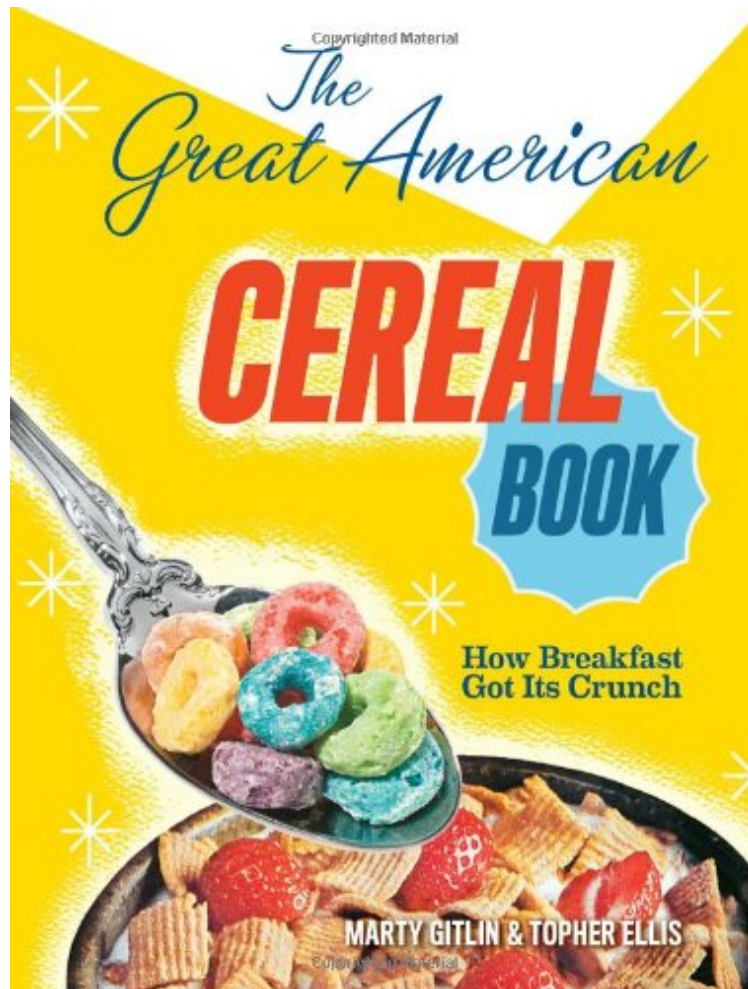


(Ebook free) The Great American Cereal Book: How Breakfast Got Its Crunch

The Great American Cereal Book: How Breakfast Got Its Crunch

Martin Gitlin, Topher Ellis

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Martin Gitlin, Topher Ellis : The Great American Cereal Book: How Breakfast Got Its Crunch before purchasing it in order to gage whether or not it would be worth my time, and all praised The Great American Cereal Book: How Breakfast Got Its Crunch:

Americans love their breakfast cereal, which is second only to milk and soda in supermarket spending. Cereals and their cartoon spokescharacters are some of the most enduring pop-culture icons of the 20th century. The Great American Cereal Book is the definitive compendium of breakfast cereal history and lore, celebrating the most recognizable brands and packaging, such as Cheerios, Cocoa Puffs, Frosted Flakes, Grape-Nuts, and Trix. Award-winning writer Marty Gitlin and co-author Topher Ellis provide behind-the-scenes stories about the creation of these iconic kitchen-table companions, with 350 images of cereal boxes, vintage ads, and rare memorabilia.Praise for The

Great American Cereal Book: "Instantly evokes feelings of childhood--watching Saturday-morning cartoons and being bombarded with commercials for sweet cereals with colorful mascots like Toucan Sam and Tony the Tiger." -- TMagazine.Blogs.NYTimes.com "While many of us have ditched the cereals of our youths (in all their freeze-dried marshmallowy glory) in favor of flax seed (boring!), the eye-popping colors and kooky designs on the cereal boxes of our childhoods still have a pull, which is why we're loving The Great American Cereal Book. -- Oprah.com If you're a cereal lover, you'll enjoy poring through Marty Gitlin and Topher Ellis' The Great American Cereal Book: How Breakfast Got Its Crunch (Abrams Image). Full of factoids and countless cereal boxes from days of yore, Gitlin and Ellis trace the history of this most iconic of American breakfast dishes. It's a lot of fun to look at how cereal packaging has changed over the decades, and for anyone a little bit nostalgic, it's the perfect venue for a walk down memory lane. -- epicurious.com "A crisply colorful history of a favorite kids' food that became a pop culture icon." -- Tampa Bay Times "Whether you're a food history buff, package-design geek, or just an enthusiastic consumer of the country's favorite morning bowl, these pages provide enough--ahem--snap, crackle, and pop to keep everyone happy." --Real Eats magazine