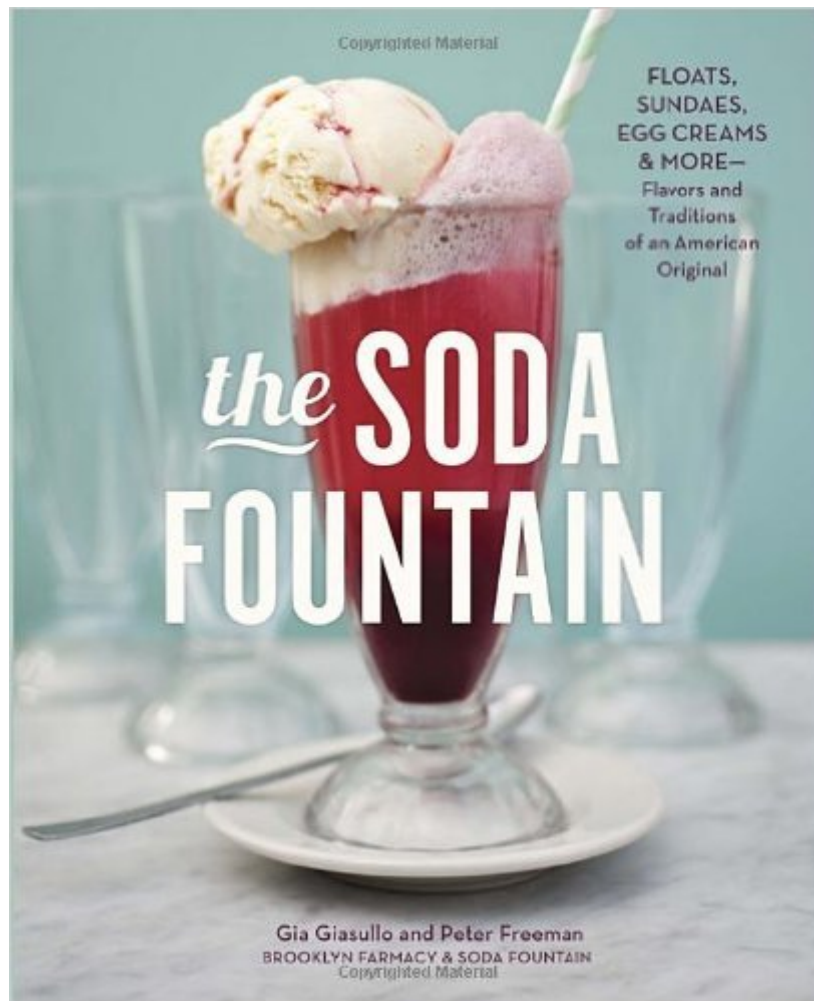


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The Soda Fountain: Floats, Sundaes, Egg Creams & More--Stories And Flavors Of An American Original



Synopsis

A collection of 70 recipes celebrating the history and stories of the classic American soda fountain from one of the most-celebrated revival soda fountains in the country, Brooklyn Farmacy. A century ago, soda fountains on almost every Main Street in America served as the heart of the community, where folks shared sundaes, sodas, ice cream floats, and the news of the day. A quintessentially American institution, the soda fountain still speaks of a bygone era of innocence and ease. When Brooklyn Farmacy & Soda Fountain opened its doors in 2010, it launched a revival of this great American original, capturing the hearts of a new generation. Featuring abundant full-color photography and vintage illustrations and advertisements, The Soda Fountain explores a rich history "from the origins of seltzer in the nineteenth century, through the transformation of soda during Prohibition and the Depression years, right up to today's fountain renaissance. Featured recipes range from classics like the Purple Cow and Cherry Lime Rickey to contemporary innovations that have made Brooklyn Farmacy famous, like The Sundae of Broken Dreams (topped with caramel sauce and broken pretzel bits) and Makin' Whoopie! Sundae (with hot fudge and mini chocolate whoopie cakes). Recreating beloved treats like egg creams and milkshakes with local, seasonal, and artisanal ingredients, Gia Giasullo and Peter Freeman, the sibling cofounders of Brooklyn Farmacy & Soda Fountain, teach you how to resurrect the proud American soda fountain tradition at your own kitchen counter. With its fascinating anecdotes, mouth-watering pictures and easy-to-follow steps, this nostalgic cookbook proves that the soda fountain is a culinary and cultural institution that continues to delight.

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Customer Reviews

When I requested the book, I expected to see a book of recipes. What I discovered was something even better. I first noticed the images. The photographs of the sundaes, especially, made me want to drive immediately to the supermarket for the ingredients to try the recipes. The first fifty pages or so of *The Soda Fountain* tell the story of--what else?--the soda fountain. I found it more interesting than I'd anticipated. For example, I never knew how Prohibition fostered the popularity of soda fountains. I also didn't know that "Experts estimate that nineteenth-century Americans drank three times as much liquor as we do today. ... By [one expert's] reckoning, Americans drank night and day, spending a quarter of their household income on the stuff." By 1885 the city of Atlanta had achieved Prohibition through popular referendum. No surprise, then, that Atlanta was the birthplace of Coca-Cola, one of the first soft drinks. This story is told through not only narrative but also historical advertisements and images, including some from trade publications. Next in the book is a collection of recipes for syrups, from the familiar (vanilla cream, ginger) to the uncommon (hibiscus, New Orleans mead). Some of the recipes call for ingredients that you might not have on hand, such as dried lavender flowers. However, the back of the book lists sources for most of the ingredients that are not readily available. The rest of the book contains recipes for sodas, floats, egg creams, sundaes, milkshakes, toppings, and baked goods (which are used in the sundaes). Each recipe is clearly explained, all the way down to the optimal dish or glass to use and the size of the ice cream scoop.

This book was a fun bit of nostalgia even though soda fountains were before my time. (I'm old enough that I remember *seeing* a few soda counters, but I have no idea if they actually mixed sodas anymore at that time). It starts out with about 50 pages of history on soda fountains. Giasullo and Freeman explain the origins of the term "soda jerk" (the guy behind the counter mixing your soda), give a few historical accounts of the dangers of working with carbonated water, and even offer a little history on their place, the Brooklyn Farmacy and Soda Fountain. The recipes start out with the syrups, and some (like the cola syrup) are complex and involved. Several of them call for *exotic* ingredients like "orange flower water" and "dried hibiscus flowers," but those are almost always listed as "optional." I went for the simpler recipes, which are actually very easy - and tasty! Although you can mix a simple soda with the syrup, subsequent sections use them in floats and egg creams (something I'd never heard of). The book is well organized, with cross references

for where each recipe is used. The authors explain the proper techniques for making egg cremes and advocate artfully hanging the ice cream on the edge of the "float glass" for your floats (it could do with more pictures, however). Several of the syrups also produce a compote which can be used as toppings for ice cream and other treats. In fact, the book seems to have recipes for everything you can order at the Brooklyn Farmacy, even the ice cream sundaes and splits plus the toppings to go with them, as well as the milkshakes and baked goodies they serve. And homemade sodas turned out to be more popular with my family than I expected.

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