

The Slow Food Story: Politics and Pleasure

Geoff Andrews



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The Slow Food movement was established in Italy as a response to the dominance of fast food chains, supermarkets, and large-scale agribusiness. Defending "the universal right to pleasure," it promotes food production and consumption based on "good, clean, and fair" local products. In twenty years Slow Food has grown into an international organisation with more than 80,000 members in over 100 countries. With roots in the 1960s and 1970s counter-culture, Slow Food's distinctive politics link gastronomic pleasure and environmental responsibility. The movement crosses the left-right divide to embrace both the conservative desire to preserve traditional rural communities and an alternative "virtuous" idea of globalisation. In the first in-depth study of the fascinating politics of Slow Food, Geoff Andrews shows that the alternative future it offers can be extended to all aspects of modern life. The Slow Food Story is an extensive critique of the fast-moving, work-obsessed contemporary capitalist culture.

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