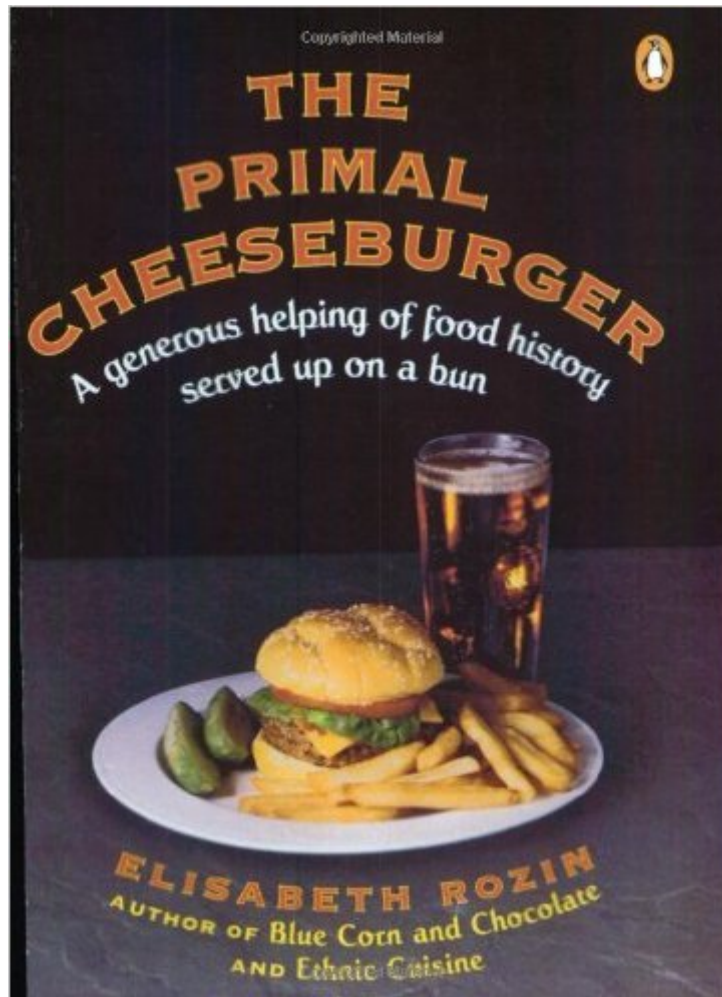


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The Primal Cheeseburger: A Generous Helping Of Food History Served On A Bun



Synopsis

Here is a witty look at the powerful appeal of that ubiquitous American classic and universal food phenomenon, the cheeseburger platter. Elisabeth Rozin traces the historical, cultural, and culinary roots of each element - burger, cheese, bun, ketchup, lettuce, tomato, pickle, onion, fries, and, of course, Coca Cola - in search of the significance of its tantalizing allure. After all, this unique combination of red meat, fat, sugar, and salt violates all that is nutritionally and politically correct in the 90s, yet we can't resist it. The Primal Cheeseburger is an entertaining exploration of why this particular mix of textures, tastes, and smells evokes our carnivorous cravings and touches such a deep chord in our collective food consciousness.

Book Information

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Customer Reviews

The Primal Cheeseburger attempts to delve into the history of basic food groups while utilizing the supposed All American Cheeseburger, Fries, and Coke meal as a guideline. There are certainly some interesting historical notes on how meat became an integral part of certain cultures meals. Some good discussions on the origins of bread, cheese, etc. However, this book tries to cover way too much ground. Some of the changes in the authors subject matter are introduced a bit too abruptly. Perhaps the author could have organized this book so it flowed better and covered a few things well instead of many things haphazardly. Nonetheless, this brief history of food around the world has its moments.

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