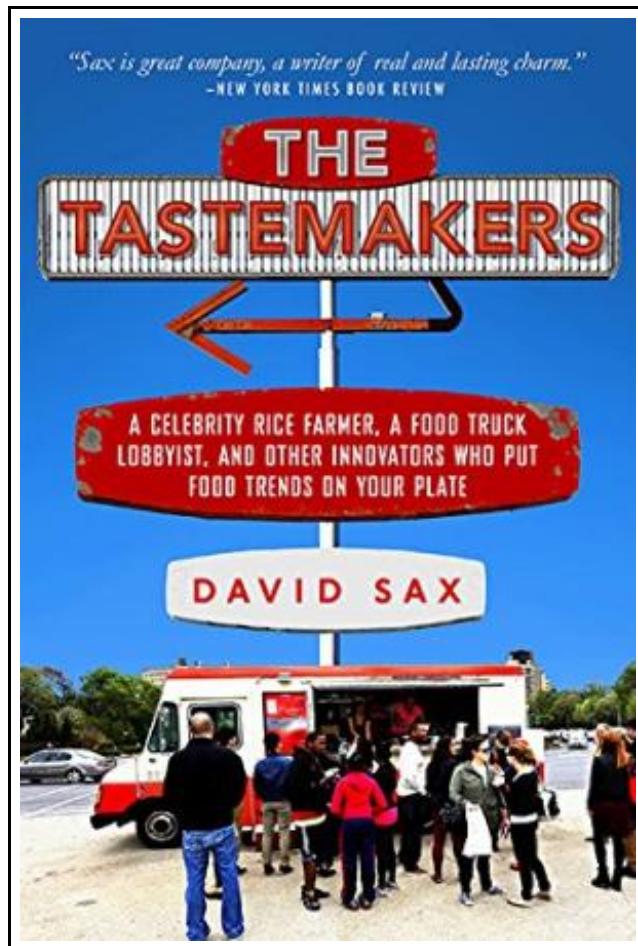


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The Perseus Books Group. Paperback. Book Condition: new. BRAND NEW, The Tastemakers: A Celebrity Rice Farmer, a Food Truck Lobbyist, and Other Innovators Putting Food Trends on Your Plate (First Trade Paper Edition), David Sax, Tastemaker, n. Anyone 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 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 glutinous 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.



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