is cooked, no tips for the waiters, and nothing spoiled or undercooked!

There's one more key factor that makes such services so inviting. It is common practice that this kind of food service is child-oriented. Fast food restaurants often offer a free toy or even an entire set of toys. This entices children to ask their parents to take them to the fast food restaurant to buy some “tasty food.” In addition to toys, some fast food companies provide nice playgrounds for children so that they can play and eat at the same time. No wonder children like such places!

Another way of attracting customers is by utilizing tempting promotional slogans like “Get two for the price of one” or “Buy one at a regular price and get a second one free!” Lovely, isn't? However, for many people, fast food has become a symbol of a fast-paced life-style that has nothing in common with maintaining a natural and healthy diet. Why don't we just stop and ask for what we really want: good quality fresh food, a natural taste, and a positive impact on our health? Food plays a crucial role for us because it influences everything: our emotions, our mood, the way we feel that day, and the way we will feel tomorrow. So, why do we let fast food chain operators play all these tricks on us by offering low quality fast food?

This issue becomes especially important if we take into account that the number of harmful chemicals we consume by eating fast food products accumulates in our body over time. We need to stop looking at fast food as simply convenient and demand that it is also fresh and healthy. Encourage the fast food chains to see that the best customer-oriented approach includes healthy eating!