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The Science of Food An Exploration of What We Eat and How We Cook

Marty Jopson

Keynote

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Description

In this fascinating and easily digestible book, *The One Show's* resident scientist Marty Jopson takes us on a mouth-watering tour of the twenty-first century kitchen and the everyday food miracles that we all take for granted.

Ever wondered what modified starch is and why it's in so much of the food we buy? What do instant mash and freeze-dried coffee have in common? What's the real truth behind the five-second rule? And as the world population grows and the pressure on agriculture to produce more cost-effective and sustainable products increases, what could the future hold for both farmers and consumers?

From mindboggling microbiology to ingenious food processing techniques and gadgets, *The Science of Food* takes a look at the details that matter when it comes to what we eat and how we cook, and lays bare the science behind how it all works. By understanding the chemistry, physics and biology of the food we cook, buy and prepare, we can all become better consumers and happier cooks!

Sales Points

- From pressure cookers to pasteurization, instant food to sous-vide cooking, and what the future holds for food, this book has all the answers to your gastronomical questions.
- A fascinating look at the everyday science we're all involved in, whether by cooking, preparing food or as food consumers.
- Marty has presented television programmes for a host of channels but is best known for his regular appearances on the BBC's *The One Show*
- Marty's previous book, *The Science of Everyday Life*, has sold 2,500 copies to date, and rights have been sold to China, Portugal, Estonia, Korea and Turkey, and IPG in the US
- If you enjoyed Helena Czerski's *Storm in a Teacup: The Physics of Everyday Life*, then you'll love this too

Reviews

- 'Just when you thought there was nothing more to be said or written about the food we eat and how we cook it, along comes this delightfully captivating book that turns your kitchen into a chemistry lab. Jopson overturns many widely-held beliefs and makes the mundane fascinating, from the science behind instant mash, mayonnaise and processed cheese, to why we crave chocolate and hate sprouts. Oh, and the five second rule is nonsense. I've already been dining out on the facts in this little jewel' - *Jim Al Khalili*
- 'Well tasty, and fascinating to boot. Wish I'd written it' - *Stefan Gates*
- 'All in all this is a delightful cheese soufflé of a book. Light and tasty but enough content to satisfy the appetite for information' - *PopularScience.co.uk*

Author Biography

Marty Jopson has a PhD in Cell Biology and is the resident scientist on BBC One's *The One Show*. Marty has been working in television for eighteen years, since his first job building props, and has been performing stage science around the UK for twenty years. His website is martyjopson.co.uk.