



The Great American Cereal Book: How Breakfast Got Its Crunch

By Martin Gitlin, Topher Ellis

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Americans love their breakfast cereal, which is second only to milk and soda in supermarket spending. Cereals and their cartoon spokescharacters are some of the most enduring pop-culture icons of the 20th century. *The Great American Cereal Book* is the definitive compendium of breakfast cereal history and lore, celebrating the most recognizable brands and packaging, such as Cheerios, Cocoa Puffs, Frosted Flakes, Grape-Nuts, and Trix. Award-winning writer Marty Gitlin and co-author Topher Ellis provide behind-the-scenes stories about the creation of these iconic kitchen-table companions, with 350 images of cereal boxes, vintage ads, and rare memorabilia.

Praise for *The Great American Cereal Book*:

"Instantly evokes feelings of childhood--watching Saturday-morning cartoons and being bombarded with commercials for sweet cereals with colorful mascots like Toucan Sam and Tony the Tiger." --*TMagazine.Blogs.NYTimes.com*

"While many of us have ditched the cereals of our youths (in all their freeze-dried marshmallowy glory) in favor of flax seed (boring!), the eye-popping colors and kooky designs on the cereal boxes of our childhoods still have a pull, which is why we're loving *The Great American Cereal Book*. -- *Oprah.com*

If you're a cereal lover, you'll enjoy poring through Marty Gitlin and Topher Ellis' *The Great American Cereal Book: How Breakfast Got Its Crunch* (Abrams Image). Full of factoids and countless cereal boxes from days of yore, Gitlin and Ellis trace the history of this most iconic of American breakfast dishes. It's a lot of fun to look at how cereal packaging has changed over the decades, and for anyone a little bit nostalgic, it's the perfect venue for a walk down memory lane. -- *epicurious.com*

"A crisply colorful history of a favorite kids' food that became a pop culture icon." --*Tampa Bay Times*

"Whether you're a food history buff, package-design geek, or just an enthusiastic consumer of the country's favorite morning bowl, these pages provide enough--ahem--snap, crackle, and pop to keep everyone happy." --*Real Eats magazine*

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Editorial Review

From the Author

My passion for cereal inspired me to launch this project, but you don't have to be a cereal lover to enjoy The Great American Cereal Book. I was thrilled to find a publisher that shared my vision.

Cereal is fun. Eating cereal is fun. Reading cereal boxes is fun. Cereal spokescharacters are fun. Not too many morose thoughts run through one's mind when Sonny the Cuckoo Bird is proclaiming, "I'm Cuckoo for Cocoa Puffs!" I tried to express that sense of fun on every page and Harry Abrams followed suit. The 350 images of cereal boxes, ads and memorabilia that pepper the pages of this book make it colorful and, of course, fun.

But if not for co-author Topher Ellis and heaps of information provided by the cereal companies, this book would never have become a reality. Thanks to everyone!

And to everyone out there ... enjoy!

Marty

About the Author

Marty Gitlin is a freelance writer and the author of more than 40 books. He has won many awards for his writing, including first place for General Excellence in Journalism from the Associated Press. Gitlin lives with his wife and three children in Cleveland, Ohio. **Topher Ellis** is a cereal expert and editor of the cereal newsletter the *Boxtop*, the longest continuously running publication dedicated to breakfast cereal. He lives in Matthews, North Carolina.

Users Review

From reader reviews:

Brenda Taylor:

Do you have favorite book? Should you have, what is your favorite's book? Guide is very important thing for us to know everything in the world. Each book has different aim or perhaps goal; it means that book has different type. Some people experience enjoy to spend their time and energy to read a book. They can be reading whatever they consider because their hobby is definitely reading a book. Why not the person who don't like reading through a book? Sometime, individual feel need book whenever they found difficult problem or even exercise. Well, probably you will want this The Great American Cereal Book: How Breakfast Got Its Crunch.

William Meadows:

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