

Cereal: Snap, Crackle, Pop Culture

Ed Daly

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Forty-nine percent of all Americans start their day with a bowl of cereal. It's the third most popular grocery item in the United States. Edward Daly, the Wilt Chamberlain of cereal consumption, has lovingly sampled every boxed breakfast he could get his hands on, penning humorous, pop-culture inspired analyses of each brand and its packaging.

Upon losing his Wall Street job during the financial meltdown, Daly, a lifelong cereal connoisseur, took it upon himself to search out and eat every cereal on the market, having the boxes and variations of rolled oats, grains, flakes, marshmallows and puffs photographed, resulting in this humorous book.



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