1. Bean There: Toward a Soy-Based History of Northeast Asia  
   David Wolff

2. A Short History of MSG: Good Science, Bad Science, and Taste Cultures
   Jordan Sand

3. Transnationalism, Localization, and Fast Foods in East Asia
   James L. Watson

4. Eating the West and Beating the Rest: Culinary Occidentalism and Urban Soft Power in Asia's Global Food Cities
   James Farrer

KOREA

5. Eating Meat, Seeking Modernity: Food and Imperialism in Late Nineteenth and Early Twentieth Century Japan
   Ayu Majima

6. The Soy Sauce Industry in Korea: Scrutinising the Legacy of Japanese Colonialism
   Katarzyna J. Cwiertka
7. Colonial Modernity and the Social History of Chemical Seasoning in Korea .............................................. 163
   Jung Keun-Sik

8. Contested Terrain of Imagination: Chinese Food in Korea ...... 187
   Kim Kwang-Ok

9. McDonald's in Seoul: Food Choices, Identity, and Nationalism ... 201
   Sangmee Bak

10. Producing New Consumption: Food ........................................ 221
    Laura C. Nelson

11. Creating the Korean Housewife ............................................ 237
    Dennis Hart

12. Cooking American, Eating Korean ......................................... 267
    Ji-Yeon Yuh

13. Dining Elegance and Authenticity: Archaeology of Royal Court Cuisine in Korea ......................................... 295
    Okpyo Moon

14. Exoticizing the Familiar, Domesticating the Foreign: Ethnic Food Restaurants in Korea ......................................... 315
    Sangmee Bak

15. Estimating Rice, Agriculture, Global Trade and National Food Culture in South Korea ......................................... 333
    Michael Reinschmidt

16. Real Life ............................................................................. 353
    Helen-Louise Hunter

17. Consumer Goods and Services: Food ..................................... 369
    Helen-Louise Hunter

18. The “Kimchi Wars” in Globalizing East Asia: Consuming Class, Gender, Health and National Identity ........................................... 383
    Kyung-Koo Han
19. Thinking about Food in Chinese History .............................................. 403
   Mark Swislocki

20. Buddhist Vegetarianism in China ...................................................... 435
   John Kieschnick

   Susan Glosser

   Gene Hsin Chang and Guanzhong James Wen

23. The Rice Bowl and the Family .............................................................. 527
   Elisabeth Croll

24. ‘For Eating, It’s Guangzhou’: Regional Culinary Traditions and Chinese Socialism ................................................................. 565
   Jakob A. Klein

25. Redefining Cantonese Cuisine in Post-Mao Guangzhou .......... 599
   Jakob A. Klein

26. Of Hamburger and Social Space: Consuming McDonald's in Beijing ................................................................. 629
   Yunxiang Yan

27. Food and Family Relations: The Generation Gap at the Table ................................................................. 657
   Guo Yuhua

28. Convenient-Involvement Foods and Production of the Family Meal in South China ................................................................. 673
   Siumi Maria Tam
29. A Taste of the Past: Historically Themed Restaurants and Social Memory in Singapore .......................... 693
   Wong Hong Suen

30. Cantonese Cuisine (Yue-cai) in Taiwan and Taiwanese Cuisine (Tai-cai) in Hong Kong ........................................ 709
   David Y.H. Wu

31. Devouring the Duck ............................................................... 725
   Andrew Coe

32. Food and Otherness. Chinese Restaurants in West European Cities in the 20th Century ................................... 755
   Lars Amenda

Volume Three

JAPAN

33. War, Empire and the Making of Japanese National Cuisine .... 783
   Katarzyna J. Cwiertka

34. Need, Greed, and Protest in Japan's Black Market, 1938–1949 ................................................................. 793
   Owen Griffiths

35. Eating the World: Restaurant Culture in Early Twentieth Century Japan ......................................................... 833
   Katarzyna J. Cwiertka

36. Savor Slowly: Ekiben—The Fast Food of High-Speed Japan ...... 861
   Paul H. Noguchi

37. Fast Food and Intergenerational Commensality in Japan: New Styles and Old Patterns .................................... 877
   John W. Traphagan and L. Keith Brown

38. Constructing Sushi: Culture, Cuisine, and Commodification in a Japanese Market ........................................ 897
   Theodore C. Bestor
39. *Kaiten-zushi* and *Konbini*: Japanese Food Culture in the Age of Mechanical Reproduction ........................................... 937
   *Theodore C. Bestor*

40. Selling Mother’s Love?: Mail Order Village Food in Japan .......... 955
   *John Knight*

41. Food Action Nippon and Slow Food Japan: The Role of Two Citizen Movements in the Rediscovery of Local Foodways .......... 977
   *Stephanie Assmann*

42. The Housewife’s Laboratory ...................................................... 993
   *Jordan Sand*

43. Japanese Mothers and *Obentō*: The Lunch-Box as Ideological State Apparatus ................................................................. 1037
   *Anne Allison*

44. Ladies Who Lunch: Young Women and the Domestic Fallacy in Japan ........................................................................ 1063
   *Merry I. White*

45. The Overcooked and Underdone: Masculinities in Japanese Food Programming ................................................................. 1079
   *T.J.M. Holden*

46. *Iron Chef* around the World: Japanese Food Television, Soft Power, and Cultural Globalization ........................................ 1103
   *Gabriella Lukacs*

47. *Oishinbo’s Adventures in Eating*: Food, Communication, and Culture in Japanese Comics ...................................................... 1121
   *Lorie Brau*

48. There’s Something Fishy about that Sushi: How Japan Interprets the Global Sushi Boom ...................................................... 1143
   *Rumi Sakamoto and Matthew Allen*