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Planet Taco. A Global History of Mexican Food. Jeffrey M. Pilcher. Description. As late as the 1960s, tacos were virtually unknown outside Mexico and the American Southwest. Within fifty years the United States had shipped taco shells everywhere from Alaska to Australia, Morocco to Mongolia.

~~Planet Taco Jeffrey M. Pilcher
Oxford University Press~~

In Planet Taco, Jeffrey Pilcher traces the historical origins and evolution of Mexico's national cuisine, explores its incarnation as a Mexican American fast-food, shows how surfers became global pioneers of Mexican food, and how Corona beer conquered the

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Food! Pilcher is particularly enlightening on what the history of Mexican food reveals about the uneasy relationship between globalization and authenticity.

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Planet Taco does more than trace the movement of a single food item through history and across continents. Rather, it tackles the growth, emergence and spread of an entire national cuisine. Jeffrey M. Pilcher ... uses the lowly taco as an emblem of the complex origins of Mexican food, its global expansion and its mutations.

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Food of Mexican Food Unabridged by Jeffrey M. Pilcher, Robin Bloodworth (ISBN: 9781522670520) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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The burritos and taco shells that many people think of as Mexican were actually created in the United States, and Americanized foods have recently been carried around the world in tin cans and tourist restaurants. But the contemporary struggle between globalization and national sovereignty to determine the me

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Rivalries within this present-day gourmet movement recalled the nineteenth-century struggles between Creole, Native, and French foods. Planet Taco also seeks to recover the history of people who have been ignored in the struggles to define authentic Mexican, especially those who are marginal to both nations: Indians and Mexican Americans.

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In Planet Taco, Jeffrey Pilcher traces the historical origins and evolution of Mexico's national cuisine, explores its incarnation

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Food as a Mexican American fast-food, shows how surfers became global pioneers of Mexican food, and how Corona beer conquered the world. Pilcher is particularly enlightening on what the history of Mexican food reveals about the uneasy relationship between globalization and authenticity.

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mexican food by jeffrey m pilcher
planet taco is a scholarly look into
the history of mexican food
pilcher dares to ask the question
what is authentic mexican food
his research and travels take him
into modern day mexico and the
southwest of the united states
pilcher

Planet Taco examines the
historical struggles between
globalization and national
sovereignty in the creation of
"authentic" Mexican food. By
telling the stories of the "Chili

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Queens" of San Antonio and the inventors of the taco shell, it shows how Mexican Americans helped to make Mexican food global.

Planet Taco examines the historical struggles between globalization and national sovereignty in the creation of "authentic" Mexican food. By telling the stories of the "Chili Queens" of San Antonio and the inventors of the taco shell, it shows how Mexican Americans helped to make Mexican food global.

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States had shipped taco shells everywhere from Alaska to Australia, Morocco to Mongolia. But how did this tasty hand-held food--and Mexican food more broadly--become so ubiquitous? In Planet Taco, Jeffrey Pilcher traces the historical origins and evolution of Mexico's national cuisine, explores its incarnation as a Mexican American fast-food, shows how surfers became global pioneers of Mexican food, and how Corona beer conquered the world. Pilcher is particularly enlightening on what the history of Mexican food reveals about the uneasy relationship between globalization and authenticity. The burritos and taco shells that many people think of as Mexican were actually created in the

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United States. But Pilcher argues that the contemporary struggle between globalization and national sovereignty to determine the authenticity of Mexican food goes back hundreds of years. During the nineteenth century, Mexicans searching for a national cuisine were torn between nostalgic "Creole" Hispanic dishes of the past and French haute cuisine, the global food of the day. Indigenous foods were scorned as unfit for civilized tables. Only when Mexican American dishes were appropriated by the fast food industry and carried around the world did Mexican elites rediscover the foods of the ancient Maya and Aztecs and embrace the indigenous roots of

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Food
their national cuisine. From a taco cart in Hermosillo, Mexico to the "Chili Queens" of San Antonio and tamale vendors in L.A., Jeffrey Pilcher follows this highly adaptable cuisine, paying special attention to the people too often overlooked in the battle to define authentic Mexican food: Indigenous Mexicans and Mexican Americans.

The award-winning iAsk a Mexican! columnist presents a narrative history of the progression of Mexican cuisine in the United States, sharing a century's worth of whimsical anecdotes and cultural criticism to address questions about culinary authenticity and the source of Mexican food's

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Connections between what people eat and who they are--between cuisine and identity--reach deep into Mexican history, beginning with pre-Columbian inhabitants offering sacrifices of human flesh to maize gods in hope of securing plentiful crops. This cultural history of food in Mexico traces the influence of gender, race, and class on food preferences from Aztec times to the present and relates cuisine to the formation of national identity. The metate and mano, used by women for grinding corn and chiles since pre-Columbian times, remained essential to preparing such Mexican foods as tamales, tortillas, and mole poblano well

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Food into the twentieth century. Part of the ongoing effort by intellectuals and political leaders to Europeanize Mexico was an attempt to replace corn with wheat. But native foods and flavors persisted and became an essential part of indigenista ideology and what it meant to be authentically Mexican after 1940, when a growing urban middle class appropriated the popular native foods of the lower class and proclaimed them as national cuisine.

The second edition of this concise survey offers a comparative and comprehensive study of culinary cultures and food politics throughout the world, from ancient times to the present day.

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Food examines the long history of globalization of foods as well as the political, social, and environmental implications of our changing relationship with food, showing how hunger and taste have been driving forces in human history. Including numerous case studies from diverse societies and periods, *Food in World History* explores such questions as: What social factors have historically influenced culinary globalization? How did early modern plantations establish patterns for modern industrial food production? Were eighteenth-century food riots comparable to contemporary social movements around food? Did Italian and Chinese migrant cooks sacrifice authenticity to

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Food gain social acceptance in the Americas? Have genetically modified foods fulfilled the promises made by proponents? This new edition includes expanded discussions of gender and the family, indigeneity, and the politics of food. Expanded chapters on contemporary food systems and culinary pluralism examine debates over the concentration of corporate control over seeds and marketing, authenticity and exoticism within the culinary tourism industry, and the impact of social media on restaurants and home cooks.

A lighthearted and irreverent celebration of Mexican-American culture is based on the author's popular Orange County Weekly

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Food and challenges popular clichés and misconceptions while offering insight into its complexity and power as an American economic force. Reprint. 60,000 first printing.

Providing a comparative and comprehensive study of culinary cultures and consumption throughout the world from ancient times to present day, this book examines the globalization of food and explores the political, social and environmental implications of our changing relationship with food. Including numerous case studies from diverse societies and periods, *Food in World History* examines and focuses on: how food was used to forge national identities in

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Food Latin America the influence of Italian and Chinese Diaspora on the US and Latin America food culture how food was fractured along class lines in the French bourgeois restaurant culture and working class cafes the results of state intervention in food production how the impact of genetic modification and food crises has affected the relationship between consumer and product. This concise and readable survey not only presents a simple history of food and its consumption, but also provides a unique examination of world history itself.

In this beautifully written work, Marjorie Becker reconstructs the cultural encounters which led to

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Mexico's post-revolutionary government. She sets aside the mythology surrounding president Lázaro Cárdenas to reveal his dilemma: until he and his followers understood peasant culture, they could not govern. This dilemma is vividly illustrated in Michoacán. There, peasants were passionately engaged in a Catholic culture focusing on the Virgin Mary. The Cardenistas, inspired by revolutionary ideas of equality and modernity, were oblivious to the peasants' spirituality and determined to transform them. A series of dramatic conflicts forced Cárdenas to develop a government that embodied some of the peasants' complex culture. Becker brilliantly combines

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Food concerns with culture and power and a deep historical empathy to bring to life the men and women of her story. She shows how Mexico's government today owes much of its subtlety to the peasants of Michoacán.

The Oxford Handbook of Food History places existing works of food history in historiographical context, crossing disciplinary, chronological, and geographic boundaries, while also suggesting new routes for future research. The twenty-seven essays in this book are organized into five basic sections: historiography and disciplinary approaches as well as the production, circulation, and consumption of food.

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