

A history lesson and a vegan cookbook rolled into one book!

Chocolatology

Chocolate's Fantastical Lore, Bittersweet History, & Delicious (Vegan) Recipes

by Angel York, Darin Wick, & Cat Callaway

"I had no idea what to expect when I agreed to review a "chocolate cookbook" and was more than thrilled by what was inside. I appreciated knowing the backstory of chocolate, as I try to be a conscious consumer, but I don't actively seek information about how to support this... Going forward, I will pay attention to that label and choose to purchase those products... I appreciated reading the history of ingredients peppered in with the recipes and suggestions to modify the recipes... Overall, this was an enriching experience." —Jessica Stumpf

Chocolatology gives the casual cook dozens of ways to incorporate this stellar ingredient into everyday dishes, and takes intrepid food scientists a step farther, into the art of sourcing beans, making chocolate from scratch, and enjoying 18th Century chocolate concoctions. Unlike many books about chocolate, this one offers a balanced, evidence-based overview of cacao's health and nutritional value—taking a close look at the chocolate industry and its history, while introducing readers to a variety of trade initiatives and suppliers that are working to improve the lives of cacao growers and their employers.

SUBJECT: Cookbook / Food History

PUBLICATION: **January 1, 2018**

PRICE: **\$16.95**

ISBN: 978-1-62106-289-9

FORMAT: Paper over board, 192 pages, 5.5x7"

CARTON QTY:

ART: b/w illustrations throughout

Marketing Notes

1. In the U.S. alone, estimated annual chocolate sales from 2003 to 2017 are about 20 billion dollars per year.
2. The food industry has been a thriving and profitable market in recent years.
3. This book will appeal to chocolate and food lovers, vegans, and history buffs.

Comparative Titles

- *The Ghirardelli Chocolate Cookbook: Recipes and History from America's Premier Chocolate Ghirardelli Chocolate Company* 978-1580088718 (Ten Speed Press) \$19.99, 2007
- *The True History of Chocolate* Sophie D. Coe; Michael D. Coe 9780500290682 (Thames & Hudson) \$22.95, 2013
- *Superfoods for Life: Cacao* Matt Ruscigno and Joshua Ploeg. 9781592336104 (Fair Winds Press) \$18.99, 2014.
- *Chocolate: A Bittersweet Saga of Dark and Light* Mort Rosenblum 978-0865477308 (North Point Press) \$21.00, 2006

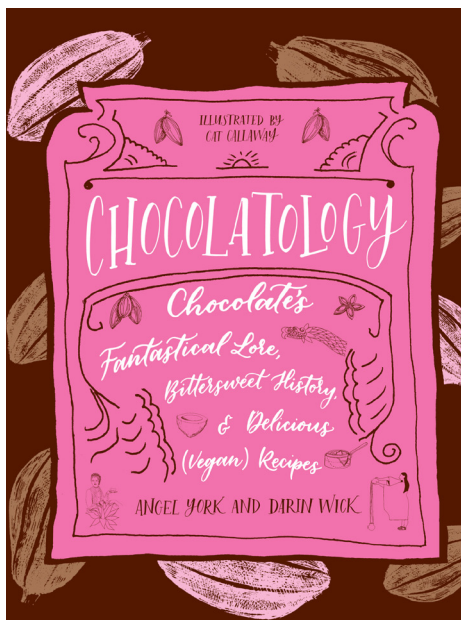


Angel York is a local activist and community organizer who studied history at UC Davis after years of working at restaurants in national parks (and other adventures). She has eaten more chocolate than she ever expected to eat.

Darin Wick is a bike-repair teacher who majored in Technocultural Studies at UC Davis. He has learned more about chocolate than he ever expected to know.

Cat Callaway is an illustrator and a graduate student in Biology at San Francisco State University studying fungal systematics.

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Distributed by Legato / Perseus (World) and Turnaround (UK)
Direct sales: Microcosm Publishing | 2752 N Williams Ave. | Portland, OR 97227
microcosmpublishing.com | cyn@microcosmpublishing.com | 503-799-2698
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