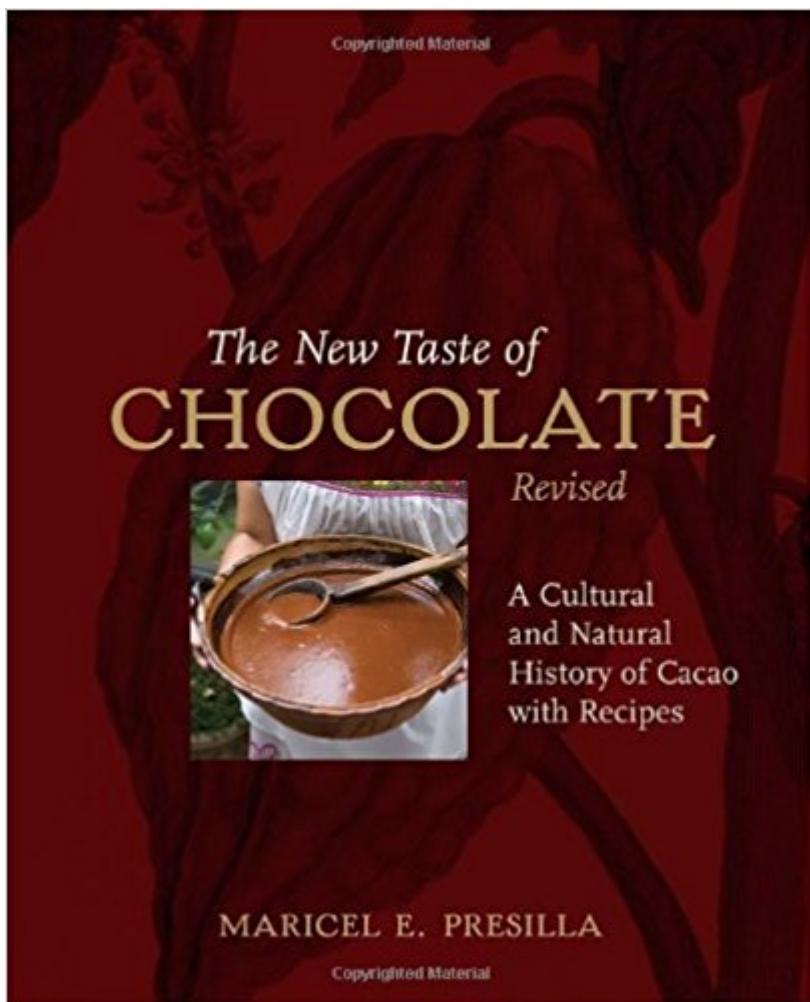


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The New Taste Of Chocolate, Revised: A Cultural & Natural History Of Cacao With Recipes



Synopsis

More than two hundred years ago, the great Swedish botanist Carolus Linnaeus christened the cacao tree *Theobroma cacao*, “food-of-the-gods cacao.” Truly, chocolate is the closest thing we mortals have to ambrosia. But not all chocolate is created equal, a fact we instinctively know when we bite into an exceptional piece of chocolate. What qualities set artisanal chocolate apart from mass-marketed brands? How does chocolate impact our health? How will the rising popularity of microbatch chocolate affect the industry? To find out, *The New Taste of Chocolate, Revised* takes us on a journey beginning with Maya and Aztec chocolate rituals, followed by exploring the significance of cacao through the ages, up through groundbreaking contemporary genetic discoveries. Going far beyond the scope of anything currently written about chocolate, this definitive illustrated reference has been revised and expanded to immerse chocolate lovers in the rich history and science of the cacao bean. Celebrated author, scholar, and chocolate expert Maricel E. Presilla introduces us to the broad array of cacao cultivars, meticulously covering the latest research, then explores the art of cacao farming and the people who dedicate their lives to cultivating the precious cacao pods. She also elucidates the harvesting, fermenting, and drying practices that create subtle distinctions in the tastes of particular strains of cacao. From the burnished reds and shocking yellows of the cacao fruits to the deep mahoganies and milky tans of the finished product, we follow cacao from bean to bar, each incarnation as luscious as the next. More than just a cultural and natural history of our most coveted indulgence, *The New Taste of Chocolate, Revised* includes a new collection of Maricel Presilla’s savory recipes plus sweet contributions from internationally renowned pastry chefs and chocolatiers. Presilla dissects buzzwords such as single origin and estate grown, illuminates chocolate trends gaining traction with manufacturers and connoisseurs, and predicts what the future holds for chocolate as a globally celebrated delicacy. With stunning new full color photography and rare archival prints throughout, this comprehensive and gorgeous book will help chocoholics cultivate an appreciation for the infinite subtleties of their favorite culinary delight.

Book Information

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Customer Reviews

“Few people in the world know as much about chocolate as Maricel Presilla, or write as passionately about it. Her pioneering book, *The New Taste of Chocolate*, is the first to document the fascinating diversity of cacao varieties and their influence on chocolate quality. It also describes and celebrates the full arc of chocolate’s evolution, from pre-Columbian times to the twenty-first century. This book will be a revelation and delight to anyone who loves

chocolate.” •Harold McGee, author of *On Food and Cooking* “The New Taste of Chocolate is fascinating and genuinely original. Based on unique, personal knowledge, Maricel’s book will serve as a primary research source and change the way chocolate lovers think about and taste chocolate.” •Robert Steinberg and John Scharffenberger, co-founders of Scharffen Berger Chocolate Maker,

Inc. “It’s not a coincidence that chocolate and gold are sold in bars.

Chocolate lovers who treasure history and recipes will find this book as valuable as it is

delicious.” •Flo Braker, author of *Sweet Miniatures* “Maricel presents a colorful, textured, and in-depth view of the past, present, and possible future of cacao. We are also allowed a taste of the diversity that was once part of the palate of flavors used by the chocolate industry of old and insight into why some of these may be lost forever.” •Gary Guittard, president of Guittard Chocolate

Company “After reading Maricel’s book and recognizing the sophisticated and complex journey from cacao in the field to the wonderful quality chocolate available to consumers, you will have a whole new appreciation for chocolate. Maricel offers detailed insight into the nuances of chocolate. A must read for all

chocoholics.” •Emily Luchetti “The New Taste of Chocolate is a loving tribute to cacao and the unsung heroes who have nurtured it for centuries, miraculously transforming it from bean to bar to the latest chocolate creation. Maricel’s meticulously

researched book deserves a place of honor in every serious chocolate lover's library. • Elaine González, author of *The Art of Chocolate*

* The definitive illustrated reference on chocolate, updated with new chapters on the environmental and geo-political impact of cacao production and health issues surrounding chocolate. * Chocolate tastes are becoming increasingly more sophisticated--Hershey's now produces several "artisanal" chocolate bars. * Features 30 new and revised recipes, along with brand new photography. *

Chocolate is the #1 favorite flavor of Americans.

Interesting, although would like to have had a bit of a broader history vs. constantly talking about the varieties. Very little in it about Mexico, which I found surprising, seeing that the lust for chocolate in Europeans really started in Tenochtitlan. The recipes did not seem to be realistic or attainable as it calls for very specific types of chocolate that would take a lot of effort (and expense) to obtain, but perhaps for a special occasion they would be workable. The photos are colorful. Overall, as I was researching for a living history program, I found a number of other books more helpful with a broader picture of chocolate from pre-history until now.

Before I bought *The New Taste of Chocolate* I read the reviews & the table of contents [when available] of all the books about chocolate that sold. This is the one I choose & I'm glad I did. Presilla knows & loves the many aspects of chocolate. I was interested especially in the history of chocolate. We get the interaction of Mesoamerica & South America pre- & post-Columbus explained, plus the spread to other continents. Disease problems, DNA research, etc also are explained. Making nearly any of the recipes would require shopping at an Hispanic market, so I'll probably stick to reading them. That's just as well, as they are pretty high-calorie, with lots of heavy cream etc. The first & probably only one I'll try is a chocolate & corn meal beverage.

This book is as good as pure chocolate! In short the best book I have obtained about history and use of cocoa. Easy to understand and to get the best knowledge about history and use of cocoa and chocolate. Beautiful images, excellent information! I am fascinated. Thank you so much Maricel! Next time I shall meet you you have to sign me the book! Last time at Estragon in Quito I did not know about your ability!! Very best regards!

Wonderful book on chocolate. Author Marcella Presilla takes her subjects seriously and has done

her homework providing the reader with a wealth of information on chocolate. In addition to the discussion of chocolate, there are wonderful recipes provided on all aspects of chocolate.

I have several books on the subject of "chocolate"! and this is an absolute beauty. The author has spent a huge amount of time in a successful attempt to give readers a priceless overview both in written and pictorial description. An absolute must for the beginner and progressive student alike!

I purchased this book upon a recommendation of a professional Chocolatier program I'm enrolled. It is a wonderful book rich in history, the growing and manufacturing. Anyone who is interested in chocolate I believe would find this book fascinating. I have tried many of the recipes and find them a wonderful culinary experience.

Great hardcover on chocolate history and how to use it in cooking.

what not to like

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