



Appetite for Change: How the Counterculture Took on the Food Industry

Warren J. Belasco

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In this engaging inquiry, originally published in 1989 and now fully updated for the twenty-first century, Warren J. Belasco considers the rise of the "countercuisine" in the 1960s, the subsequent success of mainstream businesses in turning granola, herbal tea, and other "revolutionary" foodstuffs into profitable products; the popularity of vegetarian and vegan diets; and the increasing availability of organic foods.

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