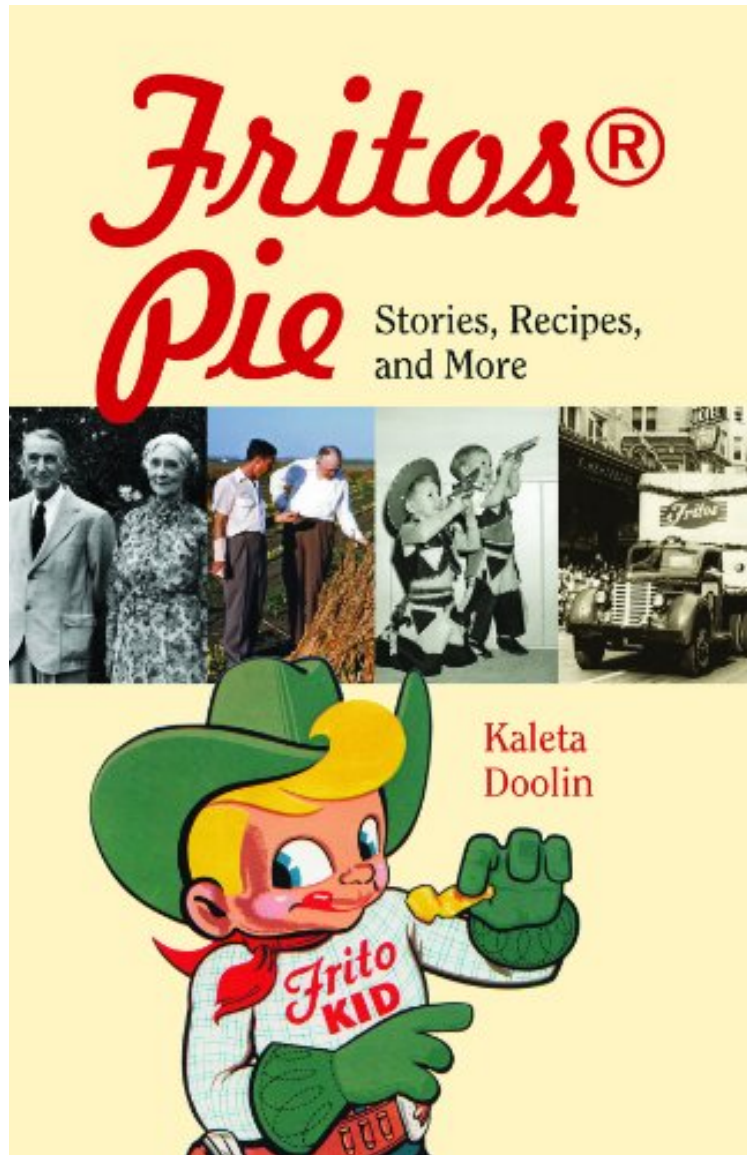



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## Fritosreg; Pie: Stories, Recipes, and More (Tarleton State University Southwestern Studies in the Humanities)

*Ms. Kaleta Doolin*

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**Ms. Kaleta Doolin : Fritosreg; Pie: Stories, Recipes, and More (Tarleton State University Southwestern Studies in the Humanities)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Fritosreg; Pie: Stories, Recipes, and More (Tarleton State University Southwestern Studies in the Humanities):

0 of 0 people found the following review helpful. Five StarsBy HQWonderful and fascinating book with great recipes

also!0 of 0 people found the following review helpful. I love this bookBy Carline TuckerI love this book. We grew up on Fritos here in west Texas. Bought Frito pie at football games, had to have some with any sandwich, used them in my mom's 1950's Frito Loaf. And what else could you use to hold your guacamole if you didn't have Fritos in the house. This is a cookbook/history of the company.0 of 0 people found the following review helpful. Five StarsBy roger sydenstrickerLove her!!

Fritosreg; Pie is an insiders' look at the never-before-told story of the Frito Company written by Kaleta Doolin, daughter of the company's founder. Filled with personal anecdotes, more than 150 vintage and newly created recipes, and stories, this book recounts the company's early days, the 1961 merger that created Frito-Lay, Inc., and beyond. In 1932 C. E. Doolin, the operator of a struggling San Antonio confectionery, purchased for \$100 the recipe for a fried corn chip product and a crude device used to make it, along with a list of nineteen customer accounts. From that humble beginning sprang Fritosreg; (ldquo;friesrdquo; in Spanish), a product that, thanks to Doolin's marketing ingenuity and a visionary approach to food technology, would become one of the best-known brands in America. One of the first firms to utilize point-of-sale advertising, the Frito Company developed dozens of recipes intended to get American homemakers ldquo;Cooking with Fritos.rdquo; Indeed, Doolin shows that many of the vintage recipes developed by her grandmother, her father, and company employees became integral to the company's marketing success. The book includes recipesmdash;for everything from appetizers to desserts, all using Fritos as an ingredientmdash;along with the author's comments and anecdotes about her adventures experimenting with them in her kitchen. Doolin also draws upon hours of interviews with her mother, siblings, cousins, and many of her father's closest business associates as well as focused research in Frito-Lay corporate archives and other collections to paint a portrait of her father as not only an innovator in food marketing but also a visionary inventor, a forward-thinking agriculturalist, and an entrepreneur with an amazing grasp of detail.

"Kaleta has written a deep-fried, wide-eyed American saga of family and food." --Davia Nelson of NPR's award winning Kitchen Sisters