

Foodie Jargon for July

A monthly look at new words and phrases about food.

eatertrain v. *Kessler spends a lot of time meeting with (often anonymous) consultants who describe how they are trying to fashion products that offer what's become known in the food industry as "eatertrainment." Fat, sugar, and salt turn out to be the crucial elements in this quest: different "eatertraining" items mix these ingredients in different but invariably highly caloric combinations.*

phantom fat n. *Body-image experts say it's not uncommon for people, especially women, who have lost a lot of weight to be disappointed to some extent to discover that they still aren't "perfect." Some specialists use the term "phantom fat" to refer to this phenomenon of feeling fat and unacceptable after weight loss.*

Courtesy of [The Double-tongued Dictionary](#), [Word Spy](#), and [Schott's Vocab](#).