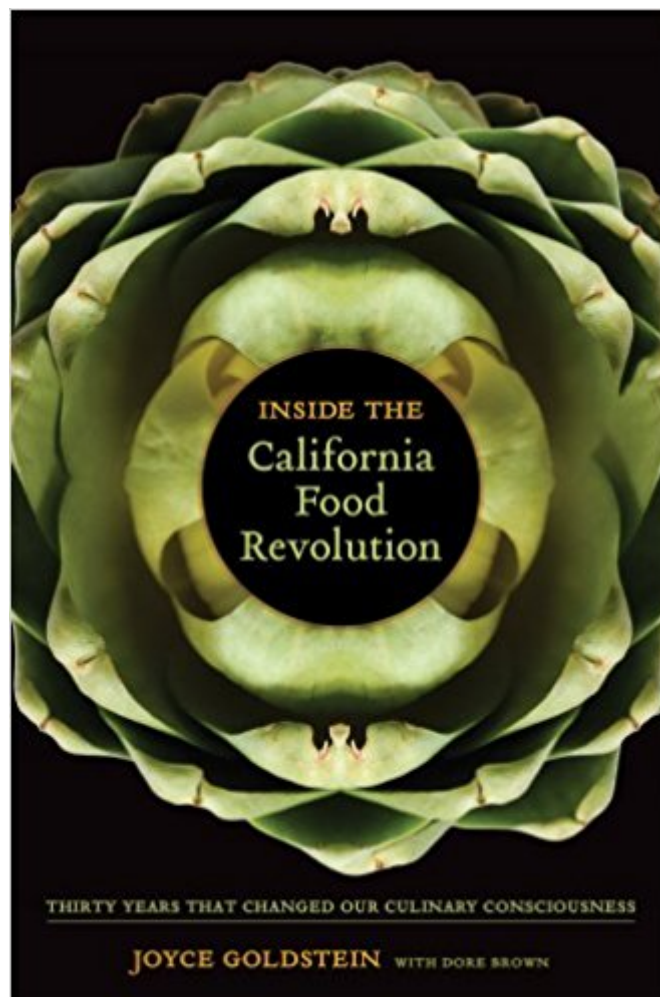


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Inside The California Food Revolution: Thirty Years That Changed Our Culinary Consciousness (California Studies In Food And Culture)





Synopsis

In this authoritative and immensely readable insider's account, celebrated cookbook author and former chef Joyce Goldstein traces the development of California cuisine from its formative years in the 1970s to 2000, when farm-to-table, foraging, and fusion cooking had become part of the national vocabulary. Interviews with almost two hundred chefs, purveyors, artisans, winemakers, and food writers bring to life an approach to cooking grounded in passion, bold innovation, and a dedication to 'flavor first.' Goldstein explains how the counterculture movement in the West gave rise to a restaurant culture characterized by open kitchens, women in leadership positions, and a surprising number of chefs and artisanal food producers who lacked formal training. The new cuisine challenged the conventional kitchen hierarchy and French dominance in fine dining, leading to a more egalitarian and informal food scene. In weaving Goldstein's views on California food culture with profiles of those who played a part in its development, from Alice Waters to Bill Niman to Wolfgang Puck, Inside the California Food Revolution demonstrates that, while fresh produce and locally sourced ingredients are iconic in California, what transforms these elements into a unique cuisine is a distinctly Western culture of openness, creativity, and collaboration. Engagingly written and full of captivating anecdotes, this book shows how the inspirations that emerged in California went on to transform the experience of eating throughout the United States and the world.

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Customer Reviews

"Goldstein convincingly presents a case for California cuisine as a vital force in strengthening connections among food, chefs and diners in ways that have transcended region." (Kirkus Reviews 2013-09-01)"An engaging history of a culinary revolution that has had enormous influence over the entire country." (Library Journal 2013-08-01)"When the time came for a definitive record of California cooking, UC Press knew the exact person to pen it. After almost 200 interviews with chefs, critics, food artisans, iconoclast winemakers and restaurateurs, the doyenne has tracked a 30-year shift in design, casualization and style." (C Magazine 2013-09-01)"A book for anyone who loves to eat and who wants to understand why eating has gotten so delicious." (Miriam Morgan San Francisco Chronicle 2013-09-13)"As a chef and writer, Joyce brings an insider's eye to chronicling the shift to local, foraged, farm-to-table, and fusion cooking. If you want to fill in what you missed and where Californian cuisine is heading next, read about it." (Super Chef Blog 2013-09-11)"A lot of interesting anecdotes. . . . Indeed, for anyone who wonders what those wild early days were all about, 'Inside the California Food Revolution' will be a valuable resource." (Los Angeles Times Daily Dish 2013-10-21)"Insightful and compelling As engaging as it is educational." (Restaurant Hospitality 2013-10-01)"Lively history told by someone who was part of it always makes for the most engaging books, and award-winning restaurateur and author Joyce Goldstein certainly qualifies as one in the vanguard of a culinary revolution no one saw coming in America--and certainly not in California--that transformed the way Americans eat." (Mariani's Virtual Gourmet Newsletter 2013-12-01) "Lively history told by someone who was part of it always makes for the most engaging books, and award-winning restaurateur and author Joyce Goldstein certainly qualifies as one in the vanguard of a culinary revolution no one saw coming in America--and certainly not in California--that transformed the way Americans eat." (Mariani's Virtual Gourmet Newsletter 2013-12-01)"...This volume is highly readable and a valuable introduction to an event that has changed American views about food and eating." (DM Gilbert CHOICE Magazine 2014-03-01)

"Joyce Goldstein is the foremost expert on the watershed moment in American cooking when little-known ingredients began to shine and chefs came out of the kitchen. The California revolution created the foundation for the food personalities and flavors that we see globally today. This book tells the story better than any other." #150;Mario Batali, chef and author of Molto Italiano #147;Bravo! Joyce Goldstein's authoritative and eminently entertaining work retires the field on all books attempting to define the California food movement that forever changed the course

of how we eat in America. It's a must-read for any cook, restaurateur, journalist, and restaurant-lover who is genuinely curious about how and where it all started.

• Danny Meyer, chef and author of *Setting the Table: The Transforming Power of Hospitality in Business* "Who is better suited than Joyce Goldstein to curate and catalogue the influence that California has had on how we eat and dine today? This engrossing book is a satisfying and engaging read."

• David Kinch, chef and author of *Manresa: An Edible Reflection* A smart and succinct summary of those key decades in California that changed the way many Americans eat and view food. I'm so glad that Joyce Goldstein has put this special history together; she's the one to have done it.

• Deborah Madison, founding chef at Greens restaurant and author of *Vegetarian Cooking for Everyone* Joyce Goldstein shows, in compelling, illuminating detail, that what we call California cuisine is simply California itself revealed: the land, the climate, a way of thinking and a way of living made manifest on a plate. Her research is thorough, her ear impeccable, and her storytelling enthralling. This is a glorious and dare one say it delicious book.

• Gerald Asher, former wine editor of *Gourmet*, and author of *A Vineyard in my Glass* and *A Carafe of Red* This book is a must read for anyone who cares about food and its ability to influence and inspire community building and change. A new generation now has a deeper understanding of how to take the movement even further, to push the limits of flavor, seasonality, locality, authenticity and freshness. Simply Delicious!

• Sam Mogannam, coauthor of *Bi-Rite Market's Eat Good Food* "This is an impeccably detailed account of one of our country's most influential and enduring culinary developments. It provides insights into the California food movement that are enlightening even to some of us who lived and ate through it. One may disagree with some of the assessments, but this book is a valuable read toward understanding what went on and why, and how we continue to benefit from it."

• Mimi Sheraton, author of *The German Cookbook* and *Eating My Words: An Appetite for Life*

There's not a chef or serious food lover than shouldn't have this book next to their reading lamp. I've been dazzled by Joyce Goldstein's gathering of the extraordinary, vibrant story of how the great food we enjoy has unfolded and become part of our lives. I lived through and was a part of this whole food era and yet was ignorant of so many of these rich personal stories and the over arching trajectory of this amazing evolution. It's a great read and leaves you filled with gratitude at the dedication of all parties. I'm immensely grateful for the huge effort that Ms. Goldstein has given us. It's a delicious book and has actually made me appreciate more every meal I've had since reading it.

I am a California foodie, born and raised, and it's great fun to read this book and recognize names and remember the times when California Cuisine began, and what brought us to the food scene in California as it is today. The book carries us from the good old days of Chez Panisse's beginnings, up to today's fresh, farm-to-table cuisine. I appreciate that it also tells about the farms and agriculturists that supply the amazing fresh produce, meats, cheeses, olive oils, and other fabulous products that allows great cooks to create their menus.

Goldstein is the grande dame of California food. She knows everyone who made it happen personally and their respect and affection for her provide for wonderful insights into how the events and accidents of the seventies caused a spread of beliefs and practices which changed the food of the Nation. She is a clear, accomplished writer who makes food history fascinating. Goldstein's depth of inside perspective provides a refreshing and reliable alternative to the standard Alice Did It simplification of a complicated and fascinating series of events that changed the way we all shop and eat.

No one but Joyce Goldstein could have taken on the daunting task of real life interviews with the cooks, chefs, farmers, fishermen, ranchers or artisan food producers who are now at the core of what is referred to as "California Cuisine". Reading the history of both renowned and less well known people connected to farming, markets, travel, deep connections to ingredient driven cooking was so much fun and informative. Realizing that a rich passion for old world values of cooking for others led people from diverse backgrounds to end up in a similar place makes this book a fascinating read.

This is a great account of the revolution that happened in California. If you were around and not in the food business, you knew a lot of this was going on but not always the specifics and certainly it was hard to put into context. The stories of these people are too interesting to have to exaggerate and Joyce Goldstein, who was in the vortex of things with her Square One, provides a bird's eye view. I especially love that there is plenty on Chez Pannisse and credit is given for the amazing role they played but they are one aspect of a much more complex story. Square One, Zuni and maybe most especially, Stars, also defined California Cuisine and their stories are along with the food purveyors and farmers. Most of the players are still on the scene today and the book for me helped fill in a lot of gaps. It's a fun story and it made me proud of California!

This book is essential reading for chefs and serious foodies! The author has captured this history of California cuisine from its inception to its mainstream acceptance as our way of eating today. The book is full of interesting stories behind the chefs and food producers whose passion for "flavor first" caused a true food revolution. It's a fun and informative read ... one that I was completely absorbed in from the Preface to the Afterword.

This wonderfully researched book by Joyce Goldstein delves into how the California cuisine movement got started, who was behind it and, more to the point, why it was so. Beneficial to all, this book details its history from the beginning up through the 1990's. I particularly loved its relevance toward the movements beginning California cuisines' restaurants, Square One included. A terrific read.

Joyce Goldstein was there, in the midst of the revolution, and she shares those heady, exciting days of discovery with her readers. She includes everyone who played a role - farmers, produce buyers, writers, chefs and cooks. If you didn't get this book for Christmas, buy it for yourself now. You won't regret it.

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