

## Sweet and Low: A Family Story



Sweet and Low is the bittersweet, hilarious story of Ben Eisenstadt, who invented sugar packets and SweetN Low, and amassed the great fortune that would later destroy his family. It is a story of immigrants, Jewish gangsters, and Brooklyn; of sugar, saccharine, obesity, and diet crazes; of jealousy, betrayal, and ambition. Disinherited along with his mother and siblings, Rich Cohen has written a rancorous, colorful history of his extraordinary family and their pursuit of the American dream.

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