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## From Scratch: The Uncensored History of the Food Network

Allen Salkin

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# FROM SCRATCH

## THE UNCENSORED HISTORY OF THE FOOD NETWORK

"How the sausage *really* gets made at the Food Network . . .  
A behind-the-scenes history liberally spiced with gossip."  
—*Entertainment Weekly*

ALLEN SALKIN



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**Allen Salkin : From Scratch: The Uncensored History of the Food Network** before purchasing it in order to gage whether or not it would be worth my time, and all praised From Scratch: The Uncensored History of the Food Network:

2 of 2 people found the following review helpful. very disappointed in this bookBy love to read and travelvery disappointed in this book. I assumed it would be about the chiefs not about the mismanagement of the networkThe producers and backers who did more to harm the food network than help it. It is amazing the food network is still on

and also explains why it has gone down hill in the last few years. To many reality shows, and not enough about cooking. Book was a waste, one of the few books I have not read until the end. Skipped most of it. 28 of 31 people found the following review helpful. Serving Up An Empire By Joel Gruber Interesting and well-written corporate history of the Food Network, not about food per se, nor about America's fairly recent enthusiasm for all things culinary, but about TV/money. Salkin might as well have explored, let's say, the history of CNN. There's no indication that the changing cast of characters running FN since the 90s have ever cared much about what they ate or where. They've cared about making TV. The network obviously depends on personalities, and the leading lights are present in this book, but gossip or sensationalism isn't the author's objective. There are plenty of other sources for that sort of material. For someone who watches food TV regularly, and interested in both sides of the camera, a rewarding survey from 1993 to now. 2 of 2 people found the following review helpful. Interesting history of the Network's humble beginnings. Boggled down ... By LDV0924 Interesting history of the Network's humble beginnings. Boggled down a little by the plethora of players' names to remember.

Twenty Years of Dish from Flay and Fieri to Deen and DeLaurentiis... Includes a New Afterword! I don't want this shown. I want the tapes of this whole series destroyed. Martha Stewart In those days, the main requirement to be on the Food Network was being able to get there by subway. Bobby Flay She seems to suggest that you can make good food easily, in minutes, using Cheez Whiz and chopped-up Pringles and packaged chili mix. Anthony Bourdain This is the definitive history of The Food Network from its earliest days as a long-shot business gamble to its current status as a cable obsession for millions, home along the way to such icons as Emeril Lagasse, Rachael Ray, Mario Batali, Alton Brown, and countless other celebrity chefs. Using extensive inside access and interviews with hundreds of executives, stars, and employees, From Scratch is a tantalizing, delicious look at the intersection of business, pop culture, and food. INCLUDES PHOTOS

From Publishers Weekly The Food Network has risen from obscurity and ridicule in the early '90s to become a powerhouse of cable television, transforming chefs like Emeril Lagasse and Paula Deen into celebrities and changing food culture forever. With a light wit and balanced perspective, Salkin, a former food and media reporter for the New York Times, presents the definitive history of the network from inception to the present day. Food Network devotees will delight at the inside knowledge of internal scandals, the intriguing biographies of their favorite star chefs, and an exclusive look at the ever-shifting lineup of executives and parent companies. The first act, detailing how the network was conceived, funded, and staffed, is tremendously dry and provides little entertainment, making it almost impenetrable for all but the network's most devoted fans. Once the stage is set, however, Salkin moves deftly between periods in the channel's development, garnishing the narrative with frequent quotes from influential personalities to add depth. Referring to nearly everyone by his or her first name makes for inevitable confusion, but patient readers will eventually uncover a nuanced and rich tale of an empire that no one expected to survive. Agent: Eric Lupfer, William Morris Endeavor (Oct.) A detailed look at the network from start-up phase to the present juicy stories about the network's most polarizing figures Guy Fieri, Bobby Flay, Anthony Bourdain, and, of course, Paula Deen yall. The Atlantic Wire Dishy Hard to resist. The New York Times Book One part steamy expos, one part deep-fried human interest, and one part television history. Kirkus s Details the egos and feuds of the people that made a fledgling upstart a cable TV empire. The Daily Beast For a full account of the network and its evolution, it's worth reading Allen Salkin's excellent, informative new tome. The Wall Street Journal Salkin brings a pop journalist's eye to the development of the network that would provide the ultimate exploitation of food and cooking. There's plenty of good gossip to be had. The rise and fall of Emeril Lagasse is practically Shakespearean. Salkin seems to have interviewed almost everyone connected with the channel, and he's good on behind-the-scenes business machinations. Los Angeles Times About the Author Allen Salkin has been a journalist for such publications as New York, the Village Voice, and Details. As a staff reporter for the New York Times, he wrote nearly two hundred features about food, culture, and media for one of them, the legendary chefs Ferran Adrià and José Andrés cooked him lunch in his apartment. As an investigative reporter for the New York Post, Salkin wrote hundreds of articles on corrupt judges, emergency room ethics, and troubled cults, among others. He has also produced video interviews with culinary stars for many food websites. Salkin's journalism has taken him to more than forty countries, from the Beijing Olympics to the snorkel wakes of Doom Tourists in the Galapagos. He lives in New York City.