



**Food Technology, Science and Marketing:  
European Diet in the Twentieth Century - Third  
Symposium of the International Commission for  
Research into European Food History**


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# Food Technology, Science and Marketing: European Diet in the Twentieth Century - Third Symposium of the International Commission for Research into European Food History

## Food Technology, Science and Marketing: European Diet in the Twentieth Century - Third Symposium of the International Commission for Research into European Food History

The European diet is a unique subject, and one which has been transformed in the last 100 years. This book is based on the 3rd symposium of the International Commission for Research into European Food History, held in the Wageningen Agricultural University in the Netherlands, 13-16 May 1993. International scholars survey the historical dimensions of food technology, science and marketing in relation to the emergence of the modern diet in Europe, and considers trends, developments and processes in the making of this diet from the second part of the 19th century to the present day. Analysis of the factors which have shaped the modern diet is essential for a better understanding of present and future dietary development in Europe. This book shows that although a recognizably European diet does not exist, there is nevertheless a common denominator across Europe. It shows how food technology, science and marketing have transformed the former meagre, monotonous food of Europe into the highly diversified diets of today. This study considers the social and historical aspects of Europe's experience of: nutrition and the food industry; cooling and freezing techniques: bread and the baking industry, milk and milk products: chocolate as a product for mass consumption; industrialization and dietary change; developments from corner shop to supermarket and food advertisements.

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