



The Food Lover's Handbook

Mark Price

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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 Lover's 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 the most expensive foods cost what they do.

From the every day to the high-end, such as caviar, tea, eggs, salmon and wine, *The Food Lover's Handbook* includes over 40 products that we are likely to buy in our weekly shop. Peppared throughout with first-hand experience and anecdotes, Mark goes back to the origins of these items, their historical significance and perceived value in today's society, along with advice on the products you should 'try before you die'!

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