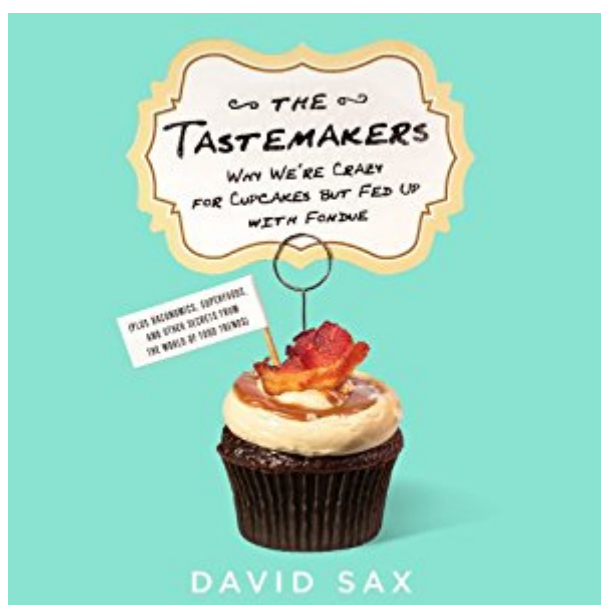


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The Tastemakers: Why We're Crazy For Cupcakes But Fed Up With Fondue (Plus Baconomics, Superfoods, And Other Secrets From The World Of Food Trends)



Synopsis

Earphones Award Winner (AudioFile Magazine) 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, açai 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 eye-opening, 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 business. The Tastemakers is full of entertaining stories and surprising truths about what we eat, how we eat it, and why.

Book Information

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in Books > Business & Money > Industries > Restaurant & Food

Customer Reviews

This book contains great insight into what we eat, and why it is popular. Food trends are determined by many factors, and through the author's interesting account, we learn about the background of these trends. David Sax approaches his work with humour and a keen interest in food, and takes

the reader on an interesting adventure through different aspects of the food culture and industry. It is a fun and fascinating read, making the reader hunger for more, in many ways.

Good book, however, I am in the food marketing business so I have a great interest in the "biz". It will give all foodies some nice insight presented in an entertaining format. David really knows his stuff.

Incredibly insightful, engaging, and amusing. Particularly as I'm launching a food product start-up.

I am a marketing research professional specializing in food, so it is no surprise that I found the book fascinating. The diversity of material and really good writing make this worth reading. Maybe a tad too long.

Better pace than some similar books. Lots of interesting facts.

Fun read, fast and easy, good price. Enlightens you to how fads have their life cycles, and how people will climb aboard the bandwagon.

Extremely fascinating, super entertaining. Imagine if Malcolm Gladwell and Anthony Bourdain wrote a book together. A must-read for foodies and trend analysts alike.

Great read, but wanted to find some over-arching theory on why some trends take off and others don't and didn't find it.

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