MoonPie: Biography of an Out-of-This-World Snack. By David Magee.

Throughout the history of modern food production, few commercialized treats have stood the test of time. Setting a unique standard for delectable snacks, MoonPies have proven worthy of such high esteemed notoriety in their short time of existence. Amazingly enough, Chattanooga Bakery enjoyed all this achievement while yet only utilizing a regional grassroots advertising campaign. In this biography of “The MoonPie” author David Magee explores the history, impact and personal testaments that this lunar-shaped snack has created not only within Southern culture, but around the world.

During the early years of the twentieth century a small bakery in Chattanooga, Tennessee produced regionalized cakes, candies and pastry items. In 1917 coal miners in Kentucky sought a snack that was filling, would not stale and was affordable, thus the MoonPie was born.(31) Soon thereafter the Chattanooga Bakery started producing the legendary chocolate cakes with marshmallow filling for a cost of five cents. This price remained the same until the introduction of the Double Decker MoonPies following World War II.(53) Over the course of nearly one hundred years, MoonPies have been in domestic and international markets and enriched the lives of anyone to whom these yummy cakes fall prey.

The development of the MoonPie tradition is due to its unique sweet taste, affordable cost, and word of mouth. No formal advertising campaign was used until just recently, and quality has never been a question in nearly a century of production. New products were unveiled as society evolved with the times, but the same goodness and guiding principles characterized the success of the family business. Nearly one million MoonPies are made everyday, and each is handcrafted with the same touch that produced the first ones in 1917. They are sold in mom and pop stores, as well as commercial giants. Millions of treat seekers have taken this original taste and its associated memories to the ends of the globe and exposed the beacon of satisfaction as found only inside a bite of this snack cake.

David Magee uses personal testimony to convey the real impact that this treat has had in the development of modern day American culture. Stories of daily trips to grocers, innovative ideas of consumption, and the memories generated with family and friends, all center around a craving for MoonPies. Throughout the story Magee paints the picture that this snack has the power to paint the most poignant memories. These scrumptious slices of heaven are solely responsible for first kisses, mending relational wounds, congratulatory reinforcement, childhood family bonding and turning points in stressful days.

MoonPie: Biography of an Out-of-This-World Snack, is well written and certainly creates the craving for these tasty treats while reading. The effective use of personal testimony and the historical sequence allows the book to relate to any audience. Magee draws the reader in by telling a compelling story of hardship, successes, and legacy. A very informative and delightful read, MoonPie: Biography of an Out-of-This-World Snack, will satisfy anyone looking for a good book to learn more about the inner workings of the Southern frame of mind.

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