

# **Creamy And Crunchy: An Informal History Of Peanut Butter, The All-american Food - Jon Krampner**

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The first popular account of one of Americas most beloved foods (consumed by more than seventy-five percent of the population), Creamy and Crunchy is a comprehensive and entertaining history of peanut butters development and integration into the American diet. Richly illustrated and filled with anecdotes and facts culled from unusual and engaging sources, the book is a mix of interviews, research, travels in the peanut-growing regions of the South, personal histories and recipes, focusing on the manufacture of the food from the 1890s to the present, while also covering its cultural, nutritional, and even molecular evolution. Jon Krampner begins with peanut butters creation and the scramble to capitalize on its early success. He provides in-depth looks at Peter Pan, Skippy, and Jif, and why Peter Pan, one of the first big corporations to manufacture and market the food, is now a distant third behind market leaders Skippy and Jif. He examines the plight of black peanut farmers; the creation of the Choosy Moms Choose Jif campaign; the role of peanut butter in fighting Third-World hunger; and the salmonella outbreaks of 2007 and 2009 that threatened to derail peanut butters sacred place in the American cupboard. Krampner investigates the resurgence of natural, or old-fashioned, peanut butter; the five ways todays product is different from the original; why Americans love peanut butter so much more than people from most other nations; and the future trajectory of the industry. He also provides tips on peanut butter etiquette (if eating it straight from the jar, use a teaspoon -- unless your girlfriend has just brutally dumped you, in which case a tablespoon is considered acceptable) and concludes with a best of list featuring top, taste-tested peanut butters and a timeline of key figures and events. A dedicated web site maintained by the author, [creamyandcrunchy.com](http://creamyandcrunchy.com), contains additional images and information. Author: Krampner, Jon Publisher: Columbia University Press Illustration: Y Language: ENG Title: Creamy and Crunchy: An Informal History of Peanut Butter, the All-American Food Pages: 00320 (Encrypted EPUB) On Sale: 2012-11-20 SKU-13/ISBN: 9780231162326 Lib Category: Peanut butter - United States Category: Cooking : History Category: Social Science : Agriculture & Food Category: Business & Economics : Industries - Food Industry

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