

(Free pdf) Crunch!: A History of the Great American Potato Chip

Crunch!: A History of the Great American Potato Chip

Dirk Burhans

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Dirk Burhans : Crunch!: A History of the Great American Potato Chip before purchasing it in order to gage whether or not it would be worth my time, and all praised Crunch!: A History of the Great American Potato Chip:

9 of 9 people found the following review helpful. The Bookschlepper RecommendsBy Jean Sue LibkindIt is un-American not to eat potato chips; so I concluded after reading this history of the food, its impact on the grocery business and its place in Pennsylvania and Midwestern history. From its inception at Saratoga Springs, the potato chip has been a favorite snack food; its manufacturing echoed the Model T's assembly line; its sales routes opened up grocery marketing; its early trade association lobbied to keep the industry going during WWII. Best of all is the location of a Lancaster supermarket with 14 kinds of lard-fried chips. Can we all say "road trip"? Written for the Lays

eater as well as the lay reader, this will make your munching acceptable. Industrial history should all be this interesting to read. Be sure to buy a bag of chips to eat while you read. [Caveat: the reviewer was employed in the distant past by the publisher.] 1 of 2 people found the following review helpful. AwesomeBy AlexanderAwesome, Hilarious, and also Informative! great read that kept me occupied for days on end! The interesting statistics and facts were incredibly informative and interesting.

The potato chip has been one of America's favorite snacks since its accidental origin in a nineteenth-century kitchen. *Crunch! A History of the Great American Potato Chip* tells the story of this crispy, salty treat, from the early sales of locally made chips at corner groceries, county fairs, and cafes to the mass marketing and corporate consolidation of the modern snack food industry. *Crunch!* also uncovers a dark side of potato chip history, including a federal investigation of the snack food industry in the 1990s following widespread allegations of antitrust activity, illegal buyouts, and predatory pricing. In the wake of these "Great Potato Chip Wars," corporate snack divisions closed and dozens of family-owned companies went bankrupt. Yet, despite consolidation, many small chippers persist into the twenty-first century, as mom-and-pop companies and upstart "boutique" businesses serve both new consumers and markets with strong regional loyalties. Illustrated with images of early snack food paraphernalia and clever packaging from the glory days of American advertising art, *Crunch!* is an informative tour of large and small business in America and the vicissitudes of popular tastes.