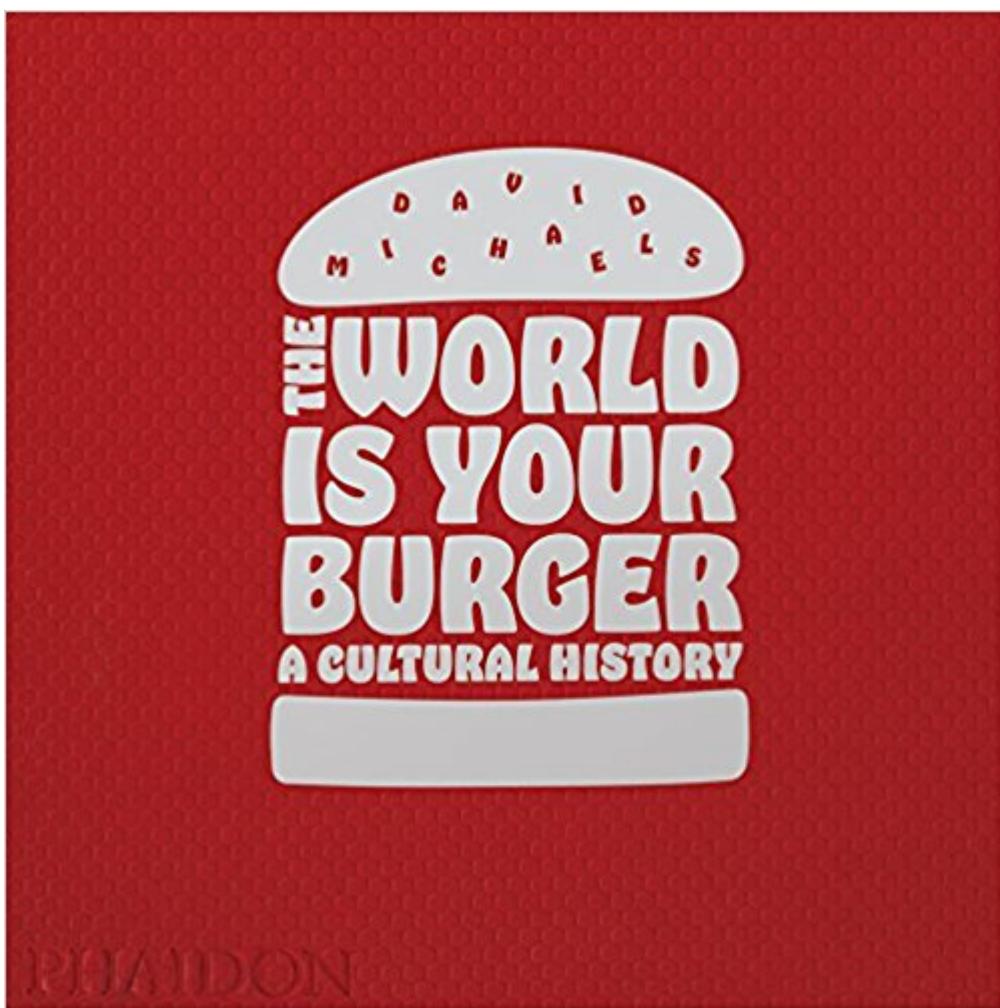


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The World Is Your Burger: A Cultural History



Synopsis

An encyclopaedic, eye-catching tribute to one of the world's most popular foods - the humble hamburger. Celebrate the classic hamburger with this unprecedented collection of essays, photographs, and ephemera - a colourful look at the burger's origins and impact, assembled by a true burgerphile whose passion has taken him around the globe. Perfect for home cooks and pop-culture addicts alike, the book is chock-full of original research, exclusive interviews with culinary icons, never-before-seen archival photographs from brands such as McDonald's and White Castle, and twelve delicious recipes.

Book Information

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Customer Reviews

"The All-American burger went global decades ago but the versions that arrived on foreign shores for the most part were lame facsimiles of the corporate variety. David Michaels' beautiful book proves that a new dawn is upon us and high-quality hamburgers can now be found in every corner of the planet." •George Motz, filmmaker and author of *Hamburger America: A State-by-State Guide to 150 Great Burger Joints*"David Michaels has created the definitive history of the great American burger and those who helped popularize it. As beautiful to look at as it is informative, it's sure to be a fun read for any burger lover just as it was for me." •Brad Haley, CMO, Carl's Jr. and Hardee's"The essential burger book that takes you on the ultimate journey around the burger globe." •Liam O'Keefe, Bleecker Burger"The World Is Your Burger by David Michaels' will quickly become the Tell All, Holy Grail and historical reference for one of the most widely desired

foods... The hamburger." •Pat LaFrieda"An absolute bible of burgers, a must for any burger lover." •Tom Barton, Food & Brand Director, Honest Burgers Ltd"Our business has revolved around the hamburger for over 60 years and this book certainly tells that story." •Becky Rickard, Manager of Community Affairs and Archives, SONIC, America's Drive-In"takes us on a mouthwatering journey from the burger's humble origins to its seemingly limitless future... Irresistible." •Danny Meyer, Founder, Shake Shack"This book is an historical journey of a seemingly simple and iconic fast meal and showcases the boundlessness of possibilities of eating beef in a bun. I myself have created the famous db burger in homage to this most popular dish in the world." •Daniel Boulud, Chef/Owner, The Dinex Group"[An] indispensable meat-centric cookbook... Burgerphiles prepare to get hungry. This is the all-encompassing one-stop guide for home cooks to pop culture addicts, paying tribute to the iconic favourite. Covering everything from the burger's origins and impact, topped off with twelve delicious recipes, this is destined to be your new kitchen distraction." •FineDiningLovers.com"A mouth-watering gift for foodies and pop-culture fans." •The Sunday Times (Ireland) "At Jack in the Box, we know how much research, innovation and fun happens to develop a delicious burger! The World is Your Burger is a wonderfully comprehensive look at America's favorite sandwich and the visionaries that bring those craveable burgers to hungry mouths. David Michaels makes reading about the history of the hamburger just as much fun as eating one!" •Iwona Alter, CMO, Jack in the Box"No other foodstuff has transcended the physical boundaries of the dinner plate and attained the pop-cultural importance of the burger. And no other book does the mighty patty and bun justice like The World is Your Burger... Occupies the meaty Venn-diagrammed mid-point between beautifully illustrated food porn, high-brow history tome, global restaurant guide and gourmet cookbook... Michaels lovingly presents 10 years worth of original interviews and research that'll tickle any red-blooded burgerphile's taste buds and neurons in equal measure... The recipe for truffled relish mayonnaise alone is worth the cover price." •ShortList"A deep dive into the hamburger... A definitive history." •amNY

David Michaels has worked in conceptual design of retail and hospitality projects - with Disney, Pepsi, MGM Resorts, W Hotels, and MTV. His passion for hamburgers began at a young age and he has been obsessed ever since. In 2007, he opened Bite Me Burger in Sydney. David lives in London.

No mention of hamburger Heaven, NYC.

Cool book!

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