



The New Cultures of Food: Marketing Opportunities from Ethnic, Religious and Cultural Diversity (Food and Agricultural Marketing)

Martin K. Hingley

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Food is an extraordinary expression of culture; the assortment of flavours, smells, colours and appearance match the diversity of the cultures from which they come and provide very visible evidence of the migration of populations and of the growing multiculturalism of many countries. Adam Lindgreen and Martin K. Hingley draw on research into European, Latin American and (Near and Far) Eastern markets to provide a comprehensive collection of original, cutting-edge research on the opportunities that the changing landscapes of ethnic, religious and cultural populations present for businesses and marketers. The New Cultures of Food uses the perspective of food culture to explore the role of food as a social agent and attitudes to new foodstuffs amongst indigenous populations and to indigenous food amongst immigrant communities. Opportunities and routes to market for exploiting growing demand for ethnic food are also investigated. This is an important book for food and consumer businesses, policy makers and researchers seeking to understand changing global markets and the significance of food as an indicator of social and religious attitude, diet and ethnic identity.

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