

**AN ILLUSTRATED GUIDE TO HOW
EVERYDAY FOOD IS PRODUCED**

• SAMPLE •

about

BOOK SPECIFICATIONS	
TITLE	How Food is Made: An illustrated guide to how everyday food is produced
AUTHOR	Ayla Marika (written and illustrated)
PUBLISHER	Forssa Light Publishing
PUBLICATION DATE	1 December 2020
SUBJECT	Graphic Non-fiction; Food
AUDIENCE	Young Adult; General
FORMAT	Paperback; eBook
DIMENSIONS	21.6x28cm / 8.5x11in
PAGES	144
CREDITS	Research & Text by Ayla Marika 60 Infographics by Ayla Marika 800+ Illustrations by Ayla Marika
ISBN PAPERBACK	978-0-9946201-0-1
ISBN eBook	978-0-9946201-1-8
RRP PAPERBACK	AUD \$29.99 (ex GST)
RRP eBook	AUD \$17.99 (ex GST)



introduction

How Food is Made explains how the most common foods in your home are made, with easy to follow infographics and straightforward text, without skipping the details. This book is for anyone curious about food, especially parents and teenagers.

It has often been reported that there is a growing trend of people who feel very disconnected from the origin of the food they eat. Studies repeatedly show that children today do not have a basic understanding of how food is made, such as where milk comes from or what different vegetables look like. In some cases, it isn't just children either—it's their parents, too.

This is no surprise, when you consider that many families today rely on processed foods instead of home cooking. We are also faced with a food industry that actively disguises or sugar-coats information relating to food production by using clever advertising, sly wording and attractive labels. And so this book came to be, as an attempt to fill this gaping hole in our collective understanding of food.

How Food is Made is designed to be a fun and entertaining read. Keep it on your coffee or dining table. Browse through it during breakfast. Discuss the topics with your family and guests. If this book sparks conversations about food, empowers you to think differently about the food you eat, and whets your appetite to learn more about how food is made, then this book will have fulfilled its purpose.

author bio

Ayla Marika is a visual artist, illustrator and graphic designer based in the rural community of Currawang NSW, Australia.

She holds a *Bachelor of Arts (Fine Art)* from Curtin University of Technology and an *Advanced Diploma of Public Relations* from Canberra Institute of Technology. For the past decade, she has worked in administration, marketing and advertising for the education sector. Her interests include permaculture, implementing self-sufficiency strategies on her small hobby farm, music, cooking, brewing, plant medicine and food activism.



Ayla Marika has been the graphic designer for the Canberra Comedy Festival (Australia) since 2014, and has produced design, illustration and animation work for a range of music and comedy artists in the Canberra region. Through her art, Ayla Marika aims to equip people with knowledge and awareness of world issues, thereby empowering individuals to take positive action in improving themselves and the state of the Earth.

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POTATO CHIPS

description

Alternative names: chips; crisps; potato crisps.

Potato chips are a processed snack food, made from fried and flavoured potato slices. They are generally considered an unhealthy snack food with little nutritional value. Chips are high in salt and oil and often contain flavours, flavour enhancers such as monosodium glutamate (MSG) and other additives.

Popular flavours include plain/original (salted), salt and vinegar, barbecue, chicken, and cheese and onion. New potato chip flavours are being developed constantly, many of which are only available for short periods as novelty or limited editions. Less common flavours include dill pickle (Canada), maple bacon (Canada), marmite (UK), octopus (Japan), honey butter (Indonesia), nori seaweed (Thailand), and red caviar (Russia).

Potato chips are the most popular savoury snack food available today. Around one-third of all snack foods consumed in the US are potato chips. While chips are usually made with slices of potato, other types of chips include corn chips and chips made from puffed rice or puffed cornmeal.

A popular variant of potato chips are stackable chips—identifiable by their uniform shape and tube packaging. As well as potato, stackable chips contain rice, corn and/or wheat starches, which are made into a dough. The dough is then flattened, cut and shaped in a mould before being fried, flavoured and packaged in tubes.

history

According to legend, potato chips were invented in 1853 by chef George Crum in New York. The story goes that Crum made the thinly sliced potato chips as a sarcastic joke on a difficult customer who kept sending their fried potatoes back for being too thick. Unexpectedly, the customer quite liked Crum's thin crispy potato slices and, so, potato chips came to be.

Despite this classic story of the invention of potato chips, there is evidence that chips may have come into existence even earlier. The first recorded recipe for a dish resembling chips appeared in a popular cookbook from the 1820s called 'The Cook's Oracle', where they were described as fried potato shavings.

Originally potato chips had to be eaten fresh. These fresh potato chips were served from glass cases or barrels but did not store well and were often stale. From the 1920s, chips started to be mass-produced and sold in individual sealed packs. During World War II, the US Government declared potato chips an essential food item, which helped to popularise potato chips as a snack food.

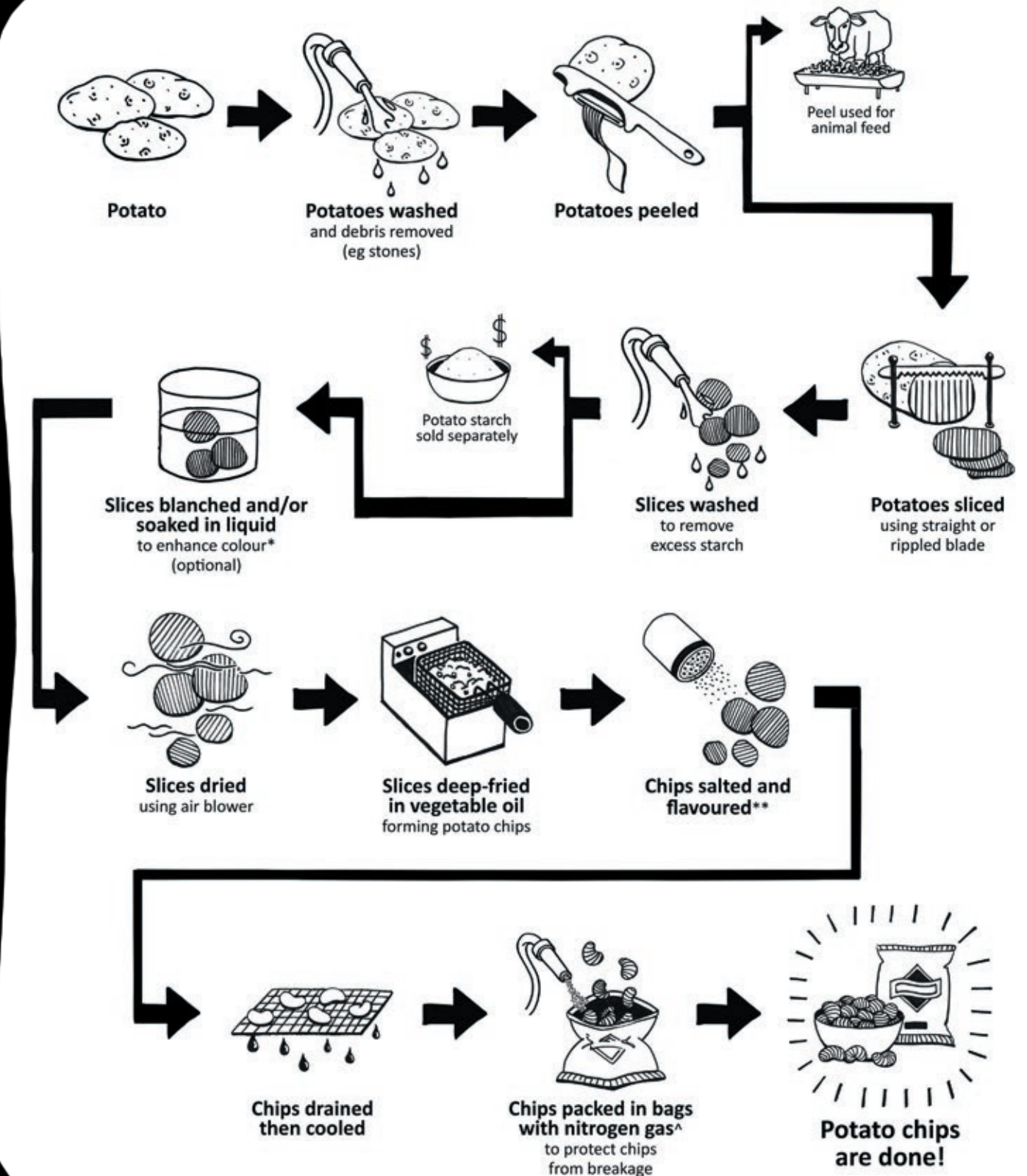
At first, potato chips were sold in just one flavour—salted. It was only in the 1950s that seasonings were introduced, with the first chip flavours being cheese and onion, salt and vinegar and barbecue.

In Britain, during 2007–2009, Pringles stackable chips were involved in a legal battle over whether they should be classed as potato chips or not, due to their low potato content and unnatural shape. The British courts finally ruled that Pringles are potato chips.

ingredients



HOW POTATO CHIPS ARE MADE



*This step varies by manufacturer and may include: blanching (immersing slices in hot water); soaking in a solution of water, sodium chloride, food acids, sugars and/or other additives; or a combination of the two. **Flavours are variable across manufacturers and are often trade secrets, however, they may include herbs, spices, cheese, food acid, vegetable extract, and/or monosodium glutamate (MSG). ^Nitrogen gas is used to fill chip packets to maintain freshness, as ordinary air would cause the chips to go stale.

• S A M P L E •

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KETCHUP

description

Alternative names: tomato sauce; catsup.

Ketchup is a sweet, tangy, tomato-based sauce often eaten with hot snack foods such as fries and pies, beans, eggs, pasta, and on hot dogs and burgers. Ketchup contains high levels of sugar and vinegar, which acts as a natural preservative and gives tang.

Modern ketchups generally no longer use expired tomatoes, as was usually done in the past. Instead, perfectly ripe tomatoes are used, not only for their flavour, but also for their high pectin content. Tomatoes picked at this stage of ripeness have a higher pectin content than overripe tomatoes. Pectin helps give ketchup its thick consistency and is also used in jams and jellies to make them set.

Most mass-produced ketchup is made from tomato concentrate or tomato paste, and not directly from fresh tomatoes. The process shown here describes both the commercial process for making tomato paste and the process for making ketchup.

Alternatives to ketchup include tomato jam, chutney and salsa. Aside from tomatoes, ketchup may be made from other fruits such as bananas, mangoes, pineapples and chillies, as well as mushrooms. Curry ketchup is popular in Germany, Belgium and the Netherlands.

In the Philippines, banana ketchup is very common. Banana ketchup was developed during World War II, due to a shortage of tomatoes and tomato ketchup. Banana ketchup is flavoured with similar spices and dyed red to resemble tomato ketchup. It is used similarly to tomato ketchup—on fries, rice and eggs.

ingredients



Tomatoes



Water



Vinegar



Sweetener
sugar, corn syrup



Salt



Herbs, Spices



Onion



Garlic



Thickeners
eg starch, gums



history

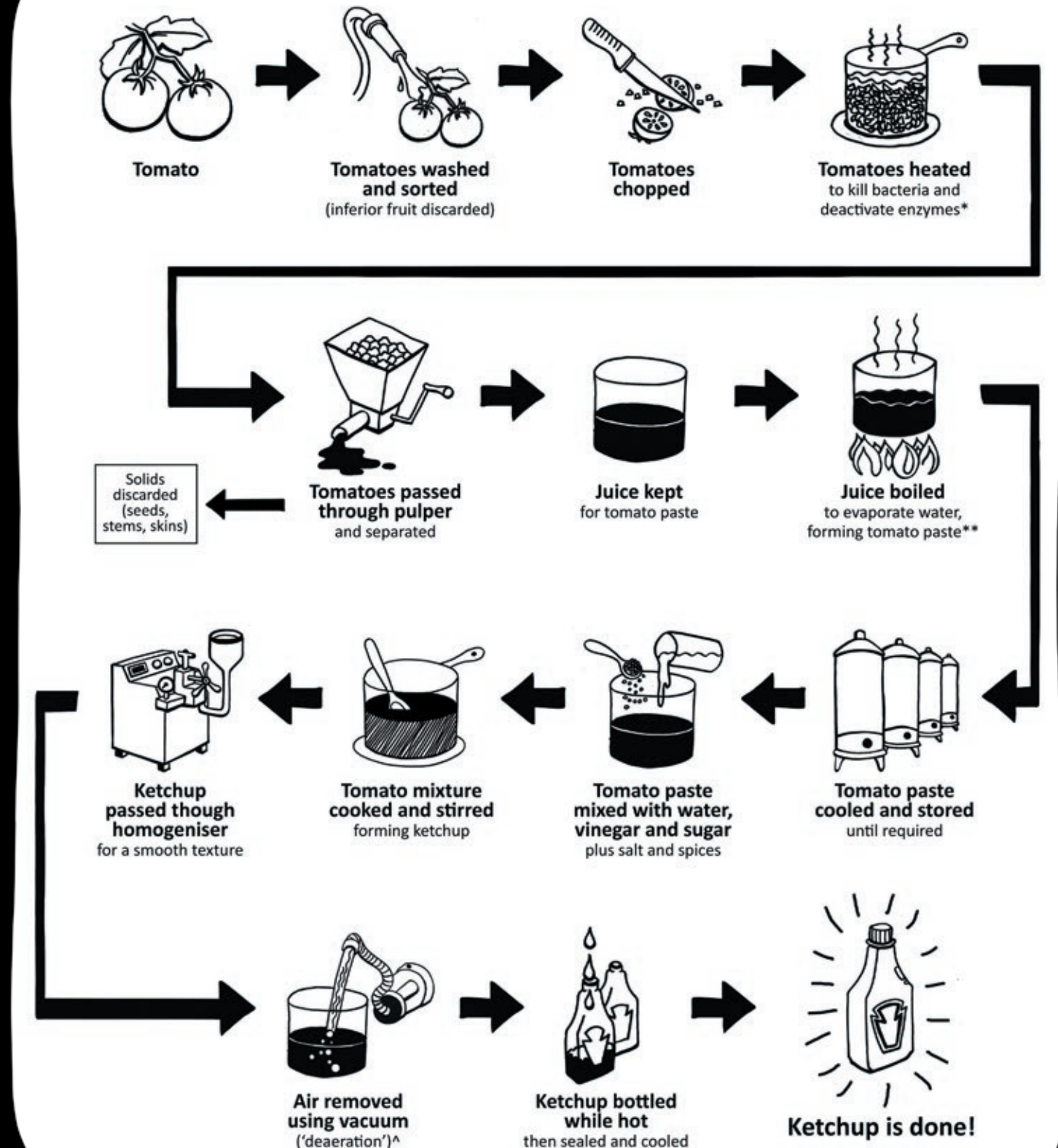
To many people's surprise, ketchup didn't originally contain tomatoes. Rather, ketchup originated from a fermented Chinese fish sauce called ke-tsiap.

Ke-tsiap was discovered by British sailors in the 17th century. Throughout the 1700s, British cooks experimented with making their own versions, with a focus on recreating the umami flavour of the original ke-tsiap. To do so, they used mushrooms, fish, oysters and walnuts, paired with spices such as cloves and mace. The term ketchup, as it eventually became known, referred to any number of dark sauces in this general sort of style.

It was only once it reached America that tomatoes became the main ingredient in ketchup. Tomato ketchup started to be industrially produced in America in the late 1800s, as a way of using tomato offcuts or expired tomatoes. These tomato ketchups were renowned for being poor quality and contaminated with bacteria, or full of questionable preservatives such as coal tar and sodium benzoate.

Driven in large part by Henry J. Heinz, who advocated for better food standards, manufacturers were pushed to find safe ways to preserve their tomato ketchup. This led Heinz to develop a vinegar-based tomato ketchup called Heinz Tomato Ketchup in 1876. Ketchup recipes have deviated little since, and still rely on the natural preservative qualities of vinegar rather than chemical preservatives.

HOW KETCHUP IS MADE



*Heating the tomatoes deactivates enzymes that break down pectin. Pectin is required to give ketchup its thick consistency.

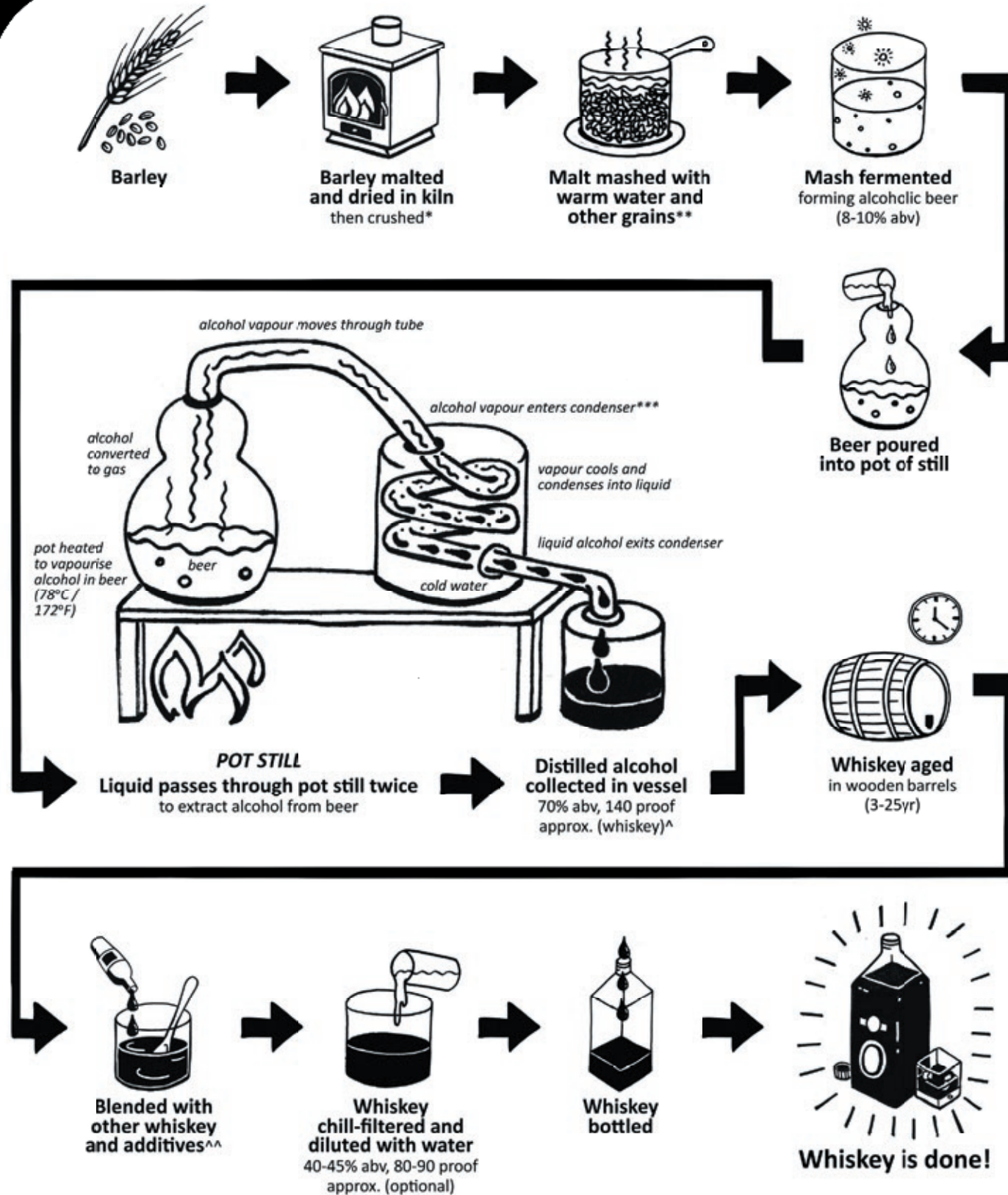
**Boiling is usually carried out under a vacuum at low temperatures, to prevent heat damage to the tomato paste.

^Homogenisation introduces air bubbles, which are removed in this step to prevent oxidation and improve the appearance of the ketchup.

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HOW WHISKEY IS MADE



*For scotch whisky, the kiln is traditionally fuelled by peat to give a smoky flavour.

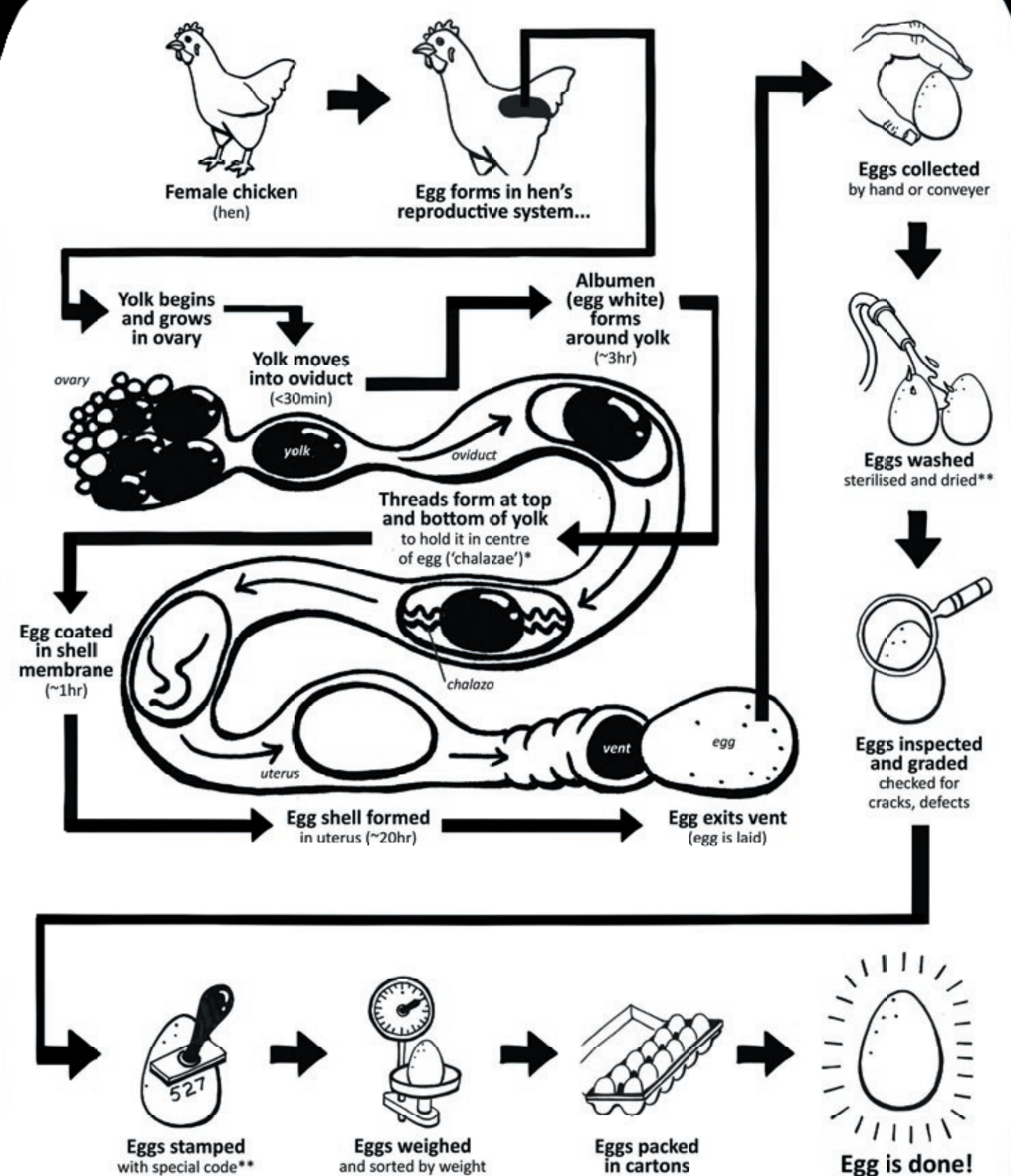
**Other grains commonly include unmalted barley and corn, which are crushed and cooked in water prior to mashing.

***The condenser consists of a vat with a coil of tubing submerged in cold water, designed to cool and condense alcohol vapours.

^In some countries, whiskey may be diluted with water at this stage to meet legal requirements.

^^Additives may include caramel for colour and sherry for additional flavour.

HOW EGGS ARE MADE



*Chalazae are threads of twisted protein that form at the top and bottom of the yolk, which balance the yolk in the centre of the egg so it doesn't move.

**Laws for egg washing and stamping/marking vary by region. Washing is required in the US and Australia but not permitted in the EU and UK, while stamping is required in the EU, UK and Australia but not in the US.

• S A M P L E •

• S A M P L E •

Have you ever thought about what happens when you bite into a hot dog, a slice of pizza or a packet of instant noodles? *How Food is Made* is for you.

Most of the food we eat is packaged every day, yet how these foods are made is a total mystery to almost everyone. Food production is an unspoken fact of life, and the processes which lie locked behind factory doors.

In this fascinating graphic book, you will discover exactly how it's done.

How Food is Made you will discover how the most common foods in our diet are made, through easy to follow infographics and text that get to the point. *How Food is Made* unravels 60 common foods, using simple language and illustrations to explain how each food is made in an entertaining graphic book format.

How Food is Made will help you:

- Make better food choices
- Understand and easily see how processed foods are manufactured
- Understand what those long, scary words on food labels mean
- Understand how food is made, from raw ingredient to finished product.

Chocolate, bacon, coffee, beer, chips, ketchup, margarine, cereal, marshmallows, sugar, chewing gum, fish fingers, crisps and many more of your favourite foods.

A fantastic resource for educators, parents, teens... anyone who is curious about food.

Illustrator, Ayla Marika, masterfully distils complex food production processes and industry jargon into everyday language and

Not anymore. In this fascinating graphic book, we show you exactly how it's done.

How Food is Made will help you:

- Featuring chocolate, bacon, coffee, beer, chips, ketchup, margarine, breakfast cereal, marshmallows, sugar, chewing gum, fish fingers, gummy bears and many more of your favourite foods.

An invaluable resource for educators, parents, teens...
...and anyone curious about food.

Author and illustrator, Ayla Marika, masterfully distills complex food science concepts and industry jargon into everyday language and eye-catching visuals. She transforms even the most brain-achingly complicated processes into something that is not only easy to understand, but also wildly entertaining. Thoroughly researched and fact-checked, her latest work ***How Food is Made*** is set to become a staple in your food library for now and years to come.