



You Are What You Don't Eat

How the Food Industry Got You, and How to Get Out

By Graham Roberts-Phelps

grahamphelpscom@gmail.com 07515 851691

Why do clever people eat rubbish?

Smart people eat dumb food. Not through weakness, and not through ignorance. They eat it because an industry of considerable talent has spent fifty years engineering craving, blurring labels and making the worst choice the easiest one.

You Are What You Don't Eat is an everyday guide to unhealthy eating. It does not hand you a meal plan or a list of superfoods. It shows you what you are already eating, who decided that on your behalf, and how the decision was made to feel like yours.

The book has a name for the problem: CRAP. Calorie Rich And Processed. It sits in the cereal box marketed to children, the snack drawer at three o'clock, the Friday takeaway, the glass poured to mark the end of the week. Each chapter takes one ordinary British habit apart, names the forces behind it, and puts it back together with the marketing removed.

The tone is sceptical rather than solemn. The food industry gets no free pass. Neither does the wellness industry, with its supplements, its detoxes and its priesthood of the clean plate.

The author is not a clinician. He is an intelligent layman who got curious, read the evidence, and found the gap between what the label says and what the label means. Every factual claim is sourced and reviewed by a registered dietitian.

The guiding idea is simple, and it is not a scolding: **not your fault, but your responsibility.** Nobody engineered your appetite with your permission. Nobody else is going to un-engineer it either.

The book closes with a ten-week programme. No fasting windows, no forbidden foods, no weighing yourself in the dark.

Published early 2027. Follow the newsletter and the channel for the chapters as they land.



In-house workshops and presentations

How the Food Industry Got You, and How to Get Out, By **Graham Roberts-Phelps**

What happens when the boardroom meets the biscuit tin?

Your people are bright. Their diets are not. That gap costs organisations more than they realise: absence, fatigue, the mid-afternoon collapse in judgement that no amount of coffee repairs.

You Are What You Don't Eat is a programme of workshops, talks and presentations for organisations that want something better than a fruit bowl in reception and a poster about hydration.

The premise is straightforward. People do not eat badly because nobody told them to eat well. They have been told for thirty years. They eat badly because the food environment is designed by professionals, and because the working day rewards speed over sense. Willpower is the wrong tool for a problem built by engineers.

The sessions name the forces at work: the reformulation that adds sugar while removing fat,

the label that hides forty grams in plain sight, the meal deal that costs less than its parts. Then they turn to what an individual can actually do on a Tuesday, in a service station, on a deadline.

- **Keynote** — sixty to ninety minutes. Conference, away day or leadership session. On-site or online.
- **Half-day workshop** — the material with time to argue with it.
- **The ten-week programme** — a structured personal change course, delivered live and remotely. Not a talk. A campaign.

There is no shaming, no green juice, and no request that anyone give up bread forever.

Delivered by Graham Roberts-Phelps, a senior partner with thirty years of experience training senior executives, and author of *You Are What You Don't Eat: An Everyday Guide to Unhealthy Eating*, published early 2027.