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is being driven

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by the old adage that -bigger is better-. Yet, although we often overlook it, nowhere is this rhetoric of excess more on display than within our food discourses.<BR> While many would argue that the gourmand

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that we create  
about these  
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Southerners love  
to talk food,  
quickly  
revealing likes  
and dislikes,

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plays in  
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many volumes  
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is the first to focus on food's rhetorical qualities and the effect that it can have on culture. The volume examines southern food stories that speak to the identity of the region, explain how food helps

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to build  
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sending distinct  
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building  
function,  
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heavily into our  
memories,  
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who we are.  
Finally, because  
food and the  
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surrounding it  
are so important  
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the rhetoric of food offers a significant and meaningful way to open up dialogue in the region. By sharing and celebrating both foodways and the food itself, southerners are able to revel in shared histories

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and traditions.

In this way  
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ideological, and symbolic factors that influence how pleasure can contribute to consumer health, food education, and individual and societal wellbeing. Food and Experiential Marketing uses a holistic perspective to

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habits? Can we design healthy offline and online food experiences that are pleasurable? What are the features of food consumption experiences, and how do they contribute to consumer wellbeing?

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