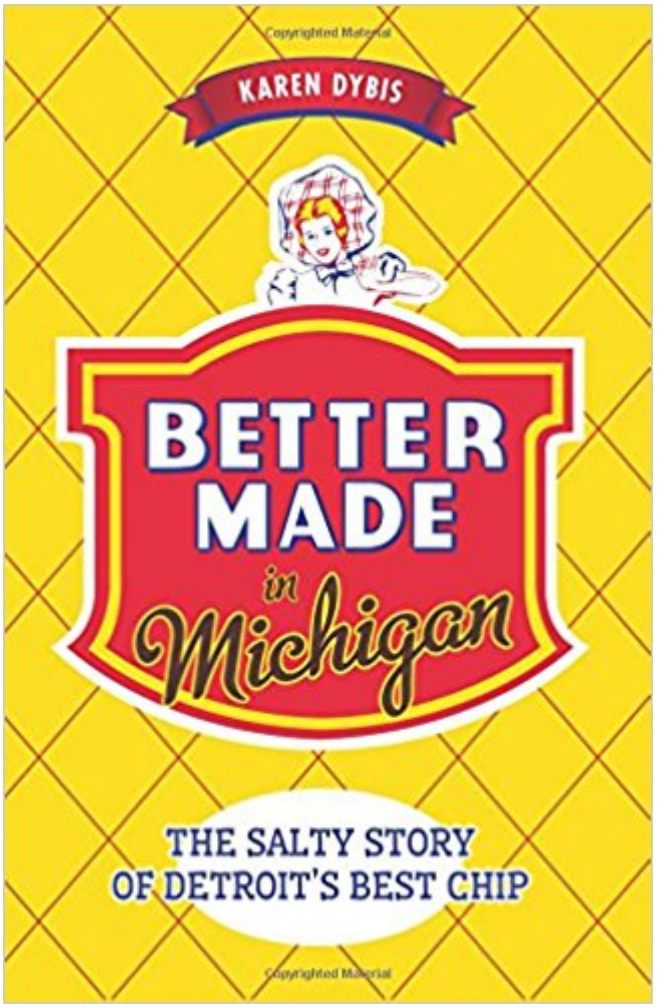
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Better Made In Michigan: (American Palate)



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Synopsis

For many, Detroit is the crunch capital of the world. More than forty local chip companies once fed the Motor Citys never-ending appetite for salty snacks, including New Era, Everkrisp, Krun-Chee, Mello Crisp, Wolverine and Vita-Boy. Only Better Made remains. From the start, the brand was known for light, crisp chips that were near to perfection. Discover how Better Made came to be, how its chips are made and how competition has shaped the industry into what it is today. Bite into the flavorful history of Michigans most iconic chip as author Karen Dybis explores how Detroit chipreneurs rose from garage-based businesses to become snack food royalty.

Book Information

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Average Customer Review: 4.3 out of 5 stars 7 customer reviews

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Customer Reviews

Michigan native Karen Dybis is a metro Detroit writer who has blogged for Time magazine, worked the business desk at the Detroit News and jumped on breaking stories for publications including Corp! magazine, Detroit Unspun and Agence France-Presse newswire. She is the author of The Ford-Wyoming Drive-In: Cars, Candy & Canoodling in the Motor City. Karens favorite Better Made flavor is the Garlic Dill Pickle Krinkle Cut potato chips.

There was no question I was going to read this after how much I enjoyed The Ford-Wyoming Drive-In. I like KarenÃƒÂ¢Ã â ¬Ã â„¢s writing style very much. She wove together a detailed family history, fascinating industry and how the nation and Detroit was growing up around these chippers. I

literally had to go get a bowl of chips while I was reading!

Excellent Read! My husband was delighted in getting this book as His great Uncle was Mr. Dancey. He actually learned a few things that he didn't already know! Thank you so much ;-)

My dad worked for Better Made for years. Loved reading its history and also Detroit's history. Learned many things I never knew about potato chips. I read the book before giving it as a gift to my father. Hope he enjoyed it too!

I haven't read it yet, buy my mom read it in a few days and she liked it a lot. I am sure I will enjoy it because Better Made chips are my favorite.

Very interesting history. Well written and sure to be appreciated by anyone with roots in SE Michigan.

Interesting read about a iconic Detroit mainstay and the trials and tribulations it has gone through in its 70 year history.

A collection of cute stories and potato chip lore. A " chip-a-holic" from Detroit would find this book fun to read.

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