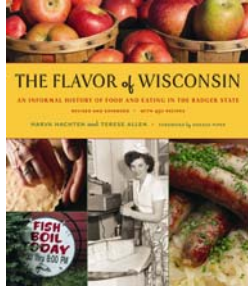


Sales Sheet
Wisconsin Historical Society Press

This title will be advertised in the 2009 MBA Catalog



SPECIFICATIONS

Title of Book: *The Flavor of Wisconsin*

Subtitle: *An Informal Guide to Food and Eating in the Badger State*

Author: **Harva Hachten and Terese Allen**

Pages, dimensions, ISBN, price: **416 pages, 8 1/8 x 9 1/4 hardcover, 2-color interior with 130 b/w photos, ISBN: 978-0-87020-404-3, \$29.95**

The authoritative history of Wisconsin's culinary traditions—with 460 recipes.

- A writer for *Cuisine* magazine wrote, “This is undoubtedly the single finest work I encountered and one of the most important books on American food ever published. One can only wonder why every other state in the Union has not tried to compile this sort of record of its culinary legacy.”
- In engaging, entertaining essays and sidebars, *Flavor* chronicles a plethora of Wisconsin food traditions, such as fish boils, morel hunting, maple tree tapping, and the brandy old-fashioned. It provides historic snapshots of the people, places, and events that influenced the amazing cornucopia of what Wisconsinites have grown, produced, cooked, and eaten.
- New recipes for this edition include ethnic groups that have made their entrance to the state more recently and contemporary approaches to cooking. We present recipes for everything from pickled souse (made of beef tongue, pork hocks, seasonings and vinegar) to Pleasant Ridge Reserve scalloped potatoes (featuring an award-winning Gruyere-like cheese being made from milk from a grass-fed herd near Dodgeville).
- New chapters examine the food and cooking of Wisconsin's more recent immigrants, the growth of agritourism, artisanal and gourmet trends, and an array of topics related to sustainability, such as farmers' markets, organic foods, and the rise of food localism. It also explores key foodways and traditions, such as supper clubs and church dinners, which have survived in a “fast food world” and continue to characterize Wisconsin.
- Features a foreword by James Beard award winner Odessa Piper, who writes, “It is so important to remember the hows and whys of beloved ingredients and recipes, why they come to be claimed by us and how they travel with us in time. At the heart of such cooking is a back-story, folded in with the swirl of tastes, textures, lessons, and tales that is our collective culinary intuition.”

HOW DOES THIS BOOK COMPARE TO OTHERS IN THE GENRE?

There's really nothing out there like *The Flavor of Wisconsin*. In fact, famous foodie Nach Waxman said, “I wish there were a law requiring each of our fifty states to have a book about its life and food—and I would offer as a model for that book *The Flavor of Wisconsin*.” There are food histories with international or national focus but no other book achieves *Flavor's* remarkable accomplishment of exploring “the taste of this place” for one state in such an engaging (nonacademic) style.

HOW TO ORDER:

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