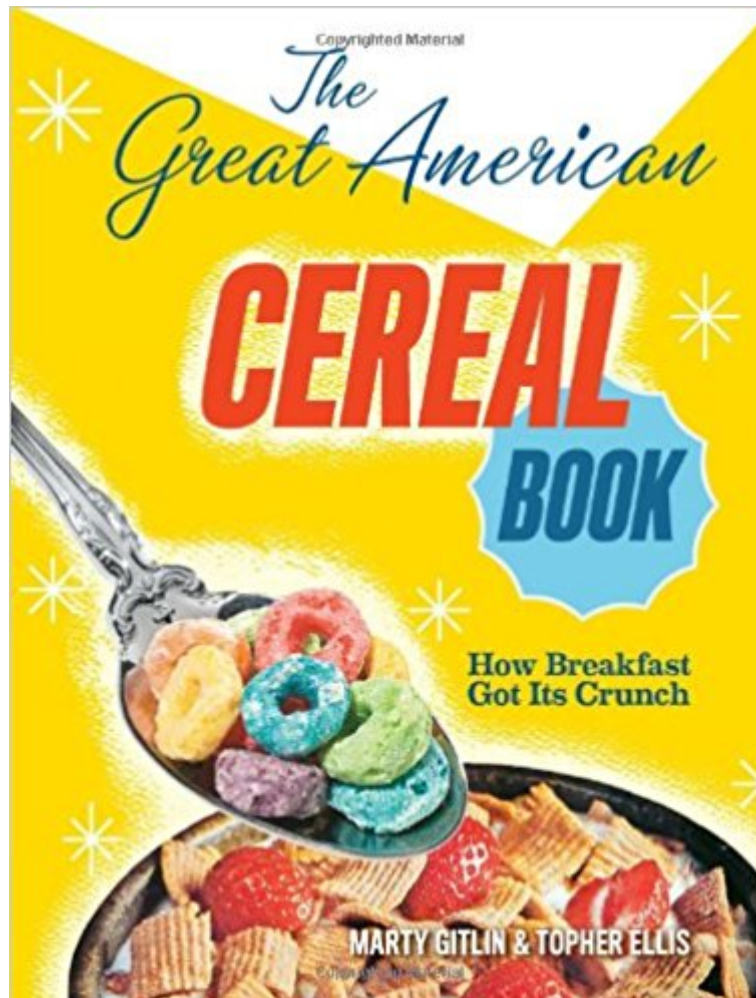




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# The Great American Cereal Book: How Breakfast Got Its Crunch



## Synopsis

Americans love their breakfast cereal, which is second only to milk and soda in supermarket spending. Cereals and their cartoon spokescharacters are some of the most enduring pop-culture icons of the 20th century. The Great American Cereal Book is the definitive compendium of breakfast cereal history and lore, celebrating the most recognizable brands and packaging, such as Cheerios, Cocoa Puffs, Frosted Flakes, Grape-Nuts, and Trix. Award-winning writer Marty Gitlin and co-author Topher Ellis provide behind-the-scenes stories about the creation of these iconic kitchen-table companions, with 350 images of cereal boxes, vintage ads, and rare memorabilia. Praise for The Great American Cereal Book: "Instantly evokes feelings of childhood--watching Saturday-morning cartoons and being bombarded with commercials for sweet cereals with colorful mascots like Toucan Sam and Tony the Tiger."

--TMagazine.Blogs.NYTimes.com "While many of us have ditched the cereals of our youths (in all their freeze-dried marshmallowy glory) in favor of flax seed (boring!), the eye-popping colors and kooky designs on the cereal boxes of our childhoods still have a pull, which is why we're loving The Great American Cereal Book. -- Oprah.com If you're a cereal lover, you'll enjoy poring through Marty Gitlin and Topher Ellis' The Great American Cereal Book: How Breakfast Got Its Crunch (Abrams Image). Full of factoids and countless cereal boxes from days of yore, Gitlin and Ellis trace the history of this most iconic of American breakfast dishes. It's a lot of fun to look at how cereal packaging has changed over the decades, and for anyone a little bit nostalgic, it's the perfect venue for a walk down memory lane. -- epicurious.com "A crisply colorful history of a favorite kids' food that became a pop culture icon." --Tampa Bay Times "Whether you're a food history buff, package-design geek, or just an enthusiastic consumer of the country's favorite morning bowl, these pages provide enough--ahem--snap, crackle, and pop to keep everyone happy." --Real Eats magazine

## Book Information

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## Customer Reviews

My passion for cereal inspired me to launch this project, but you don't have to be a cereal lover to enjoy *The Great American Cereal Book*. I was thrilled to find a publisher that shared my vision. Cereal is fun. Eating cereal is fun. Reading cereal boxes is fun. Cereal spokescharacters are fun. Not too many morose thoughts run through one's mind when Sonny the Cuckoo Bird is proclaiming, "I'm Cuckoo for Cocoa Puffs!" I tried to express that sense of fun on every page and Harry Abrams followed suit. The 350 images of cereal boxes, ads and memorabilia that pepper the pages of this book make it colorful and, of course, fun. But if not for co-author Topher Ellis and the heaps of information provided by the cereal companies, this book would never have become a reality. Thanks to everyone! And to everyone out there ... enjoy! Marty

Marty Gitlin is a freelance writer and the author of more than 40 books. He has won many awards for his writing, including first place for General Excellence in Journalism from the Associated Press. Gitlin lives with his wife and three children in Cleveland, Ohio. Topher Ellis is a cereal expert and editor of the cereal newsletter *the Boxtop*, the longest continuously running publication dedicated to breakfast cereal. He lives in Matthews, North Carolina.

Wow, what a great book! Informative, colorful and loads of fun. Lots of guests have commented on it. It is amazing how cereal is such a big part of our culture. We've always had it and taken it for granted. This book gives you the history of all of them, from the very beginning with the small entrepreneurs to the big corporate productions of today. So many times, I'd see a cereal and say, "I remember that!" (I'm 56 years old). This book can be the definition of a coffee table book: Light and fun and a real browser. Great job.

This book offers a lot. It's a fascinating history of the American cereal industry with geeked out facts about hundreds of cereals; When the products were on the market, the type of cereal, related brands, factoids and more. There are some very obscure cereals covered too: Dinky Donuts, Crazy

Cow, Cheyenne Corn - the vastness of the number of brands to grace supermarket shelves is astounding, The Great American Cereal Book is also a beautiful book with a ton of high quality package shots. The book layout and design are wonderful. There's a humorous approach that's appropriate for the subject matter without going overboard. The shimmering gaudiness that is the American cereal industry comes through on its own.

I believe there are three levels of coffee table books. On the first level is the book you put out to look like a cultured fancy pants. You really don't like the book, and the people who come to your home really don't like it either, but they go through the motions of leafing through it, as a social custom more than anything. This is the level in which you find your Frank Lloyd Wright retrospectives and your selected Georgia O'Keeffe female parts flowers. On the second level is the book that anyone will have a passing interest in. The book caught your eye in the bookstore; you flipped a few pages, found it interesting enough, and brought it home. Anyone who comes over can browse it contentedly. This level is where we find the brightly colored rainforests photography collections and various other natural phenomena. But on the third and highest level is the book that is so great, not only will people gravitate toward it excitedly as soon as they put butt to cushion, but will shriek with joy more than once throughout your chitchatty dinner party preamble. This is the kind of book that people will connect with on a personal level. Firmly situated on level three is where you will find The Great American Cereal Book. This tome of the most American of breakfast products charts the rise, and occasional falls, of the American cereal industry from its humble beginnings at a sanitarium in New York in the late 1800s. It is the passion product of authors Marty Gitlin and Topher Ellis, 15 years in the making. Chock-full of facty goodness, there is something delightful on every page. Hundreds of cereals are broken down and catalogued meticulously. Included in the cereal bios are facts about the manufacturers, debut and discontinuation dates, advertising mascots, and any other interesting marbits the compilers could dig up. The artistry of cereal box design is pushed to the forefront as well, with fantastic full page photos of boxes old and new. Ok so maybe with WWF Superstars cereal, artistry might not be the exact word. But you know what I mean. Peppered throughout the book are asides which explore topics more in-depth such as Cap'n Crunch's life story (It's way more detailed then you might think) or the origin of the aforementioned "marbit," those delightfully dry marshmallows originally found in Lucky Charms. All of the classics are here (Cheerios, Kaboom, Corn Flakes, Rice Crispies) as well as the strike-while-the iron-is-hot ephemera of pop culture (C-3PO's, Bill and Ted's Excellent Cereal, Urkel-O's, Nintendo Cereal System). Indeed, something for everybody. I cannot recommend The Great American Cereal Book highly

enough. It is an epically researched and wonderfully fun collection that every leftover-milk-slurping American should own. Plunk it on your coffee table, sit back, and enjoy the squeals of delight and nostalgic conversing that is sure to follow. You might also want to stock up on some Frankenberry just in case.

Everything you could possibly want to know about breakfast cereals. You've seen cereal ads your whole life but this book gives you a new appreciation for how many come and go and how some have become classics. It covers pretty much EVERY cereal since the start of the 20th century and gives all the basic info (how long it has been out, etc) and a little blurb about it. A great book for someone like myself who enjoys monographs on unusual but familiar topics.

There's a lot of wheat, oats, rice, corn & bran crammed into these 350 + pages, and a LOT of good information & great pictures as well...too bad there wasn't room for a couple of chapters on all of the in-box freebies and mail-away-for stuff that made kids (like me) persuade mom to buy. There is a pic of all of the Freakies action figures, which cost me a nice bit to gather together from e-bay awhile back to adorn my computer desk. The spine of the book is a nutritional label and ingredients list -- PERFECT!

This book was so much fun to read! Very well organized, with beautiful color photos and neatly written text, I ended up ordering a second copy to be given as a Christmas gift. There is great information about the histories of each cereal, and the fun-facts section on every page is an added bonus. The only downside to reading this is it will make you nostalgic for cereals from childhood that are no longer made!

I read this book cover to cover the day it arrived - Brought back so many memories of great and not so great cereals - Makes you say oh yeah I remember that one it lasted a hot minute ! Liked it so much that i bought a copy for a friend that is a fellow cereal-phile

This book was pointed out to me by a friend who got it and recommended it. It has some really great information on some of the earliest examples of cereal goodness ever created. The text is very descriptive and gives the pictures identity. Really a fun book with some good stories. My kids like the pictures and want to try certain cereals they never knew about. It makes breakfast more interactive and some really good facts in it. I highly recommend if you are a fan of Cereal and it's

early incarnation. Check it out!

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