

## Momofuku

A long-time NPR commenter and writer for The New York Times and Playboy recalls how Momofuku Ando, the inventor of instant ramen, became his unlikely spiritual guide and helped him confront the truth about his chronic relationship struggles.

A Companion to Korean American Studies aims to provide readers with a broad introduction to Korean American Studies, through essays exploring major themes, key insights, and scholarly approaches that have come to define this field.

The pastry chef and owner of Momofuku Milk Bar and her culinary associates present a selection of one-bowl and one-pot recipes for such favorites as Crack Pie, Cake Truffles and Kimchi Quesadillas.

By popular demand, Lucky Peach #9 is our second Cooks & Chefs issue--aka Cooks & Chefs 2.0: once more, with feeling. Francis Lam pays a visit to the lauded but elusive Alex Lee; Peter Meehan talks life (and how it happens to a cook) with legendary pastry chef Claudia Fleming. Daniel Boulud and Michael Anthony school us in the art of omelet-making. Pulitzer-prize-winning writer Jonathan Gold and funny-as-hell artist Lisa Hanawalt hop on board as new columnists. And there's a magazine inside the magazine, like a Russian nesting doll: with content culled from Ren Redzepi's annual MAD food conference, which Lucky Peach had the honor of co-curating. The theme, this year, was GUTS, both literal and figurative. We heard from an array of speakers: chefs, of course, and activists, filmmakers, and a schoolgirl too. Their talks were inspiring for cooks, chefs, and eaters alike.

From the Native Americans who arrived in the area 5,000 years before New York was New York, and who planted the maize, squash, and beans that European and other settlers to the New World embraced centuries later, to Greek diners in the city that are arguably not diners at all, this is the first A-Z reference work to take a broad and historically-informed approach to NYC food and drink.

You don't have to be southern to cook southern. From the New York Times food writers who defended lard and demystified gumbo comes a collection of exceptional southern recipes for everyday cooks. The Lee Bros. Southern Cookbook tells the story of the brothers' culinary coming-of-age in Charleston—how they triumphed over their northern roots and learned to cook southern without a southern grandmother. Here are recipes for classics like Fried Chicken, Crab Cakes, and Pecan Pie, as well as little-known preparations such as St. Cecilia Punch, Pickled Peaches, and Shrimp Burgers. Others bear the hallmark of the brothers' resourceful cooking style—simple, sophisticated dishes like Blackened Potato Salad, Saigon Hoppin' John, and Buttermilk-Sweet Potato Pie that usher southern cooking into the twenty-first century without losing sight of its roots. With helpful sourcing and substitution tips, this is a practical and personal guide that will have readers cooking southern tonight, wherever they live.

Explores the evolution of gourmet restaurant style in recent decades, which has led to an increasing informality in restaurant design, and examines what these changes say about current attitudes toward taste.

The highly anticipated complement to the New York Times bestselling Momofuku cookbook, Momofuku Milk Bar reveals the recipes for the innovative, addictive cookies, pies, cakes, ice creams, and more from the wildly popular Milk Bar bakery. Momofuku Milk Bar shares the recipes for Christina Tosi's fantastic desserts—the now-legendary riffs on childhood flavors and down-home classics (all essentially derived from ten mother recipes)—along with the compelling narrative of the unlikely beginnings of this quirky bakery's success. It all started one day when Momofuku founder David Chang asked Christina to make a dessert for dinner that night. Just like that, the pastry program at Momofuku

began. Christina's playful desserts, including the compost cookie, a chunky chocolate-chip cookie studded with crunchy salty pretzels and coffee grounds; the crack pie, a sugary-buttery confection as craveable as the name implies; the cereal milk ice cream, made from everyone's favorite part of a nutritious breakfast—the milk at the bottom of a bowl of cereal; and the easy layer cakes that forgo fancy frosting in favor of unfinished edges that hint at the yumminess inside helped the restaurants earn praise from the New York Times and the Michelin Guide and led to the opening of Milk Bar, which now draws fans from around the country and the world. With all the recipes for the bakery's most beloved desserts—along with ones for savory baked goods that take a page from Chang's Asian-flavored cuisine, such as Kimchi Croissants with Blue Cheese—and 100 color photographs, Momofuku Milk Bar makes baking irresistible off-beat treats at home both foolproof and fun.

With Zoom, Fortune magazine extends one of its most successful franchises, 40 Under 40, to bring you original insight on the best-kept secrets of top entrepreneurs, business leaders, and rising tech stars. Discover how Zappos CEO Tony Hsieh built a uniquely attractive corporate culture, how Under Armour founder Kevin Plank took on Nike, and what Marissa Mayer told herself before leaping from a safe post at Google to the high-risk top job at Yahoo. Zoom features the fascinating profiles of these and other young innovators and provides readers with tips to fast-track their own career success.

The founder of Momofuku cooks at home . . . and that means mostly ignoring recipes, using tools like the microwave, and taking inspiration from his mom to get a great dinner done fast. NAMED ONE OF THE BEST COOKBOOKS OF THE YEAR BY TASTE OF HOME David Chang came up as a chef in kitchens where you had to do everything the hard way. But his mother, one of the best cooks he knows, never cooked like that. Nor did food writer Priya Krishna's mom. So Dave and Priya set out to think through the smartest, fastest, least meticulous, most delicious, absolutely imperfect ways to cook. From figuring out the best ways to use frozen vegetables to learning when to ditch recipes and just taste and adjust your way to a terrific meal no matter what, this is Dave's guide to substituting, adapting, shortcutting, and sandbagging—like parcooking chicken in a microwave before blasting it with flavor in a four-minute stir-fry or a ten-minute stew. It's all about how to think like a chef . . . who's learned to stop thinking like a chef.

The pastry chef from the Momofuku restaurant group reveals the recipes behind her delicious cookies, pies, cakes, ice creams and more. Dao is an adorable red panda who can travel back in time and place! Two curious kids Ethan and Emma befriend him and together they discover how some very cool things came from Asia. In their first adventure, Ethan and Emma smell a tasty bowl of ramen noodles. Luckily Dao is the perfect guide to see how ramen was created! The trio zip to 1800s Japan, then skip across the decades to visit ramen factories, museums, and restaurants. Hungry for knowledge, they travel across the world and even zoom to outer space! Ramen has never been more popular. Dynamic art brings food alive and off the page to the point where your mouth will water. After savoring this tasty tale, get ready to discover more marvelous inventions from The Asian Hall of Fame!

In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "Momofuku." Don't say we didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3. You've heard it all.

Asian Americans are a growing, minority population in the United States. After a 46 percent population growth between 2000 and 2010 according to the 2010 Census, there are 17.3 million Asian Americans today. Yet Asian Americans as a category are a diverse set of peoples

from over 30 distinctive Asian-origin subgroups that defy simplistic descriptions or generalizations. They face a wide range of issues and problems within the larger American social universe despite the persistence of common stereotypes that label them as a “model minority” for the generalized attributes offered uncritically in many media depictions. *Asian American Society: An Encyclopedia* provides a thorough introduction to the wide-ranging and fast-developing field of Asian American studies. Published with the Association for Asian American Studies (AAAS), two volumes of the four-volume encyclopedia feature more than 300 A-to-Z articles authored by AAAS members and experts in the field who examine the social, cultural, psychological, economic, and political dimensions of the Asian American experience. The next two volumes of this work contain approximately 200 annotated primary documents, organized chronologically, that detail the impact American society has had on reshaping Asian American identities and social structures over time. Features: More than 300 articles authored by experts in the field, organized in A-to-Z format, help students understand Asian American influences on American life, as well as the impact of American society on reshaping Asian American identities and social structures over time. A core collection of primary documents and key demographic and social science data provide historical context and key information. A Reader's Guide groups related entries by broad topic areas and themes; a Glossary defines key terms; and a Resource Guide provides lists of books, academic journals, websites and cross references. The multimedia digital edition is enhanced with 75 video clips and features strong search-and-browse capabilities through the electronic Reader's Guide, detailed index, and cross references. Available in both print and online formats, this collection of essays is a must-have resource for general and research libraries, Asian American/ethnic studies libraries, and social science libraries.

**NEW YORK TIMES BESTSELLER •** From the chef behind Momofuku and star of Netflix's *Ugly Delicious*—an intimate account of the making of a chef, the story of the modern restaurant world that he helped shape, and how he discovered that success can be much harder to understand than failure. “David puts words to so many of the things we all feel, sharing generously of his own journey so we can all benefit in the process.”—Chrissy Teigen **NAMED ONE OF THE BEST BOOKS OF THE YEAR BY** NPR • Fortune • Parade • The New York Public Library • Garden & Gun In 2004, Momofuku Noodle Bar opened in a tiny, stark space in Manhattan's East Village. Its young chef-owner, David Chang, worked the line, serving ramen and pork buns to a mix of fellow restaurant cooks and confused diners whose idea of ramen was instant noodles in Styrofoam cups. It would have been impossible to know it at the time—and certainly Chang would have bet against himself—but he, who had failed at almost every endeavor in his life, was about to become one of the most influential chefs of his generation, driven by the question, “What if the underground could become the mainstream?” Chang grew up the youngest son of a deeply religious Korean American family in Virginia. Graduating college aimless and depressed, he fled the States for Japan, hoping to find some sense of belonging. While teaching English in a backwater town, he experienced the highs of his first full-blown manic episode, and began to think that the cooking and sharing of food could give him both purpose and agency in his life. Full of grace, candor, grit, and humor, *Eat a Peach* chronicles Chang's switchback path. He lays bare his mistakes and wonders about his extraordinary luck as he recounts the improbable series of events that led him to the top of his profession. He wrestles with his lifelong feelings of otherness and inadequacy, explores the mental illness that almost killed him, and finds hope in the shared value of deliciousness. Along the way, Chang gives us a penetrating look at restaurant life, in which he balances his deep love for the kitchen with unflinching honesty about the industry's history of brutishness and its uncertain future.

The essays in *Chop Suey* and *Sushi from Sea to Shining Sea* fill gaps in the existing food studies by revealing and contextualizing the hidden, local histories of Chinese and Japanese restaurants in the United States. The writer of these essays show how the taste and

presentation of Chinese and Japanese dishes have evolved in sweat and hardship over generations of immigrants who became restaurant owners, chefs, and laborers in the small towns and large cities of America. These vivid, detailed, and sometimes emotional portrayals reveal the survival strategies deployed in Asian restaurant kitchens over the past 150 years and the impact these restaurants have had on the culture, politics, and foodways of the United States. Some of these authors are family members of restaurant owners or chefs, writing with a passion and richness that can only come from personal investment, while others are academic writers who have painstakingly mined decades of archival data to reconstruct the past. Still others offer a fresh look at the amazing continuity and domination of the "evil Chinaman" stereotype in the "foreign" world of American Chinatown restaurants. The essays include insights from a variety of disciplines, including history, sociology, anthropology, ethnography, economics, phenomenology, journalism, food studies, and film and literary criticism. Chop Suey and Sushi from Sea to Shining Sea not only complements the existing scholarship and exposes the work that still needs to be done in this field, but also underscores the unique and innovative approaches that can be taken in the field of American food studies.

It was Jenny's idea for Pete to play alongside his daughter, Tennessee, who plays drums in The Like and the line-up was completed by Ms. Lewis' beau, Johnathan Rice on guitar and vocals and their pal, "Farmer" Dave Scher on pedal steel and vocals with Jason Lader manning the controls. So, I went down to Los Angeles for the day and we cut a couple of versions of a song Rice had written for Jenny's record plus two songs of mine, one of which I wrote on the eve of the session. Some rock and roll music is better if you don't think too hard on it. In the absence of a full-time keyboard player, "Farmer" Dave and I split the organ duties, on an old Acetone. I especially liked the vocal harmonies that Jenny, Rice, Davey and "Farmer" Dave cooked up for "Drum & Bone". Ms. Lewis sang the entire harmony part of "Go Away" in the vocal booth with me, while the band played in the studio, lead by Rice's guitar part and the drumming of Thomas, Peré et Fille. That was Take Two. Then we went home ... I'd been telling people that I was done with recording and believed it myself. This record date reminded me that it wasn't making music in the studio that made me miserable but the nonsense that predictably follows in what we laughingly call the "music business". So I decided to change it and my mind. That's what I do. We booked Sound City Studio in Van Nuys for six days of February and cut the eight new songs that I had written in the weeks following Jenny's January session. We also recorded "Song With Rose", the lyrics of which I wrote with Rosanne Cash and "Pardon Me, Madam, My Name Is Eve" a title that was given to me by Loretta Lynn, while we were writing some songs together, late last year. I had first played these two songs an autumnal tour, opening up for Bob Dylan, although I think they sound a little different now. I called Steve Nieve in from Paris and asked our friend, David Hildalgo to add little guitar to "Flutter & Wow". He also played viola and then added Hildalguera to "My Three Sons". The Imposters and I recorded a number of songs as a quartet, including "American Gangster Time", "Mr. Feathers" and "Pardon Me, Madam, My Name Is Eve" and "Harry Worth" which is not actually about the beloved English television funnyman but a true story nonetheless. Jenny, Rice, "Farmer" Dave and their pal, the guitarist, Jonathan Wilson came back in for a couple more days and to add their voices to the new songs. We had a ball making up the parts for the vocal "supergroup" to which everyone contributed. The live band for "Turpentine" and "Song For Rose" got up to nonet. That was a fine old noise.

MomofukuA CookbookClarkson Potter

A non-judgmental, back-to-basics approach to making custom cocktails that's as fun as it is definitive--from a renowned New York City bartender who's worked everywhere from Please Don't Tell to Momofuku. John deBary is a veritable cocktail expert with a 100 proof personality, a dash of fun, and garnished with flair--there's nothing muddled about him. In Drink What You Want, John breaks down the science of mixology (yes, it's a science) and explains the rules of drink-making. Most important, you'll learn how to tweak any drink, both

classic and creative, to your preferences and moods. Are you adventurous or traditional? Sweet or bitter? Brown liquor or clear? While giving newbies a rundown of cocktail culture, lingo, and etiquette, John turns the "cocktail book" concept on its ear by infusing a traditionally formal topic with his fresh, conversational voice. Mixology geeks and bottomless brunchers alike will revel in the craft of the cocktail, from classic to modern to funky. Cocktails are about creativity and setting the mood, and *Drink What You Want* overflows with both.

Advises readers interested in culinary careers with descriptions of typical days for positions including food stylist, chef's assistant, and caterer.

'David Chang writes about a chef's life in a way that feels completely fresh. The recipes, including those from the ginger-scallion noodles and roasted pork belly served at Noodle Bar, are almost perks; this would be a great read even without them.' The New York Times 'Ever since I slurped my first Momofuku ramen bowl, I knew David Chang was a special chef. Now, with this soulful memoir, David has added another feather to his cap: brilliant writer. David is a personal hero - funny, wise, humble, and self-aware. With *Eat a Peach*, he puts words to so many of the things we all feel, sharing generously of his own journey so we can all benefit in the process.' Chrissy Teigen, New York Times bestselling author of *Cravings* In 2004, Momofuku Noodle Bar opened in a tiny, stark space in Manhattan's East Village. Its young chef-owner, David Chang, worked the line, serving ramen and pork buns to a mix of fellow restaurant cooks and confused diners whose idea of ramen was instant noodles in Styrofoam cups. It would have been impossible to know it at the time, but he was about to become one of the most influential chefs of his generation. Chang grew up the youngest son of a deeply religious Korean American family in Virginia. Graduating college aimless and depressed, he fled the States for Japan, hoping to find some sense of belonging. While teaching English in a backwater town, he experienced the highs of his first full-blown manic episode, and began to think that the cooking and sharing of food could give him both purpose and agency in his life. Full of grace, candour, grit, and humour, *Eat a Peach* chronicles Chang's journey. He lays bare his mistakes, wrestles with his lifelong feelings of otherness and inadequacy, explores the mental illness that almost killed him, and finds hope in the shared value of deliciousness. Along the way, Chang gives us a penetrating look at restaurant life, balancing his deep love for the kitchen with unflinching honesty about the industry's history of brutishness and its uncertain future. An intimate account of the making of a chef, the modern restaurant world that he helped shape, and how success can be much harder to understand than failure.

"Dedicated to the next generation of young bakers, [this book] presents more than eighty-five fun and empowering recipes to inspire imagination in the kitchen, from apple pie waffles to PB&J cereal treats to strawberries and cream cupcakes to marshmallowy choco crunch cookies. This is a cookbook that teaches kitchen skills and also shows bakers the brilliance of what a little personality can bring to the mix"--

Lonely Planet's USA is your most up-to-date advice on what to see and skip, and what hidden discoveries await you. Gaze into the chasm of the Grand Canyon, hang ten on a Hawaiian wave, and let southern music and food stir your soul- all with your trusted travel companion.

"Food writing is stepping out," legendary food writer Ruth Reichl declares at the start of this, the inaugural edition of *Best American Food Writing*. "It's about time...Food is, in a very real sense, redesigning the world." Indeed, the twenty-eight pieces in this volume touch on every pillar of society: from the sense memories that connect a family through food, to the scientific tinkering that gives us new snacks to share, to the intersections of culinary culture with some of our most significant political issues. At times

a celebration, at times a critique, at times a wondrous reverie, the Best American Food Writing 2018 is brimming with delights both circumspect and sensuous. Dig in!

Who Decides? Competing Narratives in Constructing Tastes, Consumption and Choice explores how tastes are shaped, formed, delineated and acted upon by normalising socio-cultural processes, and, in some instances, how those very processes are actively resisted and renegotiated.

In the city where dining is a sport, a gourmand swears off restaurants (even takeout!) for two years, rediscovering the economical, gastronomical joy of home cooking Gourmand-ista Cathy Erway's timely memoir of quitting restaurants cold turkey speaks to a new era of conscientious eating. An underpaid, twenty-something executive assistant in New York City, she was struggling to make ends meet when she decided to embark on a Walden- esque retreat from the high-priced eateries that drained her wallet. Though she was living in the nation's culinary capital, she decided to swear off all restaurant food. The Art of Eating In chronicles the delectable results of her twenty-four-month experiment, with thirty original recipes included. What began as a way to save money left Erway with a new appreciation for the simple pleasure of sharing a meal with friends at home, the subtleties of home-cooked flavors, and whether her ingredients were ethically grown. She also explored the anti-restaurant underground of supper clubs and cook-offs, and immersed herself in an array of alternative eating lifestyles from freeganism and dumpster-diving to picking tasty greens on a wild edible tour in Brooklyn's Prospect Park. Culminating in a binge that leaves her with a foodie hangover, The Art of Eating In is a journey to savor. Watch a Video

a quick, illustrated guide to momofuku milk bar's wedding cake options.

"Mankind is Noodlekind" For three days in January 2007, the most e-mailed article in The New York Times was "appreciations: Mr. noodle," an editorial noting the passing, at age ninety-six, of Momofuku Ando, the inventor of instant ramen. Ando's existence came as a shock to many, but not to Andy Raskin, who had spent three years trying to meet the noodle pioneer. The Ramen King and I is Raskin's funny and, at times, painfully honest memoir about confronting the truth of his dating life-with Ando as his spiritual guide. Can instant ramen lead one to a committed relationship? And is sushi the secret to self-acceptance? A true tale of hunger in its many forms, The Ramen King and I is about becoming slaves to our desires and learning to break free.

L'invention des nouilles déshydratées n'est pas sans conséquences pour le Japon. Le 15 août 1945, la voix de l'empereur Hirohito s'élève de tous les postes de radio du Japon, pour annoncer la fin de la Seconde Guerre mondiale. Meurtri, ruiné, l'empire du soleil levant doit en plus faire face à une crise démographique sans précédent ; le pays a perdu ses colonies et 8 millions de Japonais reviennent sur l'archipel. La faim tenaille les habitants, et dans la rue, les files pour obtenir un bol de soupe sont interminables. C'est dans ce climat morose qu'une idée naîtra dans un esprit audacieux. Ando Momofoku est un entrepreneur touche-à-tout : textile, aviation, charbon, école. En 1951, il se lance dans le marché des ramens, avec un principe inédit à l'époque : proposer aux consommateurs des nouilles déshydratées, prêtes à consommer en trois minutes. S'ensuivra un succès commercial retentissant, et la constitution d'une des plus grandes entreprises alimentaires mondiales : Nissin Food. La folle, et ingénieuse, histoire de Ando Momofuku, fondateur de Nissin Food et concepteur des nouilles déshydratées. EXTRAIT Tous patientent dans les températures hivernales pour avoir un bol de ces nouilles servies dans un bouillon

bien chaud. Se nourrir et se réchauffer à bas coût, plus qu'un plaisir, une nécessité. Cette image restera gravée en Ando Momofuku à jamais. –Tu te rends compte Masako ? On est prêt à attendre comme ça, dans le froid, juste pour un bol de r?mens ! –Il fait si froid. –Oui, mais il n'y a pas que ça, je pense que les Japonais sont amoureux des r?mens ! –On peut dire ça... on en prend un bol ? En Ando Momofuku, l'entrepreneur est toujours présent. Une idée commence à germer dans l'esprit de notre fondateur : ce n'est pas seulement la faim de l'après-guerre qui attire tous ces gens. Le peuple japonais aime tellement ces pâtes, qui se savourent dans une soupe bien chaude. Rien ne les arrête, ni des températures extrêmes, ni un temps d'attente excessif. Il n'a aucun doute : plus nombreux encore sont ceux qui aimeraient en profiter, mais n'ont pas le courage ni l'envie d'attendre, qui plus est sous ces températures hivernales, la demande réelle est donc bien plus importante, ce qu'il voit ce jour n'est que la partie émergée d'un iceberg... mais c'est bien plus tard qu'il va mener des recherches dans ce domaine. Avec ces scènes difficiles du Japon d'après-guerre, une autre conviction forte germe dans l'esprit d'Ando, si les vêtements et un toit sont des besoins basiques pour l'être humain, sans nourriture, il n'y a plus rien qui a de l'importance. C'est toute la vision du monde de Momofuku qui est profondément bouleversée. Tous ces gens qui meurent de faim, que leur importe de beaux tissus pour leurs vêtements ? Que leur importe même une maison s'ils n'ont rien à se mettre sous la dent ? Et que penser de l'art, de la culture quand on a le ventre vide ? À PROPOS DE L'AUTEUR Après une jeunesse studieuse à Paris, Jean-François M. Chambon se marie dans le quartier des artistes à Montparnasse, son lieu de résidence principal depuis plus de trente années, quand il séjourne dans la capitale française. En 1990, il part pour Hong Kong, alors encore sous drapeau britannique. Deux ans plus tard, il rejoint le domaine particulier de la finance et est formé par les meilleurs. C'est après l'an 2000 qu'il s'investit à nouveau activement dans le développement de l'Asie. Cette fois-ci, il s'envole pour le Japon et opère dans les milieux financiers de la région, pour des grands groupes japonais et chinois.

Twentyfive: Profiles and Recipes from America's Essential Bakery and Pastry Artisans, is a beautiful food arts book with 25 recipes and profiles of our most celebrated bakers including Chad Robertson of Tartine Bakery, Dominique Ansel of Dominique Ansel Bakery, Amy Scherber of Amy's Bread, Christina Tosi of Momofuku Milk Bar, Dana Cree of Blackbird and many more. These are agents of change and essential to the growth of the industry. They all come from different worlds and different backgrounds, but found their way into bakery and pastry because of love. They love to put smiles on the faces of their customers, they love to push the limits of their imaginations. We'll leave it to you to rank them if you must!

When we think of the world's great museums, we tend to think of the Louvre, the Guggenheim or the Victoria and Albert. We do not immediately think of the Dog Collar Museum, the Kansas Barbed Wire Museum, the Museum of Broken Relationships or Barney Smith's Toilet Seat Art Museum. Yet scattered across the globe are museums dedicated to every conceivable subject, from bananas to Bigfoot, lawnmowers to leprechauns, teapots to tapeworms, mustard to moist towelettes, and pencils to penises. Many are serious collections housed in grand buildings, others are located in tiny premises and are open to visitors by appointment only, often the result of one person's crazy lifetime obsession. This book lists the world's 100 weirdest museums in order of quirkiness, encompassing such delights as The Museum of Witchcraft in Cornwall, a museum in Kentucky that houses 800 ventriloquists' dolls, the Museum of Bad Art in Massachusetts, the Paris Sewer Museum, the French Fry Museum in Bruges, the Museum of Contraception and Abortion in Vienna, the Salt and Pepper Shaker Museum in Tennessee, Japan's Momofuku Ando Instant Ramen Museum (quite possibly the world's only museum devoted to instant noodles), and the Kunstkamera in St Petersburg, home to Peter the Great's collection of oddities including deformed fetuses and the decapitated head of a love rival preserved in vinegar. After all, what holiday is complete until you have seen a 300-year-old decapitated

human head in a jar? Each entry will include address, contact and admission details, so the next time you are in Berlin there is no excuse for missing out on a visit to the Currywurst Museum, the world's leading museum dedicated to sausages in hot ketchup.

Inspiration struck when Momofuku Ando spotted the long lines for a simple bowl of ramen following World War II. Magic Ramen tells the true story behind the creation of one of the world's most popular foods. Every day, Momofuku Ando would retire to his lab--a little shed in his backyard. For years, he'd dreamed about making a new kind of ramen noodle soup that was quick, convenient, and tasty for the hungry people he'd seen in line for a bowl on the black market following World War II. Peace follows from a full stomach, he believed. Day after day, Ando experimented. Night after night, he failed. But Ando kept experimenting. With persistence, creativity, and a little inspiration, Ando succeeded. This is the true story behind one of the world's most popular foods.

With 200,000+ copies in print, this New York Times bestseller shares the story and the recipes behind the chef and cuisine that changed the modern-day culinary landscape. Never before has there been a phenomenon like Momofuku. A once-unrecognizable word, it's now synonymous with the award-winning restaurants of the same name in New York City (Momofuku Noodle Bar, Ssäm Bar, Ko, Má Pêche, Fuku, Nishi, and Milk Bar), Toronto, and Sydney. Chef David Chang single-handedly revolutionized cooking in America and beyond with his use of bold Asian flavors and impeccable ingredients, his mastery of the humble ramen noodle, and his thorough devotion to pork. Chang relays with candor the tale of his unwitting rise to superstardom, which, though wracked with mishaps, happened at light speed. And the dishes shared in this book are coveted by all who've dined—or yearned to—at any Momofuku location (yes, the pork buns are here). This is a must-read for anyone who truly enjoys food.

Tasty, convenient, and cheap, instant noodles are one of the most remarkable industrial foods ever. Consumed around the world by millions, they appeal to young and old, affluent and impoverished alike. The authors examine the history, manufacturing, marketing, and consumption of instant noodles. By focusing on three specific markets, they reveal various ways in which these noodles enable diverse populations to manage their lives. The first market is in Japan, where instant noodles have facilitated a major transformation of post-war society, while undergoing a seemingly endless tweaking in flavors, toppings, and packaging in order to entice consumers. The second is in the United States, where instant noodles have become important to many groups including college students, their nostalgic parents, and prison inmates. The authors also take note of “heavy users,” a category of the chronically hard-pressed targeted by U.S. purveyors. The third is in Papua New Guinea, where instant noodles arrived only recently and are providing cheap food options to the urban poor, all the while transforming them into aspiring consumers. Finally, this study examines the global “Big Food” industry. As one of the food system’s singular achievements, the phenomenon of instant noodles provides insight into the pros and cons of global capitalist provisioning.

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