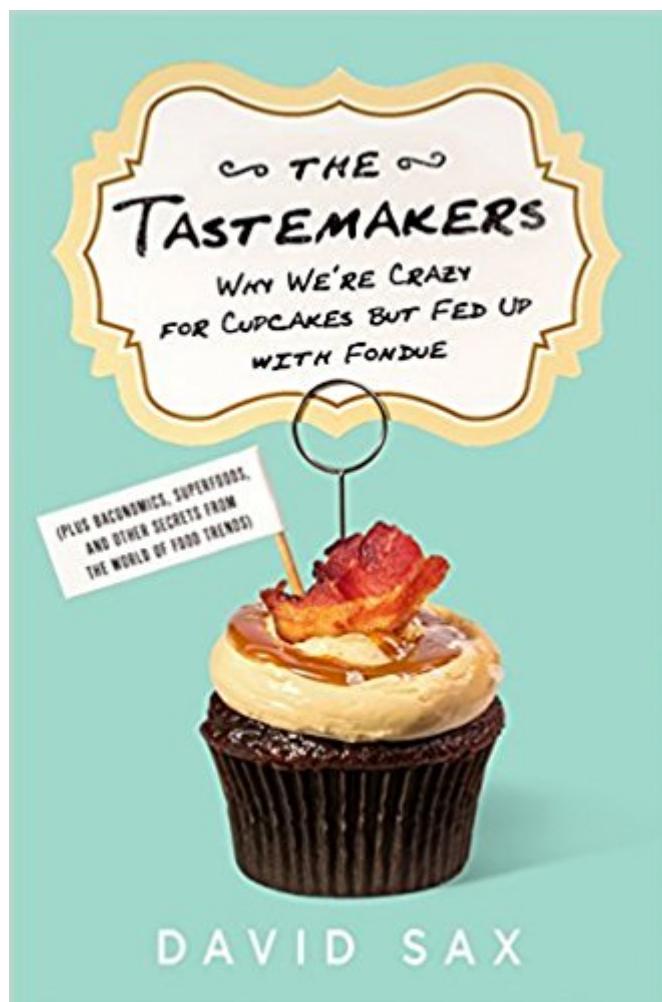


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# The Tastemakers: Why We're Crazy For Cupcakes But Fed Up With Fondue



## 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, açaí 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

"Entertaining; Sax has seized on a big, juicy topic, and is at his best in on-the-scene reporting, where the brisk, funny, assured voice that earned him many fans; keeps us galloping through the aisles; Sax is great company, a writer of real and lasting charm; The Tastemakers will leave readers wondering about how susceptible we are to the charms of any

new food; and how long we're likely to stay captivated. —New York Times Book Review; Sax embarks on a lively culinary tour of America, consulting chefs, producers, foodies, food buyers, and trend forecasters to find out why one day sriracha sauce is all the rage, and the next, people are adding kale to every meal. —The Economist; Sax has done his homework; and probably put on a few pounds. A solid overview of trendsetting foods brought to life with colorful examples. —Kirkus; Sax declares, food trends, though sometimes annoying, deepen and expand our cultural palate, spur economic growth, provide broad variety in our diets, and promote happiness. —Publishers Weekly

David Sax is a writer specializing in business and food. His writing appears regularly in the New York Times, Bloomberg Businessweek, Saveur, the Grid Toronto, and other publications. His first book, *Save the Deli: In Search of Perfect Pastrami, Crusty Rye, and the Heart of Jewish Delicatessen*, was a Los Angeles Times bestseller. Sax's work has also won a James Beard Award for Writing and Literature. He lives in Toronto.

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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