The Globalisation of Macrobiotics as Culinary Tourism and Culinary Nostalgia.

Abstract

This article examines the malleable identity of the macrobiotic diet, a largely vegetarian regime focused on brown rice and traditional Japanese foods, popularly known as a diet that could cure diseases, including cancer. It argues that the historical and geographical context of macrobiotics helped determine its appeal, i.e. initial interest in the West was driven by a sense of 'culinary tourism' while Japanese contemporary interest in macrobiotics is informed by a sense of 'culinary nostalgia.'
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