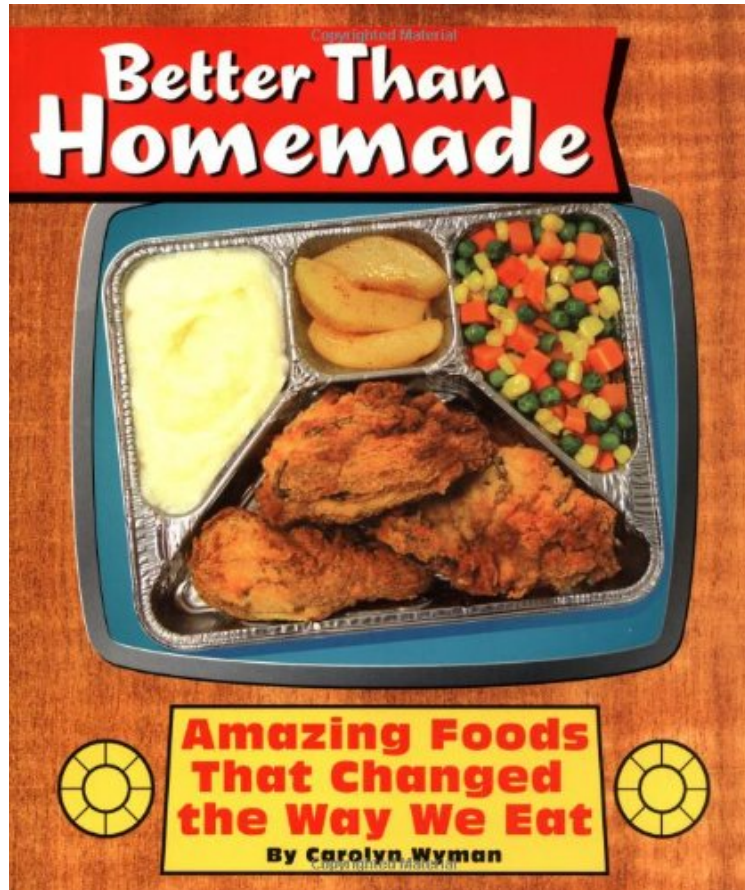


(Download pdf ebook) Better Than Homemade

Better Than Homemade

Carolyn Wyman

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Carolyn Wyman : Better Than Homemade before purchasing it in order to gage whether or not it would be worth my time, and all praised Better Than Homemade:

0 of 0 people found the following review helpful. Great Book By Ron in Mount Airy MDA real keeper for those who are interested in just where all our processed foods come from. Easy read, lots of pix, many historical ads and facts. A good supplement to Wyman's "I'm a Spam Fan." Her style differing slightly from her "I'm a Spam Fan," you'll find that Ms. Wyman's work, "Better Than Homemade," has a bit more of a bite to it. There are some poignant jests aimed at the food scientists, marketeers and the American Consumer. But all is in good fun and the main thrust of her book is that we have invented some really cool products that have honestly changed our way of thinking about what we eat. 1 of 1 people found the following review helpful. Love nostalgia? Love shows like Unwrapped By b4eLove nostalgia? Love shows like Unwrapped? Love FOOD? Then you will LOVE this book! With fascinating tidbits on everything from Hamburger Helper to Reddi-Whip, from Jiffy Pop to Pringles, Tater Tots and Velveeta, this book truly had something for everyone's taste. One WARNING, though... this book might make you very, very hungry! 3 of 3 people found the following review helpful. Amazingly Entertaining - and Educational Too! By J. Messenger I like to collect

pop culture "curio" books, and this is one of my favorites. It's lightly humorous while being very interesting, and I would recommend it to anyone casually interested in food, trivia, and pop culture. It's also great for people who take forever to poke through the aisles of the supermarket, reading all of the labels and product packaging out of interest more than anything else. Highly recommended, and also a great gift idea for children to discuss with parents or grandparents who "lived through it."

Americans pride themselves in their knack for innovation, and nowhere has America's can-do attitude been more apparent than at the supermarket. Need a cheese that is virtually indestructible? Want to find a way to stretch a pound of hamburger into a hearty main course for a family of five? Hard pressed for time to throw together a home-cooked meal? In the early decades of the twentieth century, and from the world wars to the cold wars, food producers and everyday dreamers met these challenges with the same ingenuity and resourcefulness that launched the country to the moon and back, with groundbreaking packaging, new technologies, and improvements on Mother Nature. *Better Than Homemade* is food biographer Carolyn Wyman's freewheeling and entertaining cultural history of the innovative packaged foods that changed the way we eat. With dozens of archival ads and original product shots of Hamburger Helper, Kraft Macaroni and Cheese, Minute Rice, Coffee-mate, Green Giant Canned Peas, Lipton Cup-a-Soup, Pillsbury Crescent Rolls and many more revolutionary products *Better Than Homemade* highlights the fascinating stories behind the food inventions; the histories behind the brands and icons that have become synonymous with them; the jingles that have made them such a large part of our popular culture; and the recipes that have tutored generations of homemakers and comfort food master chefs.

From Publishers Weekly In an effort that will perhaps be best enjoyed by baby boomers who have yet to overdose on the Food Network, Wyman (*Spam: A Biography*; *Jell-O: A Biography*) unwraps 46 very familiar products to reveal their histories, revel in their mysteries and devour their marketing ploys. Anyone still intrigued by Hamburger Helper, Twinkies, Wonder Bread and Jiffy Pop will enjoy the efforts at wordplay ("Velveeta, All-American Hunk") and the concise narratives (the saga of Minute Rice in a two-minute read). Trivia connoisseurs will be happy to learn it takes more than 90 minutes a day to wash the walls and floors at the Marshmallow Fluff factory and that "among Hispanics with Caribbean roots, Clamato (and most other shellfish-based foods) is considered an aphrodisiac." Odder than the inclusion of Beer Nuts in a chapter entitled "Triumphs of Technology" is the fact that Instant Mashed Potatoes and Minute Rice are delegated to the more humble "Homemaker Helpers" section. Most interesting is the chapter on "Marketing Marvels," which explores Jell-O flavors that are no longer available, the voice behind the classic SpaghettiOs jingle and the birth of the Jolly Green Giant. The book's graphics sparkle and should induce cravings for Mrs. Paul's Fish Sticks and a nice Hawaiian Punch. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Carolyn Wyman is the author of *Spam: A Biography* and *Jell-O: A Biography*. Her nationally syndicated column, *Supermarket Sampler*, appears in more than one hundred newspapers nationwide. Her writing has appeared in the *Boston Globe*, the *Christian Science Monitor*, and the *Los Angeles Times*. She writes, heats, and eats in Philadelphia. Excerpt. Reprinted by permission. All rights reserved. TABLE OF CONTENTS Introduction Homemaker Helpers: Foods that revolutionized the kitchen freeing Mom from the role of kitchen slave Birds Eye Frozen Vegetables Minute Rice On-Cor Family-Size Entrees Hamburger Helper Kraft Macaroni Cheese Potato Buds Instant Mashed Potatoes Marshmallow Fluff Shake n Bake Kool-Aid Dinty Moore Beef Stew Powerful Packages: Foods with innovative product delivery systems Pillsbury Poppin Fresh Dough Easy Cheese Aerosol (a.k.a. Snack Mate) Jiffy Pop Popcorn Pringles Potato Chips I Cant Believe Its Not Butter! Spray Reddi-wip PAM Lipton Cup-a-Soup Triumphs of Technology: Foods that improve on Mother Nature Coffee-mate Non-Dairy Creamer Cool Whip Sweet N Low Tang Sanka Wonder Bread Minute Maid Orange Juice Bac-Os Beer Nuts Philadelphia Cream Cheese Carnation Instant Breakfast Indestructibles and Recyclables: Foods for the long haul plus recycled food-factory scraps Carnation Instant Nonfat Dry Milk Twinkies SPAM Velveeta Slim Jim Cheez Whiz Mrs. Paul's Fish Sticks Ore-Ida Tater Tots Marketing Marvels: Advertising has made these must-eats Jell-O Parkay Clamato Kellogg's Pop-Tarts SpaghettiOs Little Debbie Snack Cakes Green Giant Canned Peas Swanson TV Dinners Hawaiian Punch Permissions and Trademarks Index Acknowledgments Table of Equivalents