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The Food Lovers Handbook

By Mark Price

Ebury Press. Paperback. Condition: New. 320 pages. You get what you pay for: why food costs what it does. Everything you've always wanted to know about your weekly shop, from production to packaging and everything in between. As consumers, we are often seeking the best deals from our supermarkets and asking why the cost of our food can vary so much from one supplier to another. In this beautifully illustrated and comprehensive handbook, industry expert Mark Price explains. The Food Lovers Handbook is a timely and topical guide for foodies and everyday shoppers. Dispelling unhelpful food myths and providing fact-based and un-biased accounts of where food comes from, the morals behind certain production methods, and why prices and taste vary -- taking you through the whole process from planting the seed, to harvesting, packaging and placing on our supermarket shelves. This book will equip readers and shoppers with the tools they need to be able to make informed decisions about what to buy and how much to spend. Standing apart from subjective discussions about taste, and debates around health and nutrition, this book, written by someone who knows the business inside out, clearly and concisely explains why the cheapest to...



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