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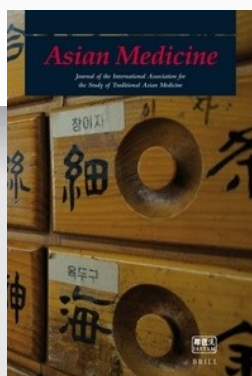
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The Globalisation of Macrobiotics as Culinary Tourism and Culinary Nostalgia



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Abstract

This article examines the malleable identity of the macrobiotic diet, a largely vegetarian regime focused on b Japanese foods, popularly known as a diet that could cure diseases, including cancer. It argues that the histor macrobiotics helped determine its appeal, i.e. initial interest in the West was driven by a sense of ‘culinary t contemporary interest in macrobiotics is informed by a sense of ‘culinary nostalgia.’

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