

## French Gastronomy and the Magic of Americanism

RICK FANTASIA

Politics History & Social Change

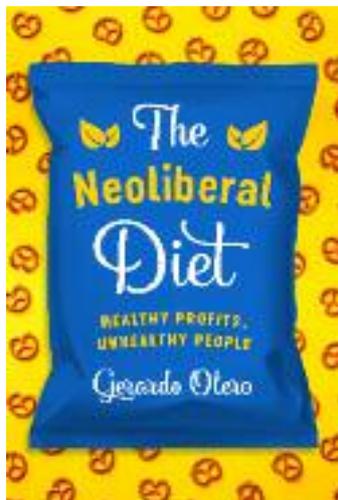
November 2018 262pp

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TEMPLE UNIVERSITY PRESS

A tectonic shift has occurred in the gastronomic field in France, upsetting the cultural imagination. In a European country captivated by a high-stakes power struggle between chefs and restaurants in the culinary field, the mass marketing of factory-processed industrial cuisine and fast foods has created shock waves in French society, culture, and the economy. In this insightful book, *French Gastronomy and the Magic of Americanism*, Rick Fantasia examines how national identity and the dynamics of cultural meaning-making within gastronomy have changed during a crucial period of transformation, from the 1970s through the 1990s. He illuminates the tensions and surprising points of cooperation between the skill, expertise, tradition, artistry, and authenticity of grand chefs and the industrial practices of food production, preparation, and distribution. Fantasia examines the institutions and beliefs that have reinforced notions of French cultural supremacy—such as the rise and reverence of local cuisine—as well as the factors that subvert those notions, such as when famous French chefs lend their names to processed, frozen, and pre-packaged foods available at the supermarket.



## The Neoliberal Diet

Healthy Profits, Unhealthy People

GERARDO OTERO

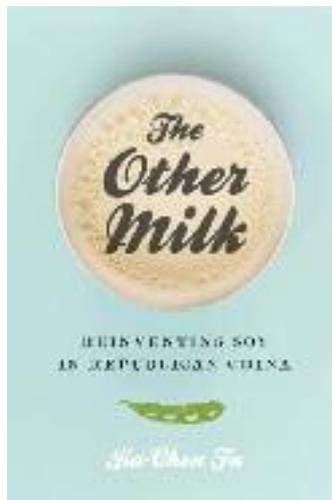
October 2018 288pp

9781477316986 £26.99 PB

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UNIVERSITY OF TEXAS PRESS

Why are people getting fatter in the United States and beyond? Mainstream explanations argue that people simply eat too much “energy-dense” food while exercising too little. By swapping the chips and sodas for fruits and vegetables and exercising more, the problem would be solved. By contrast, *The Neoliberal Diet* argues that increased obesity does not result merely from individual food and lifestyle choices. Since the 1980s, the neoliberal turn in policy and practice has promoted trade liberalization and retrenchment of the welfare regime, along with continued agricultural subsidies in rich countries. Neoliberal regulation has enabled agribusiness multinationals to thrive by selling highly processed foods loaded with refined flour and sugars—a diet that originated in the United States—as well as meat. Drawing on extensive empirical data, Gerardo Otero identifies the socioeconomic and political forces that created this diet, which has been exported around the globe, often at the expense of people’s health.



## The Other Milk

Reinventing Soy in Republican China

JIA-CHEN FU

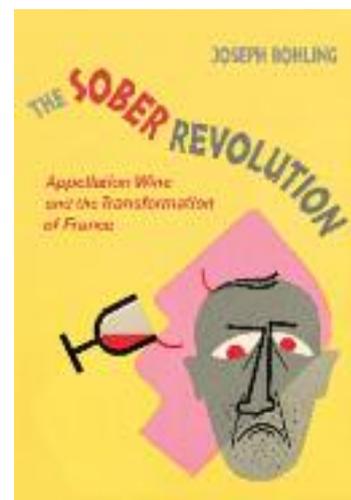
November 2018 264pp 11 b&w illus., 1 table

9780295744032 £22.99 PB

9780295744049 £69.00 HB

UNIVERSITY OF WASHINGTON PRESS

In the early twentieth century, China was stigmatized as the “Land of Famine.” Meanwhile in Europe and the United States, scientists and industrialists seized upon the soybean as a miracle plant that could help build modern economies and healthy nations. Soybeans, protein-packed and domestically grown, were a common food in China, and soybean milk (doujiang) was poised for reinvention for the modern age. Scientific soybean milk became a symbol of national growth and development on Chinese terms, and its competition with cow’s milk reflected China’s relationship to global modernity and imperialism. *The Other Milk* explores the curious paths that led to the notion of the deficient Chinese diet and to soybean milk as the way to guarantee food security for the masses. Jia-Chen Fu’s in-depth examination of the intertwined relationships between diet, health, and nation illuminates the multiple forces that have been essential in the formation of nutrition science in China.



## The Sober Revolution

Appellation Wine and the Transformation of France

JOSEPH BOHLING

December 2018 306pp 13 b&w

halftones, 1 map, 2 charts

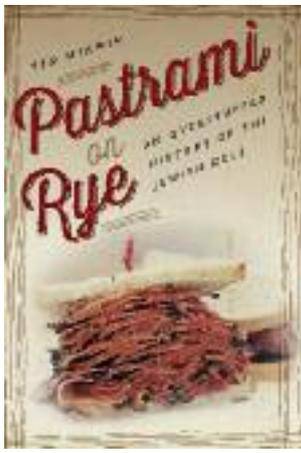
9781501716041 £37.00 HB

CORNELL UNIVERSITY PRESS

In the 1930s, cheap, mass-produced wines from the Languedoc region of southern France and French Algeria dominated French markets. Artisanal wine producers, worried about the impact of these “inferior” products on the reputation of their wines, created a system of regional appellation labeling to reform the industry in their favor by linking quality to the place of origin. At the same time, the loss of Algeria, once the world’s largest wine exporter, forced the industry to rethink wine production. Over several decades, appellation producers were joined by technocrats, public health activists, tourism boosters, and other dynamic economic actors who blamed cheap industrial wine for hindering efforts to modernize France. Today, scholars, food activists, and wine enthusiasts see the appellation system as a counterweight to globalization and industrial food. But, as Bohling reveals, French efforts to localize wine and integrate into global markets were not antagonistic but instead mutually dependent.

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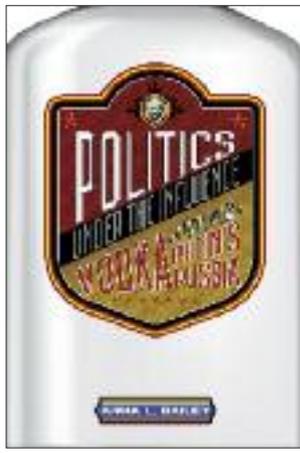
### Pastrami on Rye

An Overstuffed History of the Jewish Deli

**TED MERWIN**

October 2018 256pp  
9781479872558 £12.99 NIP  
NEW YORK UNIVERSITY PRESS

The first full-length history of the New York Jewish deli. The deli, argues Merwin, reached its full flowering in the interwar era, when the children of Jewish immigrants celebrated the first flush of their success in America by downing sandwiches and cheesecake in theater district delis. But it was the kosher deli that followed Jews as they settled in the outer boroughs of the city, and that became the most tangible symbol of their continuing desire to maintain a connection to their heritage.



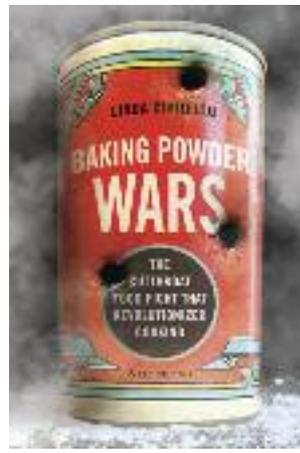
### Politics under the Influence

Vodka and Public Policy in Putin's Russia

**ANNA L. BAILEY**

September 2018 264pp 6 graphs  
9781501724404 £18.99 PB  
9781501724374 £73.00 HB  
CORNELL UNIVERSITY PRESS

*Politics under the Influence* turns a spotlight on the powerful vodka industry whose ties to Putin's political elite have grown in influence since 2009. Drawing on a wide range of sources including fieldwork interviews, government documents, media articles, and opinion polls, Bailey reveals the many ambivalences, informal practices, and paradoxes in contemporary Russian politics.



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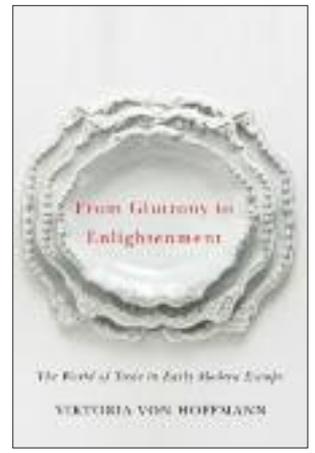
### Baking Powder Wars

The Cutthroat Food Fight that Revolutionized Cooking

**LINDA CIVITELLO**

Heartlands Foodways  
May 2017 272pp  
9780252082597 £14.99 PB  
9780252041082 £73.00 HB  
UNIVERSITY OF ILLINOIS PRESS

First patented in 1856, baking powder sparked a classic American struggle for business supremacy. For nearly a century, brands battled to win loyal consumers for the new leavening miracle, transforming American commerce and advertising. This is the forgotten story of how a dawning industry raised Cain--and cakes.



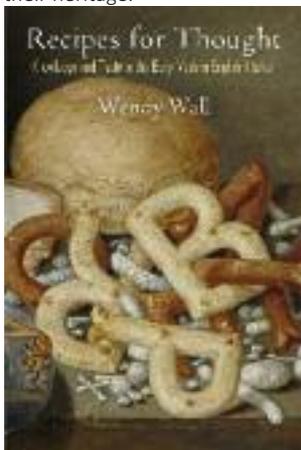
### From Gluttony to Enlightenment

The World of Taste in Early Modern Europe

**VIKTORIA VON HOFFMANN**

Studies in Sensory History  
December 2016 282pp  
9780252082146 £20.99 PB  
9780252040641 £73.00 HB  
UNIVERSITY OF ILLINOIS PRESS

Scorned since antiquity as low and animal, the sense of taste is celebrated today as an ally of joy, a source of adventure, and an arena for pursuing sophistication. This book explores four kinds of early modern texts—culinary, medical, religious, and philosophical—to follow taste's ascent from the sinful to the beautiful.



### Recipes for Thought

Knowledge and Taste in the Early Modern English Kitchen

**WENDY WALL**

Material Texts  
November 2015 328pp 52 illus.  
9780812247589 £53.00 HB  
UNIVERSITY OF PENNSYLVANIA PRESS

Analyzes, for the first time, the full range of English manuscript and printed recipe collections produced over the course of two centuries. Situated at the vital intersection of physiology, gastronomy, decorum, knowledge-production, and labor, recipes from the past allow us to understand the significant ways that kitchen work was an intellectual and creative enterprise.



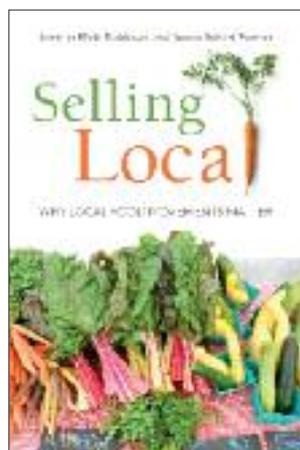
### Scents and Flavors

A Syrian Cookbook

**EDITED AND TRANSLATED BY CHARLES PERRY**

Library of Arabic Literature  
May 2017 352pp  
9781479856282 £22.99 HB  
NEW YORK UNIVERSITY PRESS

This popular 13th-century Syrian cookbook collects 635 meticulous recipes, inviting us to savor an inventive cuisine that elevates simple ingredients by combining the sundry aromas of herbs, spices, fruits, and flower essences. A delectable read for epicures and cultural historians alike.



### Selling Local

Why Local Food Movements Matter

**JENNIFER META ROBINSON & JAMES ROBERT FARMER**

April 2017 230pp 16 color illus., 5 tables  
9780253026989 £22.99 PB  
INDIANA UNIVERSITY PRESS

Drawing on prodigious fieldwork and research, experts Jennifer Meta Robinson and James Robert Farmer unlock the passion for and promise of local food movements, show us how they unfold practically in towns and on farms, and make a persuasive argument for how much they deeply matter to all of us.



### The Sioux Chef's Indigenous Kitchen

**SEAN SHERMAN**

October 2017 256pp  
9780816699797 £26.99 HB  
UNIVERSITY OF MINNESOTA PRESS

Here is real food—indigenous American fruits and vegetables, the wild and foraged ingredients, game and fish. Locally sourced, seasonal, ingredients and nose-to-tail cooking are nothing new to Sherman, Oglala Lakota chef and founder of The Sioux Chef. In this book, he shares his approach to creating seasoned foods that are vibrant and healthy.