

MEDIA REVIEW

## The ICC book of ethnic cereal-based foods and beverages across the continents

John R.N. Taylor and Robert L. Cracknell

IATA, (CSIC), Paterna, Spain

This book gathers the contributions of 20 authors from eight countries (Australia, Argentina, Canada, Nigeria, Turkey, Austria, Mexico, and South Africa) who give both a transnational overall perspective and a representative picture of the wide array of ethnic cereal-based foods available across the continents. The CD format book compiles the main oral presentations together with abundant colour photographs given within the frame of the technical session on *Ethnic Cereal Based Foods Across The Continents* chaired by John Taylor (South Africa) and Robert Cracknell (Australia) at *Cerworld 21st*, the ICC Cereal and Bread Congress, held in Madrid on 15–18 June 2008. Tradition and innovation in indigenous foods from different cultures and civilizations are brought together and highlighted along the structure of the book, allowing confirmation to a variety of worldwide ethnic eating habits and foods disseminated in a globalized world with strong immigration movements. The assessment of the current and future impact of ethnic cereal-based foods on global eating patterns is performed in the book in nine chapters, with special focus on the grain

market, convenience foods, and good nutrition. Specific topics covered deal with developments in African sorghum beers, in wheat and other cereal-based local foods in South America, and traditional Turkish cereal-based foods and beverages, wheat and flour requirements for Western ethnic foods, buckwheat-based foods, technological performance of durum wheat bread, and intake patterns outside Asia and health benefits of noodles.

This is a highly relevant piece of work of interest to all those who wish to be updated on the global trends regarding eating habits and cereal-based foods and beverages available from around the world.

**Dr. Concha Collar**

Immediate Past-president and Chair of the Board  
International Association for Cereal Science and Technology (ICC)  
2009–2010

Email: [ccollar@iata.csic.es](mailto:ccollar@iata.csic.es)