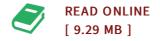




The Tastemakers: Why We Re Crazy for Cupcakes But Fed Up with Fondue (Plus Baconomics, Superfoods, and Other Secrets from the World of Food Trends)

By David Sax

Audible Studios on Brilliance, 2015. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Tastemaker, n. Anyone with the power to make you eat quinoa. Kale. Spicy sriracha sauce. Honeycrisp apples. Cupcakes. These days, it seems we are constantly discovering a new food that will make us healthier, happier, or even somehow cooler. Chia seeds, after a brief life as a novelty houseplant and I Love the 80s punchline, are suddenly a superfood. Not long ago, that same distinction was held by pomegranate seeds, acai berries, and the fermented drink known as kombucha. So what happened? Did these foods suddenly cease to be healthy a few years ago? And by the way, what exactly is a superfood again? In this eyeopening, witty work of reportage, David Sax uncovers the world of food trends: Where they come from, how they grow, and where they end up. Traveling from the South Carolina rice plot of America s premier grain guru to Chicago s gluttonous Baconfest, Sax reveals a world of influence, money, and activism that helps decide what goes on your plate. On his journey, he meets entrepreneurs, chefs, and even data analysts who have made food trends a mission and a...



Reviews

I actually started looking over this publication. It really is rally interesting throgh studying period. Once you begin to read the book, it is extremely difficult to leave it before concluding. -- Dana Hintz

Good electronic book and valuable one. It really is basic but unexpected situations in the 50 percent in the pdf. You wont really feel monotony at at any moment of your time (that's what catalogues are for concerning when you ask me).

-- Elisa Reinger