Contents

No	otes on Contributors	vii
Editors' Acknowledgments		ix
Ac	knowledgments to Sources	X
Int	roduction James L. Watson and Melissa L. Caldwell	1
Pa	art I Food and Globalization	11
Introduction		11
1	How Sushi Went Global Theodore C. Bestor	13
2	French Beans for the Masses: A Modern Historical Geography of Food in Burkina Faso Susanne Freidberg	21
3	Fresh Demand: The Consumption of Chilean Produce in the United States Walter L. Goldfrank	42
4	Coca-Cola: A Black Sweet Drink from Trinidad Daniel Miller	54
5	China's Big Mac Attack James L. Watson	70
6	Of Hamburger and Social Space: Consuming McDonald's in Beijing Yunxiang Yan	80

/Í	CONTENTS
V I	CONTENTS

VI	CONTENTS	
Pai	rt II Gentrification, Yuppification, and Domesticating Tastes	104
Introduction		
7	Children's Food and Islamic Dietary Restrictions in Xi'an Maris Boyd Gillette	106
8	The Rise of Yuppie Coffees and the Reimagination of Class in the United States William Roseberry	122
9	Crafting Grand Cru Chocolates in Contemporary France Susan J. Terrio	144
10	Globalized Childhood? Kentucky Fried Chicken in Beijing Eriberto P. Lozada, Jr.	163
11	Domesticating the French Fry: McDonald's and Consumerism in Moscow Melissa L. Caldwell	180
12	"India Shopping": Indian Grocery Stores and Transnational Configurations of Belonging Purnima Mankekar	197
Par	Part III The Political Economy of Food	
Introduction		215
13	Food and the Counterculture: A Story of Bread and Politics Warren Belasco	217
14	Industrial <i>Tortillas</i> and Folkloric Pepsi: The Nutritional Consequences of Hybrid Cuisines in Mexico <i>Jeffrey M. Pitcher</i>	235
15	Food, Hunger, and the State Susan Brownell	251
16	The Bakers of Bernburg and the Logics of Communism and Capitalism Hans Buechler and Judith-Maria Buechler	259
17	The Global Food Fight Robert Paarlberg	276
18	Half-lives and Healthy Bodies: Discourses on "Contaminated" Food and Healing in Post-Chernobyl Ukraine Sarah Drue Phillips	286
19	Mad Cow Mysteries Harriet Ritvo	299
Inde	Index	