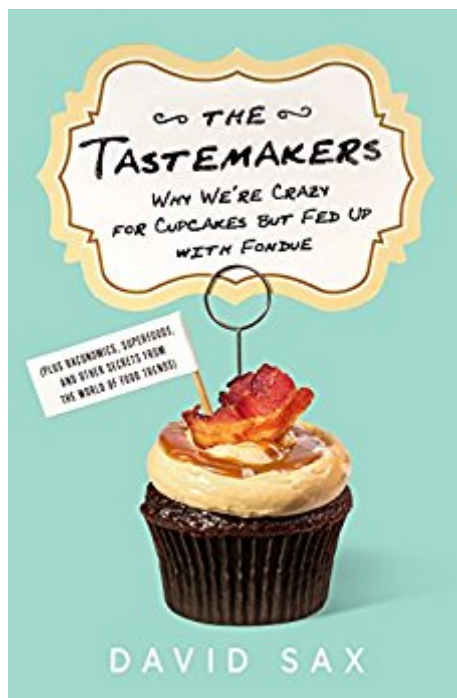


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# The Tastemakers: Why We're Crazy For Cupcakes But Fed Up With Fondue



## Synopsis

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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## Customer Reviews

I was excited to pick up this book because I have a personal interest in food and cooking and also

have a history working in marketing on food brands, which has meant first hand experience with food trend spotting. In short, this book seemed made for someone like me. I also read *Save the Deli: In Search of Perfect Pastrami, Crusty Rye, and the Heart of Jewish Delicatessen*, also by David Sax, so I was already familiar with his writing style and voice. Similar to *Save the Deli*, I found the strengths of this book to be the quality of the research and Sax's knack for creative descriptions. I especially love his creative descriptions because I read a lot of food writing, so I appreciate his ability to describe foods and the food scenes in ways I haven't previously heard in other books. And not only do his descriptions feel new, but they do an amazing job of bringing to life what he is talking about. Whenever he was describing a scene in this book I truly felt that he transported me to the middle of it. That said, my experience with this book was not without issues. Like *Save the Deli*, my biggest issue was with the overall organization of the book. It really didn't feel like there was a continuous narrative throughout or some kind of structure tying all the pieces together. Because of this, some of the chapters and even paragraphs within the chapters felt disjointed and it interrupted the flow of the book for me. I also felt like this book was more about telling story of individual trends (i.e. cupcakes, cornets, bacon, etc.) rather than establishing a kind of framework for how food trends form.

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