

HISTORY OF MORTON SALT

****THE HISTORY OF MORTON SALT: FROM HUMBLE BEGINNINGS TO HOUSEHOLD STAPLE****

HISTORY OF MORTON SALT TRACES BACK OVER A CENTURY, WEAVING A FASCINATING TALE OF INNOVATION, BRANDING, AND AMERICAN INDUSTRY. WHEN YOU THINK ABOUT SALT, YOU MIGHT PICTURE A SIMPLE SHAKER ON THE DINING TABLE, BUT THE STORY BEHIND ONE OF THE MOST RECOGNIZED SALT BRANDS IN THE WORLD IS ANYTHING BUT SIMPLE. MORTON SALT'S JOURNEY FROM A SMALL COMPANY IN THE LATE 1800S TO A GLOBAL ICON REFLECTS SHIFTS IN TECHNOLOGY, MARKETING, AND CONSUMER HABITS.

THE ORIGINS: HOW MORTON SALT CAME TO BE

THE ROOTS OF MORTON SALT DATE TO 1848, WHEN JOY MORTON FOUNDED THE COMPANY IN CHICAGO. INITIALLY, THE COMPANY WAS KNOWN AS THE MORTON SALT COMPANY, AND IT STARTED AS A SMALL BUSINESS FOCUSED ON HARVESTING SALT FROM THE GREAT LAKES REGION. SALT WAS AN ESSENTIAL COMMODITY, WIDELY USED NOT ONLY IN COOKING BUT ALSO FOR PRESERVING FOOD, TANNING LEATHER, AND MANUFACTURING PROCESSES.

EARLY SALT PRODUCTION AND CHALLENGES

IN THE 19TH CENTURY, SALT PRODUCTION WAS LABOR-INTENSIVE AND OFTEN UNRELIABLE. SALT TENDED TO CLUMP AND HARDEN WHEN EXPOSED TO MOISTURE, MAKING IT DIFFICULT FOR CONSUMERS TO USE. THIS COMMON PROBLEM LED TO A SIGNIFICANT INNOVATION THAT WOULD DEFINE MORTON SALT'S IDENTITY FOR DECADES.

INNOVATION AND THE ICONIC MORTON SALT GIRL

ONE OF THE MOST PIVOTAL MOMENTS IN THE HISTORY OF MORTON SALT WAS THE INTRODUCTION OF THE "MORTON SALT GIRL" IN 1914. THIS MASCOT, A YOUNG GIRL WALKING IN THE RAIN WHILE SPILLING SALT FROM AN UMBRELLA-COVERED CONTAINER, WAS MORE THAN JUST A QUIRKY MARKETING IMAGE; IT SYMBOLIZED A TECHNOLOGICAL BREAKTHROUGH.

THE IMPORTANCE OF THE "WHEN IT RAINS, IT POURS" SLOGAN

MORTON SALT DEVELOPED A PROCESS TO KEEP SALT FREE-FLOWING EVEN IN HUMID WEATHER BY ADDING MAGNESIUM CARBONATE AS AN ANTI-CAKING AGENT. THIS MEANT THE SALT WOULDN'T CLUMP OR HARDEN, A MAJOR IMPROVEMENT FOR CONSUMERS AND INDUSTRIES ALIKE. THE SLOGAN "WHEN IT RAINS, IT POURS" CLEVERLY COMMUNICATED THIS INNOVATION, REINFORCING THE BRAND'S RELIABILITY AND QUALITY.

THIS BLEND OF SMART MARKETING AND PRODUCT IMPROVEMENT HELPED MORTON SALT DOMINATE THE MARKET. THE MORTON SALT GIRL QUICKLY BECAME ONE OF THE MOST RECOGNIZABLE BRAND MASCOTS IN AMERICA, APPEARING ON PACKAGING, ADVERTISEMENTS, AND PROMOTIONAL MATERIALS.

EXPANSION AND GROWTH THROUGH THE 20TH CENTURY

AS THE 1900S PROGRESSED, MORTON SALT EXPANDED ITS OPERATIONS SIGNIFICANTLY. THE COMPANY DIVERSIFIED ITS PRODUCT LINE, SUPPLYING NOT ONLY TABLE SALT BUT ALSO INDUSTRIAL SALTS, WATER SOFTENING PRODUCTS, AND DE-ICING SALT FOR ROADS.

INDUSTRIAL INFLUENCE AND THE ROLE OF SALT IN MODERN LIFE

MORTON SALT'S GROWTH MIRRORED THE INCREASING DEMAND FOR SALT IN VARIOUS INDUSTRIES. SALT BECAME CRUCIAL IN CHEMICAL MANUFACTURING, AGRICULTURE, AND EVEN IN WATER TREATMENT PROCESSES. MORTON SALT CAPITALIZED ON THIS BY ACQUIRING NEW SALT MINES AND EXPANDING PRODUCTION CAPABILITIES.

THE COMPANY'S COMMITMENT TO QUALITY AND INNOVATION HELPED IT MAINTAIN A STRONG MARKET POSITION EVEN AS COMPETITORS EMERGED. THE BRAND ALSO EMBRACED MODERN ADVERTISING TECHNIQUES AND PACKAGING IMPROVEMENTS, ENSURING THAT CONSUMERS COULD EASILY RECOGNIZE AND TRUST MORTON PRODUCTS.

TECHNOLOGICAL ADVANCES AND ENVIRONMENTAL CONSIDERATIONS

IN THE LATTER HALF OF THE 20TH CENTURY AND INTO THE 21ST, MORTON SALT CONTINUED TO INNOVATE BY ADOPTING ADVANCED MINING AND PROCESSING TECHNOLOGIES. THESE INNOVATIONS NOT ONLY IMPROVED EFFICIENCY BUT ALSO ADDRESSED ENVIRONMENTAL CONCERNS ASSOCIATED WITH SALT MINING.

MINING TECHNIQUES AND SUSTAINABILITY EFFORTS

SALT MINING EVOLVED FROM TRADITIONAL METHODS TO MORE SUSTAINABLE PRACTICES, INCLUDING SOLUTION MINING, WHICH INVOLVES DISSOLVING UNDERGROUND SALT DEPOSITS AND PUMPING THE BRINE TO THE SURFACE. MORTON SALT IMPLEMENTED SUCH TECHNIQUES TO REDUCE ENVIRONMENTAL IMPACT AND IMPROVE RESOURCE MANAGEMENT.

THE COMPANY ALSO BECAME MORE CONSCIOUS OF THE ECOLOGICAL EFFECTS OF ROAD SALT USAGE, PROMOTING RESPONSIBLE APPLICATION TO MINIMIZE HARM TO PLANTS, WATERWAYS, AND INFRASTRUCTURE.

THE MORTON SALT BRAND TODAY

TODAY, MORTON SALT REMAINS A HOUSEHOLD NAME, SYNONYMOUS WITH QUALITY AND RELIABILITY. THE MORTON SALT GIRL CONTINUES TO BE A BELOVED SYMBOL, REFLECTING A RICH HERITAGE AND COMMITMENT TO INNOVATION.

PRODUCT RANGE AND MARKET PRESENCE

MORTON SALT OFFERS A WIDE RANGE OF PRODUCTS CATERING TO DIVERSE NEEDS, FROM TABLE SALT AND SEASONING BLENDS TO WATER SOFTENING PELLETS AND INDUSTRIAL SALTS. THE BRAND HAS EXPANDED BEYOND THE UNITED STATES, SERVING CUSTOMERS INTERNATIONALLY AND ADAPTING TO CHANGING CONSUMER PREFERENCES.

TIPS FOR USING MORTON SALT EFFECTIVELY

UNDERSTANDING THE HISTORY OF MORTON SALT CAN ALSO ENHANCE HOW WE USE IT IN OUR DAILY LIVES. HERE ARE A FEW PRACTICAL TIPS:

- STORE SALT IN A COOL, DRY PLACE TO MAINTAIN ITS FREE-FLOWING NATURE.
- USE MORTON'S ANTI-CAKING TABLE SALT FOR COOKING AND SEASONING TO AVOID CLUMPS.
- FOR WINTER, USE MORTON'S DE-ICING SALT RESPONSIBLY TO PROTECT YOUR PROPERTY AND THE ENVIRONMENT.
- EXPERIMENT WITH MORTON'S SPECIALTY SALTS, SUCH AS KOSHER SALT, TO ENHANCE YOUR CULINARY CREATIONS.

WHY THE HISTORY OF MORTON SALT MATTERS

THE HISTORY OF MORTON SALT IS MORE THAN JUST A CORPORATE TIMELINE; IT REFLECTS BROADER THEMES IN AMERICAN INDUSTRY, INNOVATION, AND BRANDING. THE COMPANY'S ABILITY TO SOLVE EVERYDAY PROBLEMS—LIKE PREVENTING SALT FROM CLUMPING IN HUMID WEATHER—AND TO COMMUNICATE THOSE SOLUTIONS EFFECTIVELY THROUGH MEMORABLE ADVERTISING, SET A STANDARD FOR PRODUCT MARKETING.

MOREOVER, MORTON SALT'S EVOLUTION HIGHLIGHTS THE IMPORTANCE OF ADAPTING TO TECHNOLOGICAL CHANGES AND ENVIRONMENTAL CHALLENGES. THIS BALANCE OF TRADITION AND INNOVATION CONTINUES TO KEEP THE BRAND RELEVANT IN A COMPETITIVE MARKET.

AS YOU REACH FOR THAT FAMILIAR BLUE-AND-YELLOW MORTON SALT CONTAINER NEXT TIME, REMEMBER THE RICH HISTORY AND INGENUITY BEHIND THIS STAPLE PRODUCT. FROM A SMALL CHICAGO STARTUP TO A GLOBAL LEADER, MORTON SALT'S STORY IS A TESTAMENT TO HOW EVEN THE SIMPLEST PRODUCTS CAN SHAPE AND REFLECT CULTURE, TECHNOLOGY, AND CONSUMER TRUST OVER TIME.

FREQUENTLY ASKED QUESTIONS

WHEN WAS MORTON SALT FOUNDED?

MORTON SALT WAS FOUNDED IN 1848 BY JOY MORTON IN CHICAGO, ILLINOIS.

WHAT IS THE SIGNIFICANCE OF THE MORTON SALT UMBRELLA GIRL LOGO?

THE MORTON SALT UMBRELLA GIRL LOGO WAS INTRODUCED IN 1914 AND SYMBOLIZES THE COMPANY'S SLOGAN, "WHEN IT RAINS, IT POURS," INDICATING THAT MORTON SALT POURS FREELY EVEN IN DAMP WEATHER DUE TO ITS ANTI-CAKING AGENT.

HOW DID MORTON SALT CONTRIBUTE TO THE SALT INDUSTRY?

MORTON SALT REVOLUTIONIZED THE SALT INDUSTRY BY BEING ONE OF THE FIRST TO ADD MAGNESIUM CARBONATE AS AN ANTI-CAKING AGENT, ALLOWING SALT TO FLOW FREELY AND PREVENTING CLUMPING.

WHAT ROLE DID MORTON SALT PLAY DURING WORLD WAR II?

DURING WORLD WAR II, MORTON SALT SUPPLIED ESSENTIAL SALT PRODUCTS FOR FOOD PRESERVATION AND INDUSTRIAL USES, SUPPORTING THE WAR EFFORT ON THE HOME FRONT.

HOW HAS MORTON SALT EVOLVED IN RECENT YEARS?

IN RECENT YEARS, MORTON SALT HAS EXPANDED ITS PRODUCT LINE TO INCLUDE A VARIETY OF SALTS FOR CULINARY, INDUSTRIAL, AND ENVIRONMENTAL USES, WHILE MAINTAINING A STRONG BRAND PRESENCE AND COMMITMENT TO SUSTAINABILITY.

ADDITIONAL RESOURCES

THE HISTORY OF MORTON SALT: A LEGACY OF INNOVATION AND TRUST

HISTORY OF MORTON SALT TRACES BACK TO THE MID-19TH CENTURY, UNFOLDING A NARRATIVE THAT IS AS MUCH ABOUT INDUSTRIAL PROGRESS AS IT IS ABOUT CONSUMER TRUST AND BRAND EVOLUTION. MORTON SALT, AN ICONIC NAME IN AMERICAN HOUSEHOLDS, HAS A RICH HERITAGE ROOTED IN INNOVATION, STRATEGIC BRANDING, AND ADAPTATION TO CHANGING MARKET DEMANDS. THIS ARTICLE DELVES INTO THE ORIGINS, MILESTONES, AND ENDURING SIGNIFICANCE OF MORTON SALT, EXPLORING HOW IT HAS REMAINED A STAPLE IN KITCHENS AND INDUSTRIES ALIKE FOR WELL OVER A CENTURY.

THE ORIGINS AND EARLY YEARS OF MORTON SALT

MORTON SALT'S JOURNEY BEGAN IN 1848 WHEN JOY MORTON, THE SON OF A WEALTHY CHICAGO GRAIN MERCHANT, RECOGNIZED THE POTENTIAL IN SALT PRODUCTION. THE ORIGINAL COMPANY, KNOWN AS THE MORTON SALT COMPANY, WAS ESTABLISHED IN 1910, CONSOLIDATING SEVERAL SALT PRODUCERS. JOY MORTON'S VISION WAS TO CREATE A BUSINESS THAT COULD RELIABLY SUPPLY SALT—A COMMODITY ESSENTIAL FOR FOOD PRESERVATION, SEASONING, AND INDUSTRIAL USES.

AT THE TIME, SALT WAS TYPICALLY SOLD IN COARSE, CLUMPY BLOCKS THAT WERE DIFFICULT TO USE IN MANY APPLICATIONS. THIS CHALLENGE SET THE STAGE FOR MORTON SALT'S FIRST MAJOR INNOVATION: FREE-FLOWING SALT. THE COMPANY INTRODUCED A MOISTURE-RESISTANT ADDITIVE THAT PREVENTED SALT FROM CLUMPING, MAKING IT EASIER TO POUR AND MEASURE. THIS BREAKTHROUGH NOT ONLY ENHANCED CONSUMER CONVENIENCE BUT ALSO POSITIONED MORTON SALT AS A LEADER IN PRODUCT INNOVATION WITHIN THE SALT INDUSTRY.

THE ICONIC “WHEN IT RAINS, IT POURS” CAMPAIGN

ONE OF THE MOST ENDURING ELEMENTS IN THE HISTORY OF MORTON SALT IS ITS FAMOUS ADVERTISING SLOGAN AND LOGO, “WHEN IT RAINS, IT POURS.” INTRODUCED IN 1914, THIS CAMPAIGN WAS DESIGNED TO HIGHLIGHT THE COMPANY'S MOISTURE-RESISTANT SALT. THE SLOGAN AND THE ACCOMPANYING IMAGE OF THE MORTON SALT GIRL CARRYING AN UMBRELLA WHILE POURING SALT BECAME INSTANTLY RECOGNIZABLE AND HAVE REMAINED LARGELY UNCHANGED FOR OVER A CENTURY.

THE MARKETING STRATEGY BEHIND THIS CAMPAIGN WAS PIONEERING FOR ITS TIME. IT EFFECTIVELY COMMUNICATED A PRODUCT BENEFIT IN A MEMORABLE AND RELATABLE WAY. THE MORTON SALT GIRL BECAME A SYMBOL OF RELIABILITY AND QUALITY, EMBEDDING THE BRAND DEEPLY INTO AMERICAN CULTURE. THIS CLEVER BRANDING HELPED MORTON SALT MAINTAIN A COMPETITIVE EDGE IN A CROWDED MARKETPLACE AND CONTRIBUTED TO ITS WIDESPREAD HOUSEHOLD RECOGNITION.

INNOVATIONS AND INDUSTRY IMPACT

MORTON SALT'S HISTORY IS MARKED BY CONTINUOUS INNOVATION BEYOND JUST PRODUCT FORMULATION. THE COMPANY EXPANDED ITS OPERATIONS TO INCLUDE VARIOUS TYPES OF SALT PRODUCTS, SUCH AS IODIZED SALT, WATER SOFTENING SALT, AND INDUSTRIAL-GRADE SALT FOR USE IN CHEMICAL MANUFACTURING AND ROAD DEICING.

PRODUCT DIVERSIFICATION AND TECHNOLOGICAL ADVANCES

THROUGHOUT THE 20TH CENTURY, MORTON SALT INVESTED HEAVILY IN RESEARCH AND DEVELOPMENT TO MEET EVOLVING CONSUMER NEEDS AND REGULATORY STANDARDS. THE INTRODUCTION OF IODIZED SALT IN THE 1920S WAS A SIGNIFICANT PUBLIC HEALTH ADVANCEMENT, ADDRESSING IODINE DEFICIENCY THAT CAUSED WIDESPREAD HEALTH PROBLEMS. MORTON'S COMMITMENT TO PRODUCING IODIZED SALT HELPED IMPROVE NUTRITIONAL OUTCOMES IN THE UNITED STATES AND UNDERScoreD THE COMPANY'S ROLE IN PUBLIC HEALTH.

THE COMPANY ALSO EMBRACED AUTOMATION AND MODERN PACKAGING TECHNOLOGIES. FROM PAPER BAGS TO MOISTURE-PROOF CONTAINERS, MORTON ENSURED THAT ITS SALT PRODUCTS WERE ACCESSIBLE, CONVENIENT, AND PRESERVED QUALITY. THESE LOGISTICAL IMPROVEMENTS SUPPORTED LARGE-SCALE DISTRIBUTION AND HELPED MORTON SALT MAINTAIN A DOMINANT POSITION IN BOTH RETAIL AND INDUSTRIAL MARKETS.

ENVIRONMENTAL AND ECONOMIC CONTRIBUTIONS

MORTON SALT'S INFLUENCE EXTENDS BEYOND CONSUMER KITCHENS TO CRITICAL INFRASTRUCTURE AND ENVIRONMENTAL MANAGEMENT. THE COMPANY IS A MAJOR SUPPLIER OF ROAD SALT USED FOR WINTER DEICING, A VITAL ROLE IN MAINTAINING SAFE TRANSPORTATION DURING HARSH WEATHER CONDITIONS. THIS ASPECT OF MORTON'S BUSINESS HIGHLIGHTS THE COMPANY'S

ADAPTATION TO DIVERSE MARKET SECTORS AND ITS IMPORTANCE IN PUBLIC SAFETY.

ECONOMICALLY, MORTON SALT HAS BEEN A SIGNIFICANT EMPLOYER IN VARIOUS REGIONS, CONTRIBUTING TO LOCAL ECONOMIES THROUGH MINING OPERATIONS, MANUFACTURING PLANTS, AND DISTRIBUTION CENTERS. THE COMPANY'S ABILITY TO BALANCE INDUSTRIAL SCALE PRODUCTION WITH CONSUMER PRODUCT QUALITY REMAINS A NOTABLE FEATURE OF ITS OPERATIONAL STRATEGY.

BRAND EVOLUTION AND MARKET POSITIONING

OVER THE DECADES, MORTON SALT HAS UNDERGONE SEVERAL OWNERSHIP CHANGES AND REBRANDING EFFORTS WHILE PRESERVING ITS CORE IDENTITY. FROM BEING A STANDALONE COMPANY, IT BECAME PART OF LARGER CONGLOMERATES, INCLUDING THE ACQUISITION BY K+S AG IN 2009, A GERMAN MINING COMPANY SPECIALIZING IN SALT AND POTASH.

MAINTAINING BRAND IDENTITY AMIDST CORPORATE CHANGES

DESPITE THESE CORPORATE SHIFTS, MORTON SALT'S BRANDING HAS REMAINED CONSISTENT, LARGELY DUE TO THE STRENGTH OF ITS HERITAGE AND CUSTOMER LOYALTY. THE MORTON SALT GIRL, FOR INSTANCE, WAS MODERNIZED WITH SUBTLE DESIGN UPDATES BUT RETAINED HER CLASSIC APPEAL. THIS CAREFUL BALANCE OF TRADITION AND MODERNIZATION HAS ALLOWED MORTON SALT TO NAVIGATE COMPETITIVE PRESSURES AND CHANGING CONSUMER PREFERENCES.

COMPETITIVE LANDSCAPE AND MARKET CHALLENGES

THE SALT INDUSTRY, WHILE SEEMINGLY STRAIGHTFORWARD, IS COMPETITIVE AND SUBJECT TO FLUCTUATIONS IN RAW MATERIAL AVAILABILITY, ENVIRONMENTAL REGULATIONS, AND CONSUMER TRENDS. MORTON SALT COMPETES WITH REGIONAL SALT PRODUCERS AND IMPORTED PRODUCTS, NECESSITATING ONGOING INNOVATION IN PRODUCT QUALITY AND MARKETING.

MOREOVER, GROWING AWARENESS OF HEALTH AND ENVIRONMENTAL ISSUES HAS INFLUENCED CONSUMER BEHAVIOR TOWARDS NATURAL AND SPECIALTY SALTS. IN RESPONSE, MORTON SALT HAS DIVERSIFIED ITS PRODUCT PORTFOLIO TO INCLUDE GOURMET SALTS AND ECO-FRIENDLY PACKAGING, ALIGNING WITH CONTEMPORARY MARKET DEMANDS.

THE CULTURAL SIGNIFICANCE OF MORTON SALT

BEYOND ITS COMMERCIAL ACHIEVEMENTS, THE HISTORY OF MORTON SALT REFLECTS BROADER CULTURAL AND SOCIETAL TRENDS. THE COMPANY'S ADVERTISING CAMPAIGNS HAVE PERMEATED AMERICAN POPULAR CULTURE, SYMBOLIZING DEPENDABILITY AND EVERYDAY CONVENIENCE. THE MORTON SALT GIRL HAS APPEARED IN FILMS, TELEVISION, AND EVEN ART, BECOMING A NOSTALGIC EMBLEM FOR MANY.

MORTON SALT'S ROLE IN PUBLIC HEALTH THROUGH IODIZED SALT, ITS CONTRIBUTION TO ROAD SAFETY VIA DEICING SALT, AND ITS LONGSTANDING PRESENCE IN THE FOOD INDUSTRY ILLUSTRATE HOW A BASIC COMMODITY CAN SHAPE DAILY LIFE IN MULTIPLE DIMENSIONS. THIS MULTIFACETED IMPACT UNDERSCORES WHY UNDERSTANDING THE HISTORY OF MORTON SALT OFFERS INSIGHTS INTO INDUSTRIAL INNOVATION, MARKETING STRATEGY, AND CONSUMER CULTURE.

LEGACY AND FUTURE OUTLOOK

AS MORTON SALT MOVES FORWARD, ITS LEGACY PROVIDES A FOUNDATION FOR CONTINUED RELEVANCE. THE COMPANY IS POISED TO LEVERAGE TECHNOLOGICAL ADVANCES IN SUSTAINABLE MINING, PACKAGING INNOVATION, AND DIGITAL MARKETING TO MEET FUTURE CHALLENGES. WITH INCREASING CONSUMER INTEREST IN TRACEABILITY AND ENVIRONMENTAL RESPONSIBILITY, MORTON SALT'S ABILITY TO ADAPT WHILE HONORING ITS HISTORIC BRAND IDENTITY WILL BE CRUCIAL.

THE HISTORY OF MORTON SALT IS NOT JUST A STORY OF A PRODUCT BUT A NARRATIVE OF AMERICAN INDUSTRIAL GROWTH, MARKETING INGENUITY, AND THE ENDURING IMPORTANCE OF A SIMPLE YET INDISPENSABLE MINERAL. THROUGH OVER A CENTURY OF EVOLUTION, MORTON SALT REMAINS A TESTAMENT TO HOW TRADITION AND INNOVATION CAN COEXIST TO SERVE BOTH EVERYDAY CONSUMERS AND CRITICAL INDUSTRIES.

History Of Morton Salt

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history of morton salt: Vintage Marketing Differentiation Robert L. Williams, Jr., Helena A. Williams, 2017-03-23 This book analyzes the origins of marketing and branding strategies and the unique situations involving differentiation. Photographs of actual materials that were created and used in marketing campaigns between 1846-1946 are featured to bring to life these vintage innovations. Examining how and why these classic strategies were devised and implemented provides insight on how the vintage strategies can continue to be used to position products, services, and experiences within current market situations. Vintage Marketing Differentiation describes real life, innovative, outside-the-box solutions. It explains a marketing differentiation process and emphasizes the critical nature of the perception of trends and timely action. Profiles of over 30 companies and brands depict nearly 20 categories of the first marketing strategies ever to be used. These powerful strategies ignited competitive advantages and help explain why most of these companies are still in business today!

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history of morton salt: Fun Food Facts Mike Bellino, 2008-09-28 Why do we knead bread? What is the connection between cheese and the Milky Way overhead? What can I do if I need buttermilk but dont have any on hand? Can potatoes be poisonous? Which American city was named for the onion? The answer to these and hundreds of additional questions are found in the pages of the book, Fun Food Facts. Every page of this book will fascinate you with trivia and food facts that will inform and educate. Fun Food Facts is a book that grew out of Mike's love of cooking and food.

Having read many books on the subject, he began keeping notes of interesting food facts. He started sharing these notes with friends and co-workers and received an enthusiastic response and requests for more. As the facts began to pile up, Mike decided to make an effort to publish them -- The result of this effort rests in your hands. Fun Food Facts: A book for people who eat!

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