



Better Made in Michigan: (American Palate)

Karen Dybis

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For many, Detroit is the crunch capital of the world. More than forty local chip companies once fed the Motor City's never-ending appetite for salty snacks, including New Era, Everkrisp, Krun-Chee, Mello Crisp, Wolverine and Vita-Boy. Only Better Made remains. From the start, the brand was known for light, crisp chips that were near to perfection. Discover how Better Made came to be, how its chips are made and how competition has shaped the industry into what it is today. Bite into the flavorful history of Michigan's most iconic chip as author Karen Dybis explores how Detroit chipreneurs rose from garage-based businesses to become snack food royalty.

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