



Real Food/Fake Food: Why You Don't Know What You're Eating and What You Can Do about It

Larry Olmsted

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You've seen the headlines: Parmesan cheese made from sawdust. Lobster rolls containing no lobster at all. Extra-virgin olive oil that isn't. Fake foods are in our supermarkets, our restaurants, and our kitchen cabinets. Award-winning food journalist and travel writer Larry Olmsted exposes this pervasive and dangerous fraud perpetrated on unsuspecting Americans.

Real Food/Fake Food brings readers into the unregulated food industry, revealing that this shocking deception extends from high-end foods like olive oil, wine, and Kobe beef to everyday staples such as coffee, honey, juice, and cheese. It's a massive bait and switch where counterfeiting is rampant and where the consumer ultimately pays the price.

But Olmsted does more than show us what foods to avoid. A bona fide gourmand, he travels to the sources of the real stuff, to help us recognize what to look for, eat, and savor: genuine Parmigiano-Reggiano from Italy, fresh-caught grouper from Florida, authentic port from Portugal. Real foods that are grown, raised, produced, and prepared with care by masters of their craft.

Part cautionary tale, part culinary crusade, *Real Food/Fake Food* is addictively readable, mouth-wateringly enjoyable, and utterly relevant. Larry Olmsted convinces us why real food matters.



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