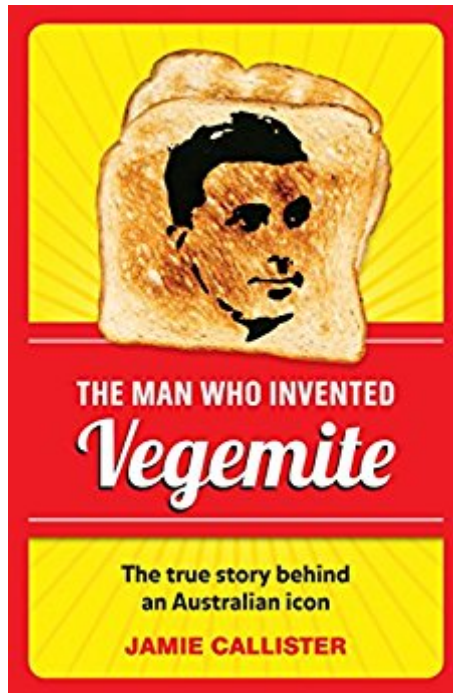




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# The Man Who Invented Vegemite



## Synopsis

Today more than 22 million jars of Vegemite are sold each year, but when the salty black paste was first produced in 1923 the public wasn't interested. In fact, it took another fifteen years and a world war before we embraced it. *The Man Who Invented Vegemite* spans the Gold Rush, the Depression and two world wars and it opens a fascinating window both on the evolution of modern Australia and the quiet achievements, and tragedies, of one man. Jamie Callister sets out to learn more about the grandfather he never met and, along the way, discovers that extraordinary things can happen to (almost) ordinary people.

## Book Information

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## Customer Reviews

I especially like biographies of normal folk who achieve something. This is the history of Cyril Callister, the Victorian who invented Vegemite. It is a bit dry at times, but really a great read overall. Knowing Cyril's background is important to understand what drove him, and the author does this well. I was looking forward to this book being released, and I am not disappointed. The way Jamie Callister, the author and grandson of Cyril, has structured this book is very good. It's a great flow.

I found this fascination a story of a man who invented a national icon well told and a great read

great book

A really interesting story about the reasons behind the invention of Vegemite and the struggles to gain its market acceptance. As someone who always travels with a pot - I loved it.

As an Australian living in New Zealand I like to seek out books about my birth country and I found this readable and informative. Thank you.

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