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PROBLEMS OF FAST FOOD

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Fast food is the term given to what can be prepared and served very quickly. While any meal with low preparation time can be considered to be fast food, typically the term refers to food sold in a restaurant or store with preheated or precooked ingredients, and served to the customer in a packaged form for take-out/take-away. The term "fast food" was recognized in a dictionary by Merriam-Webster in 1951.

Fast food has been known since ancient times. Romans often refused to cook at all. In Chinese instant noodles were popular. In India cakes with spicy sauce and rice with pieces of chicken curry sauce row were in great demand. Cakes as fast food were popular in Europe but fast food industry appeared in America in 1920's.

As automobiles became popular and more affordable following the First World War, drive-in restaurants were introduced. The American company White Castle, founded by Billy Ingram and Walter Anderson in Wichita, Kansas in 1921, is generally credited with opening the second fast food outlet and first hamburger chain, selling hamburgers for five cents each. Walter Anderson had built the first White Castle restaurant in Wichita in 1916, introducing the limited menu, high volume, low cost, high speed hamburger restaurant. Among its innovations, the company allowed customers to see the food being prepared. White Castle was successful from its inception and spawned numerous competitors.

At the end of 1940 the "White Castle" brand became market leaders. The most successful in these early days was a young company called "McDonalds". In 1956 the U.S. had 14 "McDonald's" restaurants, in 1960 – 228, in 1968 – 1000, in 1990 – 11,800. Now the corporation "McDonalds" has more than 30,000 restaurants in 119 countries, while the "White Castle" chain has only about 380 restaurants in the U.S.

Permanent food at a fast food restaurant is such a painful addiction like smoking or drug use. According to nutrition adult needs about 2300 calories per day, whereas a traditional lunch at a fast food restaurant is more than a rule. According to researchers, the main problem is that this food gives the balance of hormones that are responsible for the feeling of satiety. So many people can eat tons of roll chops, washed down with sweet round, and feel with the constant hunger.

"Most fast food restaurants selling their products without any warning about its origin, the fact that it contains chemical elements is a real problem. Their owners know that the publication of the truth sharply lowers sales," scientists say.

According to dieticians, fast food is of two kinds: bad and very bad. Eating them regularly is unhealthy. The main problem is that many of these foods are high in calories and fat and contain few vitamins. People under 30 years old who consume fast food can develop heart disease. Fast food can lead to obesity, skin and hair problems and impair many bodily functions.

For Ukraine its everyday dining "fast food" visit about 400,000 Ukrainians. Monthly – it is about 12 million. In Ukraine almost 1,500 of fast food restaurants operate. But in fact the exact figure is unknown, because most fast foods in the documents are recorded as cafes.