Introduction: Constructing Tastes, Shaping Behaviours Nina B. Namaste and Marta Nadales Ruiz	vii
Part 1 Taste, Identity and Authenticity	
Part 1 Introduction: Taste, Identity and Authenticity Marta Nadales Ruiz	3
Re-Orientalization: Confronting Asian America via the Steamed Pork Bun <i>Minette Yao</i>	7
Italian Food: The Pride of a People without Borders Giovanna Costantini	41
Brunch: An Argument for American Cuisine  Hannah Petertil	79
The Most American Daily Bread: The Rise and Fall of Wonder Bread Keiko Tanaka	95
An Encomium of <i>Bacalhau</i> : The Portuguese Emblem of a Gastronomic Symphony <i>Maria Jose Pi res</i>	115
The Cup of the Empire: Understanding British Identity through Tea in Victorian Literature Ariel Weygandt	143
Breaking Bread Online: Social Media, Photography and the Virtual Experience of Food Elyse Bouvier	157
'A Little Bit of Rice, a Little Bit of Fish Curry': Food Practices of Malayali Nurses in Brisbane, Australia Preetha Thomas, Lisa Schubert, Andrea Whittaker and Brigitte Sebastia	173
'Mamakization': Measuring Social Cohesion in Malaysian Iconic Eateries Eric Olmedo and Shamsul AB	193
Part II Food Discourses: Perceptions, Control and Othering	
Part II Introduction: Food Discourses: Perceptions, Control and Othering Nina B. Namaste	221
Understanding New Food Technologies and Trust in Food: Framing Analysis of Food Additives and Food Radiation (1960-1995)  Filip Degreef	223
'To Master Your Body as Much as Your Mind': Control of Eating Behaviours for Brazilian and Spanish Young Women Maria Clara de Moraes Prata Caspar and Lis Furlani Blanco	247