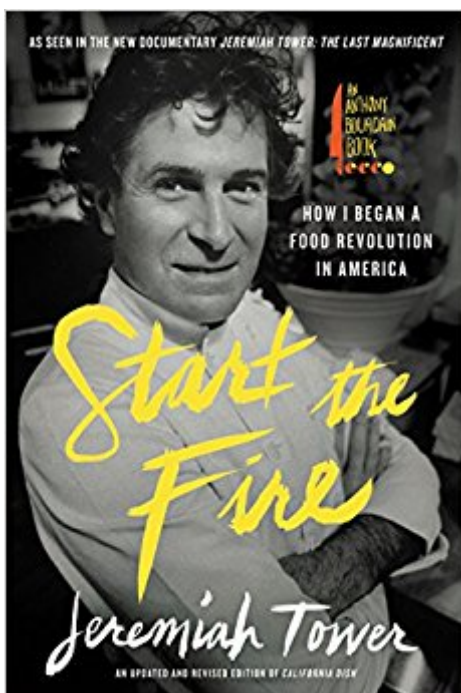


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Start The Fire: How I Began A Food Revolution In America



Synopsis

AS SEEN IN THE NEW DOCUMENTARY JEREMIAH TOWER: THE LAST MAGNIFICENT Newly revised and reissued to coincide with *The Last Magnificent*, a documentary feature produced by Anthony Bourdain, the indelible and entertaining memoir from Jeremiah Tower which chronicles life at the front lines of redefining modern American cuisine. Widely recognized as the godfather of modern American cooking, Jeremiah Tower is one of the most influential cooks of the last forty years. In 2004, he rocked the culinary world with a tell-all story of his lifelong love affair with food, and the restaurants and people along the way. In this newly revised edition of his memoir, retitled *Start the Fire*, Tower shares with wit and honesty his insights into cooking, chefs, celebrities, and what really goes on in the kitchen. Above all, Tower rhapsodizes about food—the meals choreographed like great ballets, the menus scored like concertos. No other book reveals more about the seeds sown in the seventies, the excesses of the eighties, and the self-congratulations of the nineties. With a new introduction by the author, *Start the Fire* is an essential account of the most important years in the history of American cooking, from one of its singular personalities.

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Customer Reviews

Widely recognized as the godfather of modern American cooking, Jeremiah Tower is one of the most influential cooks of the last forty years. In 2004, he rocked the culinary world with a tell-all story of his lifelong love affair with food, and the restaurants and people he encountered along the way. In *Start the Fire*, this revised edition of his memoir, *California Dish*, Tower shares with wit and honesty

his insights into cooking, chefs, celebrities, and what really goes on in the kitchen. No other book reveals more about the seeds sown in the seventies, the excesses of the eighties, or the self-congratulations of the nineties. With a brand-new introduction by the author, *Start the Fire* is an essential account of the most important years in the history of American cooking from one of its singular personalities.

Jeremiah Tower was the chef and co-owner in the 1970s of *Chez Panisse* restaurant in Berkeley, California, and *Stars* restaurant in San Francisco. Tower's first book, *New American Classics*, won a James Beard Foundation Award in 1986 for Best American Regional Cookbook. In 1996, Tower won the Beard Award for Best Chef in America. He lives in Mexico.

Printed in tandem with the Anthony Bourdain theatrical release of the film "The Last Magnificent," if you love chefs, you love cooking, and love to look behind the scenes, this is a delicious must-read about the man who put his beliefs and talent where they belong, right on the table in front of everyone. It's a drop what you're doing, put your feet up and take your appetite for fun on an adventure. Widely recognized as the godfather of modern American cooking, Jeremiah Tower is one of the most influential cooks of the last forty years. Today, his new book updates his escapades and provides new recipes. I can't wait for his next book. He has rocked the culinary world with a tell-all story of his lifelong love affair with food, and the restaurants and people along the way. He created California cuisine, and stirred up the American culinary scene, defining what chefs and menus are today.

What a fantastic book! J. Tower OBVIOUSLY educated, eloquent and talented writer and story teller and more than just a chef! Food perspective, menus, business approach, standards, all awesome. An education in running restaurants.

Interesting book about big egos in food business. Wonderful menu ideas.

Fantastic fun read. Very well written.

Loved it, was great meeting him at the San Francisco premier of the documentary and really touched on points in the book.

Great

Awesome

The story was great ... sent the 2nd copy to a friend for birthday ...

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