

1. Record Nr.	UNINA9910484332303321
Autore	Gutzke David W
Titolo	John Pearce and the Rise of the Mass Food Market in London, 1870-1930 / / by David W. Gutzke
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2019
ISBN	9783030270957 3030270955
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (264 pages) : illustrations
Disciplina	642.4 382.4564130942
Soggetti	Great Britain - History Social history Economic history Civilization - History History of Britain and Ireland Social History Economic History Cultural History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction -- 2. Pubs without Beer -- 3. From Philanthropy to Profits in London -- 4. From Penny Capitalist to Server of the Multitudes -- 5. Advent of the Mass Market -- 6. Catering Crisis in Edwardian England -- 7. Collapse of the British Tea Table Company -- 8. Starting Over -- 9. Into the War and Beyond -- 10. Conclusion .
Sommario/riassunto	At the center of sweeping change to food retailing practices in Victorian and Edwardian England lies one man: John Pearce. An innovative businessman and a quintessential rags-to-riches success story, Pearce was at the forefront of the rise of the mass food market in London. With his catering company Pearce & Plenty, he fed millions of workers who wanted fast, nutritious, and tasty food. David W. Gutzke mines a wide range of primary sources to offer a portrait of a pivotal figure in London and a leader of the temperance catering movement who had

"done more than can be readily recognised to render London a sober city." By studying Pearce's companies as well as those of his competitors, this book documents a half century of changing consumption habits in London.

---