



THE WORLDS IN A WINE GLASS

PERSPECTIVES FROM THE HUMANITIES
AND SOCIAL SCIENCES CONFERENCE

9-10 MAY 2016 LONDON

...ing
... Hill

*this is all your vineyard
and trees that all belong to
you these your flowers
and the vines and when
you to sleep upon this is
the picture of it what you see*

*send you this paper
I still remember you all the
time not forgetting you at all
and you should be getting my
old man I can't write about
you much
William Barrah*



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA





Professor John Germov, Pro Vice-Chancellor of the Faculty of Education and Arts, in the Hunter Valley wine region, NSW, Australia

WELCOME

TO THE WORLDS IN A WINE GLASS CONFERENCE

It is my great pleasure to welcome you to the first international conference on Wine Studies in the Humanities and Social Sciences.

My thanks to the Menzies Centre for Australian Studies for hosting The Worlds in a Wine Glass. I especially want to acknowledge Dr Julie McIntyre who has been the driving force behind this event.

It is fitting that a conference that includes research on Australian wine history should be held in a city that is at the heart of the source of wine culture that spurred imperial ambition for Australia's colonial wine industry and has since been the destination of such a great deal of Australian wine.

Nevertheless, the rationale for this conference is the extent to which the making, selling and drinking of grape wine is now a global culture.

The range of nations, institutions and research experience represented in this program indicates that wine studies is flourishing as a field that intersects with research on food and drinks, mobilities, migration, place, identity, business and trade over a vast temporal scale.

A key purpose of the conference is not only to elucidate the specific threads of these entangled 'worlds in a wine glass', but also to refine our understanding of how such interdisciplinary inquiries are framed.

I look forward to raising a glass to you all and wish you an intellectually stimulating and socially rewarding experience.

Professor John Germov

Pro Vice-Chancellor, Faculty of Education and Arts
Director of the Wine Studies Research Network
The University of Newcastle, Australia

MONDAY 9 MAY COUNCIL ROOM, STRAND CAMPUS, KING'S COLLEGE LONDON

9:00 - 10:00am **CONFERENCE INTRODUCTION**
Welcome from Simon Sleight, Director, Menzies Centre for Australian Studies

KEYNOTE ADDRESS
Jeffrey Pilcher (History) *Vine roots, wine routes: terroir in a mobility studies perspective*

10:00 - 11:00am **USES OF HISTORY**
Chair Simon Sleight
Kolleen Guy (History) *Seduction of the past: the role of historians in crafting the meaning of terroir*
Julie McIntyre (History) *Indigeneity as authenticity: wine, globalization, nation and identities*

11:00 - 11:30am **Morning tea**

11:30am - 1:00pm **PLACE AND CULTURE**
Chair John Germov
Kathleen Brosnan (History) *The European countryside in a California bottle? Marketing Napa Valley and its wines*
Keith Dinnie & Athina Dilmeri (Marketing) *Expressions of levels of place in the branding of wine: an exploratory study*
Hang Kei Ho (Geography) *Hong Kong as a successful wine trading hub: business practices, government policies and drinking cultures*

1:00 - 1:30pm **Lunch**

1:30 - 3:00pm **TRADE WORLDS**
Chair Graham Harding
Chad Ludington (History) *Irish merchants and the creation of Bordeaux Grand Crus wines*
Mikaël Pierre (History) *Innovations, traditions and wine trade in Bordeaux: the experiences of the Calvet family from the mid-19th century to the beginning of the 21st century*
Matthew Hudson (Classical history/Business) *A commentary on literal references to wine in the Khamriyyāt of Abū Nuwās [trans. Caswell] and associated impacts on our understanding of the evolution and subsequent decline of the wine trade in Mesopotamia*

3:00 - 3:30pm **Afternoon Tea**

3:30 - 5:00pm **DISCOURSE, LANDSCAPES, IDENTITIES**
Chair Dan McCole
Jacqueline Dutton (Geography) *Taking disciplinary measures to narrating French wine culture*
Colleen Hiner (Geography) *'If you make good wine here, people pay attention': considering Arizona's wine industry and how fermented landscapes drive social and environmental change in (un)expected ways*
Gerhard Rainer (Geography) *The making of the 'world's highest wine region': globalization and the restructuring of viticulture in Salta (NW-Argentina)*

From 7:00pm Informal dinner (venue tba).

TUESDAY 10 MAY RIVER ROOM, STRAND CAMPUS, KING'S COLLEGE LONDON

9:00 - 11:00am	<p>PLACE, SCALES AND INTERSECTIONALITIES Chair Kathleen Brosnan</p> <p>Marion Demossier (Anthropology) <i>The anthropological study of wine: the cultural analysis of a local/global object</i> William Skinner (Anthropology) <i>Phylloxera in the South Australian viticultural imagination</i> Robert Swinburn (Anthropology) <i>Place, and the winegrowers of Geelong</i> Peter Howland (Anthropology) <i>Pinot, privilege and Marx's 'Red Box'</i></p>
11:00 - 11:30am	<p>Morning tea (and announcements)</p>
11:30am - 1:00pm	<p>SOCIAL WORLDS AND PROVENANCE Chair David Picard</p> <p>John Germov (Sociology) <i>'Who wants to be a millionaire? I do': Australian wine, class and culture</i> Amie Sexton (French Studies) <i>Crafting winery identity: heritage and storytelling</i> Jennifer Smith Maguire (Sociology/Critical management) <i>Provenance as value in a culture of abundance: the case of natural wine</i></p>
1:00 - 1:30pm	<p>Lunch</p>
1:30 - 3:00pm	<p>TASTE, TOURISM, TERROIR Chair Amanda Claremont</p> <p>Christopher Kaplonski (Anthropology) <i>Learning to taste: writing the senses in a glass of wine</i> Dan McCole (Business & tourism) <i>Wineries in emerging wine regions: wine suppliers or leisure providers?</i> David Picard (Anthropology) <i>Microbial flora as terroir? Making and unmaking of microbiological flaws in winemaking (through the case of Brett)</i></p>
3:00 - 3:30pm	<p>Afternoon Tea</p>
3:30 - 5:00pm	<p>CLIMATE CHANGE AND SUSTAINABILITY Chair John Germov</p> <p>Garance Marchal & Jonathon Mosedale (Management) <i>Grape expectations: emerging challenges of climate change for the UK wine industry</i> Rumina Dhalla (Business) <i>Certification for Australian wine sustainability: aspiration vs. actuality</i> Marion Sautier (Agricultural science) <i>Shaping New Zealand wine prestige with narratives of sustainability</i></p>
5:00 - 6:30pm	<p>MATERIAL CULTURE AND CONVIVIVUM Chair Julie McIntyre</p> <p>Graham Harding (History) <i>'In these glasses the sparkling is best observed': the champagne glass, 1850-1914</i> All delegates Wine & Cheese to be served</p>
6:30 - 7:30pm	<p>PLENARY DISCUSSION: IF WE HAVE FOOD STUDIES DO WE NEED WINE STUDIES? Discussants Jeffrey Pilcher, Marion Demossier, Kathleen Brosnan and John Germov</p>
7:30 - 9:30pm	<p>PUBLICATION PLANNING</p> <p>Supper</p>

KEYNOTE SPEAKER

Jeffrey M. Pilcher, University of Toronto - Canada

jpilcher@utsc.utoronto.ca

Vine Roots, Wine Routes: terroir in a mobility studies perspective

ABSTRACT Modern understandings of terroir, emphasizing the rootedness of wine and other products in particular soils and cultures, took shape in the late nineteenth and early twentieth centuries at a time of unprecedented mobility of people (winemakers and consumers), ideas (production technologies, taste preferences), and things (grapes, bottles of wine, phylloxera). This paper seeks to examine the ways that producers and consumers in Old and New World wine regions understood notions of place in the production and valuation of wine. It will also put winemakers in comparative perspective with beer brewers, to examine different ways of constructing terroir through yeast, water, and technology as well as products of the soil.

BIOGRAPHICAL NOTE Jeffrey M. Pilcher is Professor of Food History at the University of Toronto, the first such dedicated position in a North American university. His books include *Planet Taco: A Global History of Mexican Food* (2012), *Food in World History* (2006), and *¡Que vivan los tamales! Food and the Making of Mexican Identity* (1998). He edited the *Oxford Handbook of Food History* (2012) and a four-volume anthology of *Food History: Critical and Primary Sources* (2014). He is also the articles editor for the peer-reviewed journal *Global Food History*. His current research examines the global spread of European beer through trade, migration, and colonialism over the past two centuries.

PRESENTERS

Kathleen A. Brosnan, University of Oklahoma, USA

kbrosnan@ou.edu

The European Countryside in a California Bottle? Marketing Napa Valley and its wines

ABSTRACT In 1966, Robert Mondavi opened the first new winery in the Napa Valley since Prohibition's repeal. There were then fewer than ten wineries; other crops occupied as many acres as grapes. By 2000, more than 300 wineries dotted the landscape and there were more acres in grapes than were ever cultivated under diversified agriculture. New World innovations such as varietal labeling and cold fermentation improved wine quality and spurred growth, but Napa vintners also utilized European methods such as oak barrel aging. Tourism undergirded this expansion, as visitor numbers grew from 150,000 to 5,000,000 annually. To facilitate tourism and garner a greater share of the global market, vignerons adopted a European historicity, particularly in their architecture. They sometimes alluded to the Spanish mission era, although the colonizers never settled in present-day Napa. They more frequently compared California to the Mediterranean due to resemblances in weather and countryside while erasing the actual Indian and Mexican history. My book project employs the large-in-reputation-but-small-in-physical-size Napa Valley to explore the historic, ecological, and cultural implication of shifting consumer patterns over time. Consumers' relations to food production are more attenuated today. We rarely know the sources of what we eat or drink. Wine is an exception, tied to and sold on the basis of its place of production. Yet wine production and tourism also existed on a series of spatial scales – local, national, global – that intersected to effectuate change. Consumption of wine or tourist experiences was a spatial, historical, and environmental exercise.

BIOGRAPHICAL NOTE Kathleen A. Brosnan (J.D., Ph.D.) is the Travis Chair of History at the University of Oklahoma and president of the American Society for Environmental History. She authored *Uniting Mountain and Plain* (2002); co-edited *City Dreams, Country Schemes* (2011) and *Energy Capitals* (2014); and edited the award-winning *Encyclopedia of American Environmental History* (2010). Brosnan is co-editing forthcoming volumes: *Mapping Nature across the Americas* and *An Environmental History of Chicago*. She has published articles on global tourism and food and the environment. While completing her book on the Napa wine industry's environmental history, Brosnan has presented scholarship at conferences in Burgundy and Bordeaux, among others. She published articles, such as "Crabgrass or Grapes?: Suburban Expansion, Agricultural Persistence, and the Fight for Napa Valley," as well as "Vin d'Etat: Consumers, Land, and the State in Napa Valley" in *The Golden Grape: Wine, Society, and Globalization: Multidisciplinary Perspectives on the Wine Industry* (2007).

Marion Demossier, University of Southampton, UK
M.Demossier@soton.ac.uk

The Anthropological Study of Wine: the cultural analysis of a local/global object

ABSTRACT Recent decades have seen a global disruption of the forms of production and consumption of wine and a questioning of traditional cleavages between Old and New World wines in the context of post-industrial agriculture (Banks and Overton 2010). Wine has thus become the center of new anthropological research concerns (Black & Ulin 2014) illustrating this epistemological renewal and the need to include wine in anthropological problems of contemporaneity. Recent ethnographic works in the European field remain largely confined to national spaces and often mythical heritage objects of wine culture, due certainly to language barriers, but especially very present national ideologies in the imaginary constructions of the product while Anglo-Saxon anthropology has engaged in a different fashion with the agenda. This paper seeks to present an overview of the anthropological contribution to the study of wine and will discuss the new research questions and methodological frameworks that have arisen as part of its development as an anthropological object. It will also question how the anthropology of wine can intersect with, and diverge or converge from, food studies, studies of drinks and other forms of alcohol. It will argue that wine culture offers a unique window into the complexity and multi-layered dimensions of our modern global condition and sociality.

BIOGRAPHICAL NOTE Marion Demossier is Professor of French and European studies and has recently joined the University of Southampton, Modern Languages as Chair and head of Department. She is the author of various works on wine producers, wine drinking culture, terroir and wine consumption and has also conducted fieldwork in France, England, New Zealand and China. She is currently finalising a book on a critical analysis of *terroir* in Burgundy based upon 30 years of ethnographic material.

Rumina Dhalla, University of Guelph, Canada
rdhalla@uoguelph.ca

Certification for Australian wine sustainability: aspiration vs. actuality

ABSTRACT This qualitative study explores the rise and institutionalization of sustainability related certifications in the wine industry and its implications for the organization and the industry. In particular, we explore institutional forces compelling the global wine industry to adopt sustainability initiatives, the responses from the organizations and the industry and factors influencing these responses. There is growing literature about the reputational, marketing and economic value of certifications (Atkin, Gilinsky & Newton 2012) and the strategic implications of certifications for the wine producers. Sustainability certifications have become a ubiquitous part of the institutional environment across many industries, in particular, the consumer facing industries and scholars have been exploring this growing trend through a number of lenses. For example, scholars exploring the marketing value of sustainability initiatives have found a link between sustainability certifications and premium pricing (Delmas & Grant 2014; Loureiro, McCluskey & Mittelhammer 2002). We are particularly interested in exploring the Australian wine industry and its adoption of sustainability related certification. This industry is facing a wide range of rapidly emerging, global, eco-certifying programs compelling institutional constituents to adopt sustainability initiatives. The escalating number of 'sustainable' certifications give rise to growing confusion about what are considered sustainability initiatives in the wine industry and how they relate to environmental initiatives, and organic and biodynamic growing and production. Using interview data, this exploratory study explores the institutional pressures for certifications and the barriers for adoption and institutionalization of the certifications.

BIOGRAPHICAL NOTE Dr. Rumina Dhalla is an Associate Professor, Organisational Studies and Sustainable Commerce, in the Department of Management, College of Business and Economics at the University of Guelph. She is also the Project Lead for the Guelph East Africa Initiative. Her main research interests are in organisational identity and reputation and their influence and implications for organizational strategies, sustainability and CSR. She teaches sustainable value creation and corporate responsibility in the graduate and undergraduate programs. She is the recipient of major grants from Social Sciences and Humanities Research Council for Canada for sustainability related research.

Keith Dinnie & Athina Dilmeri, Middlesex University, UK
K.Dinnie@mdx.ac.uk & A.Dilmeri@mdx.ac.uk

Expressions of levels of place in the branding of wine: an exploratory study

ABSTRACT The promotion and packaging of wine is closely connected to national and local identities. The notion of *terroir* is central to wine studies; in the global distribution and consumption of wine, place clearly matters. However, few studies have interrogated the utilisation of varying levels of place in the branding of wine. Place origin at national level is well established in the marketing and consumer behaviour literature, where the country-of-origin effect has been widely studied. Yet, place is expressed in many industry sectors and product categories at levels other than solely national level. Regional identities, for example, may be equally powerful as national identities, if not stronger. Our study identifies the different levels of place utilised by wine brands – be it at national, regional, village, or individual winery level – and explores the implications of origin-based branding strategies with regard to building consumer awareness, preference, and loyalty. We adopt a qualitative approach to the analysis of expressions of levels of place in the branding of wine by analysing the labels of wine bottles and identifying the level of place that the producer has chosen to highlight. The context of our study is wine from Greece. The results of our study show that origin identity is communicated at multiple levels by Greek wine producers. Based on our findings we present a number of managerial implications as well as directions for future research.

BIOGRAPHICAL NOTES Keith Dinnie is Senior Lecturer in Branding at the Marketing, Branding and Tourism Department of Middlesex University, London. He is the author of the world's first academic textbook on nation branding, *Nation Branding: Concepts, Issues, Practice* (Butterworth-Heinemann, 2008; 2nd edition published 2016 by Routledge) and the editor of *City Branding: Theory and Cases* (Palgrave Macmillan, 2010). He has delivered seminars, conference speeches, presentations and lectures in the United States, United Kingdom, France, Germany, Iceland, Portugal, Greece, China, Korea, Malaysia and Japan. His research interests focus on the application of strategic brand management techniques within the domains of tourism promotion, export promotion, inward investment attraction, and public diplomacy. His research covers the branding of cities and regions as well as countries.

Athina Dilmeri is a Lecturer in Marketing at The Business School, Middlesex University, London, UK. She joined Middlesex University in January 2015 after finishing her PhD in Marketing at Cranfield School of Management (UK). Athina also holds an MSc in Arts Management from City University (UK) and a Bachelor's Degree in Economics from Aristotle University (Greece). Athina's research interests lie in the area of consumer behaviour. She is currently involved in research projects including consumer intentions and attitudes regarding music consumption, the role of creating idolatry for a place, the role of cultural assets in place branding and the influence of memories on consumer preferences. Her research has appeared in the *Journal of Retailing and Consumer Services* and in various international conferences including the British Academy of Management, the Academy of Marketing, the European Marketing Academy and the American Marketing Association.

Jacqueline Dutton, University of Melbourne, Australia
jld@unimelb.edu.au

Taking disciplinary measures to narrating French wine culture

ABSTRACT French wine culture is undoubtedly the most frequently transcribed of all wine cultures and its narration has had a global impact in the way we talk about wine – from the mythical status of its role in society to the uptake of terminology like *terroir*. With such a broad range of writing on French wine culture available to amateurs and academics, there is obviously a great deal of variety in the quality and style of publications, each contributing to a discourse that has developed across journalistic, literary, historical, geographical, scientific, viticultural, oenological, sensory, economic and business oriented fields of scholarship.

This paper seeks to expose a dominant tendency that has evolved in French scholarly discourse on French wine culture through a disciplinary emphasis on geography. The understanding of the role of humanities and social sciences in French wine studies has been markedly influenced by social and cultural geographers, such as Roger Dion with his seminal work *L'Histoire de la vigne et du vin en France* (The History of vine and wine in France), first published in 1959, reedited in 1991 and 2010, and former President of the Sorbonne Jean-Robert Pitte whose prolific writings on wine are now being translated into English. Their impact is notable in redefining *terroir* as not only a geological, climactic and topographical phenomenon, but a space which is also dependent on human intervention and tradition, including social and economic infrastructure. By tracing the post-war construction and more recent deconstruction of the geographical discourse on French wine culture, we will demonstrate the historical preponderance of this discipline and interrogate its relevance in today's rapidly expanding area of global wine studies in the humanities and social sciences.

BIOGRAPHICAL NOTE Jacqueline Dutton is Associate Professor in French Studies at the University of Melbourne, Australia. She has published widely on contemporary French literature including a monograph on the work of 2008 Nobel Laureate in Literature (*Le Chercheur d'or et d'ailleurs: L'Utopie dans l'oeuvre de J.M.G. Le Clézio*, 2003), utopias and utopianism, travel writing, world literature, and French-Australian intercultural relations. Her current projects include research and teaching on gastronomy and global wine studies, with three articles in press on winemaking in Myanmar, and a book on the cultural history of prestige wines in Bordeaux, Burgundy and Champagne. Her editorial work includes volumes on Francophonie and its Futures (*Australian Journal of French Studies*), Time and Travel (*Nottingham French Studies*); Utopias in "Other" Cultures (*Utopian Studies*); Counterculture (*M/C Journal*); Shadowzones: Dark Travel and Postcolonial Cultures (*Postcolonial Studies*) and Jazz Adventures in French Culture (*Nottingham French Studies*). She is founder and director of the Travel Research Network, and the Australian Festival of Travel Writing.

John Germov & Julie McIntyre, The University of Newcastle, Australia
john.germov@newcastle.edu.au & julie.mcintyre@newcastle.edu.au

'Who wants to be a millionaire? I do': Australian wine, class and culture

ABSTRACT Since the 1980s consumption as identity performance has become a marker of social stratification and power. In this article we explore Australian wine drinking culture as a symbol of these reconfigurations of social status. We argue that the changing discourse of advertising for one of the nation's most popular white table wines of the 1970s shows a shift from informal manners and wine democratisation to a reformalisation in the 1980s. This reformalisation saw a new male professional and political elite seek to assert cultural distinction from women and other male white collar Australians with new access to traditional middle class practices such as wine drinking. From the late 1960s, advertisements in *Australian Women's Weekly* exhorted that Lindeman's Ben Ean Moselle was "just right ... with everything ... especially you". This dramatic reversal of strictures on the respectability of women drinking alcohol in public was accompanied by various forms of wine education for both sexes. By the 1980s however, a change in Ben Ean's marketing and the wine's subsequent drop in cultural status reflected and exemplified the reaction by high status male professional and political elites to the economic and social transformations of the late twentieth century.

BIOGRAPHICAL NOTES John Germov is Pro Vice-Chancellor of the Faculty of Education and Arts at the University of Newcastle, Australia. A Professor of Sociology, John's research interests span the social determinants of food and alcohol consumption and production, interdisciplinary wine studies, public health nutrition policy, workplace change, and the history of sociology. He has published 20 books, including a Canadian edition of *Second Opinion: An Introduction to Health Sociology* (Oxford University Press 2014, 2e in press). Other books include: *A Sociology of Food and Nutrition: The Social Appetite* (Oxford University Press, 4e in press), *Public Sociology: An Introduction to Australian Society* (with M. Poole; Allen & Unwin 2015), *Australian Youth: Social and Cultural Issues* (with P. Nilan & R. Julian; Pearson 2007), and *Histories of Australian Sociology* (with T. McGee; Melbourne University Publishing 2005).

Julie McIntyre is a Research Fellow in the Wine Studies Research Network at the University of Newcastle, Australia. Her current project *Vines, Wine & Identity: the Hunter Valley NSW and changing Australian taste* is a three-year interdisciplinary study of migration, imaginaries, transimperialism, business, consumption, place and environment. Her corpus of wine studies publications is concerned with historical themes ranging from imperial ambition and Indigenous-settler relations to economic co-operation. Her monograph *First Vintage: Wine in Colonial New South Wales* (Sydney: UNSW Press, 2012) won a Gourmand Publishing Award and was shortlisted for three other honours including the NSW Premier's History Awards. Her most recent journal publication in *Archives & Manuscripts* explores the slippage between historians as archive researchers and archive creators in the digital age, and questions of digitization and environmental responsibility.

Kolleen M. Guy, University of Texas at San Antonio, USA
Kolleen.guy@utsa.edu

Seduction of the Past: The role of historians in crafting the meaning of terroir

ABSTRACT This paper examines the role of social scientists, particularly the historians of the new *Annales* school of historical thought, in shaping a definition of *terroir* in the mid-twentieth century. Economic globalization and the threat of another world war by the 1940s disrupted space and time and brought new discussions of the porous nature of place and identity. Historians and social scientists reconsidered how communities were created, sustained, and re-configured within a "spatial imaginary" in which wine and agricultural played a key role. French social scientists, in particular, took a keen interest in reconsidering maps, territoriality, and historical narratives as a means of confining and defining societies both mentally and physically. Historians and social scientists influenced by the *Annales* school sought to reconsider historical narratives by exploring norms and practices at the regional and local levels in search of cultural connections across space and time. It is these reconsiderations, I argue, that would become an important

element in the “scientific” definition of *terroir* and a key component in the creation of laws for protective legislation in the post-war years.

BIOGRAPHICAL NOTE Kolleen M. Guy is Associate Professor of history at the University of Texas at San Antonio. Her area of specialisation is modern European cultural and business history. The focus of her current research is on the development of ideas about environment, identity, and place through production, consumption, and regulation of “quality” foods and wines in global markets. She has published multiple articles on the marketing of food products and an award-winning book *When Champagne Became French: Wine and the Making of French Identity, 1820-1920* (2003; paperback 2007). Her current book project *Eating France: A Cultural History of Terroir* is under contract with Johns Hopkins University Press.

Graham Harding, St Cross College, University of Oxford, UK

grahamharding169@gmail.com

In these glasses the sparkling is best observed’: the champagne glass, 1850-1914

ABSTRACT Champagne glasses were the most visible part of the abundant material culture of champagne. The 19th century saw a battle between the shallow, saucer-like ‘coupe’ form and the taller, thinner ‘flute’ glass. In Britain the coupe became almost ubiquitous from the 1850s – despite the disapproval of contemporary ‘experts’. What does the instant and almost complete conquest of the coupe form tell us about the role and usage of champagne between 1850 and 1914? Was it a symbol of the femininity (and feminising) of champagne? Was it part of the vocabulary of material ostentation in Victorian consuming culture? Did it reflect a Victorian love of ‘sensation’ which prioritised the look of the wine over its taste? Does it demonstrate that champagne was always primarily a wine of fashion (something the producers and their London agents feared)? This paper will explore the ‘worlds of meaning’ in the evolution of the champagne glass, looking at the imagery and symbolism of the coupe, the motives and occasions behind the several unsuccessful challenges to this dominant form, and its late nineteenth-century conquest of the visual language of champagne in France before fashion (or was it new priorities in tasting protocol?) renewed the appeal of the flute glass in the twentieth century.

BIOGRAPHICAL NOTE Graham Harding returned to history after a career spent building the UK’s largest specialist marketing and branding agency. In 2014 he completed an MPhil in Cambridge on The Perception and Marketing of Champagne in England, 1860-1914 and is now a doctoral researcher at the University of Oxford. He has written several books including *The Wine Miscellany* (2005), which was published in UK, USA, France and other countries and has articles in the *Sage Encyclopedia of Alcohol* (2015). A chapter on champagne in the nineteenth century will be published in *Devouring: Food, Drink and the Written Word, 1800 - 1945* (Routledge, 2016) as will an article in the *Journal of Retailing and Consumption* on W. & A. Gilbey, the dominant wine business of the nineteenth and early twentieth century. His doctorate focuses on how nineteenth-century French producers collaborated and competed with English merchants and agents and in so doing created the template for modern champagne.

Colleen C. Hiner, Texas State University, USA

cchiner@txstate.edu

‘If you make good wine here, people pay attention’: considering Arizona’s wine industry and how fermented landscapes drive social and environmental change in (un)expected ways

ABSTRACT The study of “fermented landscapes” involves examining how shifting patterns in the production and consumption of beer, wine, and cider impacts physical-environmental and socio-cultural landscapes. Specifically, the concept hones in on the production, distribution, and consumption of fermented beverages as a focal point in the complex study of rural-urban exchanges or metabolisms over time and space. Several ongoing projects under this umbrella investigate how differing forms of production and consumption influence material and symbolic landscapes at a variety of scales, including (among other things) examinations of: wine as an expression of landscape production and consumption in “emerging” US wine regions in California, Arizona, and Texas; craft beer in the Sacramento region of California as a factor in establishing Sacramento as “America’s Farm-to-Fork Capital”; the use of “local” materials in craft beer as a function of (neo)localism and “sustainability” in the craft beverage industry; and territorialized cider production in France versus highly commercialized, global-scale, unplaced cider production elsewhere (e.g., the US and UK). In each case, fermentation places a crucial role in the politics of place-making and associated processes of ecological change. Focusing attention on the budding wine industry in Arizona, this paper outlines the impetus and justification for a comprehensive conceptualisation and political ecology of “fermented landscapes” that examines the environmental, economic, and sociocultural implications of fermentation in both expected and unexpected places.

BIOGRAPHICAL NOTE Colleen Hiner is an Assistant Professor in the Department of Geography at Texas State University in San Marcos, TX. She has a PhD in Geography and MS in Community Development from the University

of California, Davis. She is a rural geographer and political ecologist with specialties in land and environmental management, (ex)urbanization, (rural) sustainability and tourism, wine, beer, and cider geographies (aka “fermented landscapes”), and agriculture (urban, peri-urban, and sustainable).

Hang Kei Ho, Kulturgeografiska institutionen, Sweden

hang.kei.ho@kultgeog.uu.se

Hong Kong as a successful wine trading hub: business practices, government policies and drinking cultures

ABSTRACT How do we make sense of Hong Kong’s growing wine industry and drinking trend? In 2011 the wine industry was stunned when more than half of the global revenues of fine and rare wine trade were generated through auctions that took place in Hong Kong, overtaking New York to become the global wine auction hub. One might think that wine has long been a popular drink in Hong Kong but the wine drinking culture has only taken off since the withdrawal of wine tax in February 2008. Through the analysis of quantitative and qualitative data collected in Hong Kong, this paper explores how Hong Kong has successfully been transformed into a wine trading city from the perspective of wine businesses, government policies and consumers. As part of an ongoing piece of research, this paper will contribute to the growing body of literature on the globalisation of wine in the South East Asian context.

BIOGRAPHICAL NOTE Dr Hang Kei Ho is a Postdoctoral Research Fellow in the department of Social and Economic Geography at Uppsala University. His research interests include the geographies of consumption in relation to cultural identity; global alcohol industry with a specific focus on wine consumption in Hong Kong; changing identity of Hong Kong with respect to mainland China and the West; super-rich and the flow of capital from South East Asia to UK’s property market. He previously worked as a Postdoctoral Researcher in the Department of Sociology at the University of York and a Visiting Research Fellow in the Department of Sociology at Goldsmiths, University of London. Hang holds a PhD and an MSc in Geography from University College London, an MA in Digital Cultural and Technology from King’s College London and an MEng(Hons) in e-Commerce Engineering from Queen Mary, University of London.

Dr Peter J. Howland, Massey University (Palmerston North), New Zealand

p.j.howland@massey.ac.nz

Pinot, privilege and Marx’s ‘Red Box’

ABSTRACT Pinot Noir is routinely framed as the most capricious and complex of wines. Pinot production narratives are replete with heroic tales of personality and passion-driven winemakers; artisanal craft and care; terroir nuances and authenticities; nature’s whimsical volatility; local-regional-national intersectionalities and identity constructs; and enchanted, yet progressively ephemeral, taste, quality and sociality paradigms. Moreover, pinotphiles are noted for their obsession, sometimes pathological mania, with the fermented juice of this little dark grape. Yet beyond these myths the ‘bottom-line’ fundamentals of capitalism – Marx’s ‘red box’ (props to Latour) – reverberate on, leaping from the accounting fictions of annual reports and the aggregations of wine economists to business forecloses and mortgagee sales with complete ease. In *Gens: A Feminist Manifesto for the Study of Capitalism* (2015), Bear et al have challenged scholars to transcend “capitalocentrism” and to cease regarding commodity production and market sale as pre-made, take-for-granted ontologies and praxes. Although the field of pinot production and consumption may appear an odd site to analytically transcend capitalocentric assumptions, I propose that the relative privilege - economic, cultural, social, real, imagined and/or credit-line empowered - of pinot makers and consumers enables an idealism that simultaneously transcends the banal dictates of financing while counter-intuitively laying bare the structural first principles of the ‘influence and power of capital’. Moreover pinot’s mythologization also reveals an entanglement of relationships (person to plant; plant to land; etc) and the fragile, heterogenic, friction-full ways in which ‘social relations are generated out of divergent life projects’ (Bear et al. 2015).

BIOGRAPHICAL NOTE Dr Peter J. Howland lectures in sociology at Massey University, Palmerston North, New Zealand. Inspired by Marxian/Bourdieuian theorizing, he has long-standing research interests in wine production, exchange and consumption, the middle-classes, reflexive individuality, gifting sociality, and ‘constructive gambling’. He is the editor of *Social, Cultural and Economic Impacts of Wine in New Zealand* (2014): www.routledge.com/books/details/9780415639798/

Matthew Hudson, Plumpton College, East Sussex, UKmatthew.hudson@plumpton.ac.uk

A commentary on literal references to wine in the Khamriyyāt of Abū Nuwās [trans. Caswell] and associated impacts on our understanding of the evolution and subsequent decline of the wine trade in Mesopotamia

ABSTRACT Much of Abū Nuwās usage of wine is figurative, ulterior or as a vehicle of metaphor. This paper seeks literal references to wine and the learnings that we make from them. The paper concludes that the poet's work evidences a shift in favour toward wine as a valued beverage, away from beer, having taken place over the preceding 2-3 millennia. We see wine as a beverage valued over other alcoholic beverages and we posit that for wine, as it was in so many other areas of culture and learning, that Baghdad's golden era – from the time of its foundations to perhaps the time of Marco Polo – was likely also to have been a golden age of wine in Mesopotamia itself preceding a long period of decline into extinction into modern times.

BIOGRAPHICAL NOTE Matthew Hudson runs a wine business degree at Plumpton College in East Sussex, UK. Prior to that, from 1982 to 2008 he held various positions in the UK wine trade.

Christopher Kaplonski, University of Cambridge, UKck227@cam.ac.uk

Learning to taste: writing the senses in a glass of wine

ABSTRACT Two sensory worlds collide in a glass of wine. One is the pleasure of the wine, the hedonistic world. The other is the analytical world of evaluative wine-tasting. This latter is a world of scales, pluses and minuses, and implicit comparisons. The two worlds reside in an often uncomfortable juxtaposition, yet remain closely linked. In this paper, I explore the creation of these two worlds, and in particular that of evaluative tasting. Based upon fieldwork conducted on wine industry training, this paper looks at the ways in which people are taught to standardise and align their senses through such training. In doing so, it draws attention to the construction of linguistic and sensory barriers and linkages between the two worlds. In exploring these connections, I highlight the processes through which we are taught, on the one hand, to divorce our senses from the world about them, and on the other, to reintegrate them in the disparate configurations of the two sensual worlds. In doing so, I diverge from Latour's idea that the process of learning to smell constitutes the body capable of detecting the smell. Rather, I suggest, the process should be understood as a continual constitution and reconstitution, one that finds resonance in the linguistic links between sensual worlds.

BIOGRAPHICAL NOTE Christopher Kaplonski is a Lecturer in Social Anthropology at the University of Cambridge, and was one of the first Western anthropologists to carry out fieldwork in Mongolia in the early 1990s. He has published widely on collective memory, political violence, identity, and coming to terms with the past. His most recent book is *The Lama Question: Violence, Sovereignty and Exception in Early Socialist Mongolia* (2014). Over the last few years, Chris has turned his academic attention to issues involving wine, sustainability and understandings of taste. He currently conducts research and fieldwork in the UK and Austria, and is working on his WSET Diploma.

Charles C. Ludington, University College Cork, UKccluding@ncsu.edu

Irish merchants and the creation of Bordeaux Grand Crus wines

ABSTRACT My paper will investigate the creation of fine wine from Bordeaux. Modern historians have generally sought to explain the creation of Bordeaux grands crus as a result of wealthy English consumers whose demand for fine wine inspired and funded Bordelais wine-makers, or else the result of superior geography (terroir) and centuries of French wine-making skill. But these explanations, even when synthesized, overlook the necessary role of middlemen, the "British" (in fact mostly Irish) merchants who purchased the most expensive wine from producers when only a few weeks old, "raised" the wines in their Bordeaux cellars for up to two years, blended them to their customers' tastes, and then got the wines to market in Northern Europe. In many ways, these merchants were as much the winemakers as the *maitres de chai* at the chateaux. The importance of these merchants has long been acknowledged by French historians, but their role in inventing the Bordeaux grand crus wines has never been fully examined. My paper will explain why the Irish dominated the trade in fine wines, explore the activities of the leading Irish wine merchants in creating fine Bordeaux wines, and seek to place those activities within a broader network of trade that was centred on Bordeaux and Ireland, but included northern Europe, West Africa, and the Caribbean.

BIOGRAPHICAL NOTE Chad Ludington has published on the Huguenot diaspora in Ireland, British and Irish political thought in the late-Stuart era, and the history of wine consumption in Britain from the mid-seventeenth century to the mid-nineteenth century. His first book, *The Politics of Wine in Britain: A New Cultural History* (2013) used wine consumption as a window onto English, Scottish, and British political culture from Cromwell to Queen Victoria. He was elected a fellow of the Royal Historical Society in London in 2014. In 2015 Ludington received a Marie Curie-Sklodowska Senior Research Fellowship from the European Commission, and is being hosted for two years by the history department at University College Cork. He is working with Dr. Hiram Morgan to investigate the critical role of Irish merchants in the development of Bordeaux wine and the Bordeaux wine trade during the period 1700 to 1855.

Garance Marechal, The University of Liverpool Management School & Jonathan Mosedale, University of Exeter, Environment and Sustainability Institute, UK

g.marechal@liverpool.ac.uk & j.mosedale@exeter.ac.uk

Grape expectations: Emerging challenges of climate change for the UK wine industry

ABSTRACT In recent years the phenomenon of climate change and its consequences have been hotly debated, but less attention has been publicly paid to research in specific areas of activity, notably agriculturally based industries, where the effects of climate change are felt most sensitively, the wine industry being one of those areas. This paper will focus on the UK, where it has now become possible to grow non-traditional grape varieties with greater consistency and increasing quality. Climate is of central importance in shaping the geographical relationship between different wine styles, grapevine cultivars and winemaking regions while seasonal variability in weather conditions is a major determinant of differences in the quality of vintages and the very high year-on-year variation in vineyard yields that exceeds that of almost any other crop. As a consequence, wine production represents a cause célèbre frequently cited in the literature as illustrative of the dramatic potential impact of climate change and need for adaptation (Kovats & Valentini 2014 - IPCC 5th Assessment report WGII). Yet within the wine industry the practicality of proposed adaptation measures remains contentious and there is limited evidence of adaptive measures being adopted (White et al. 2009; Metzger & Rounsevell 2011).

BIOGRAPHICAL NOTES Garance Maréchal is lecturer in Strategic Management at the School of Management, University of Liverpool. Her research interests include historical sociology in relation to artefacts of production/consumption, sensuous qualitative methodologies and critical approaches to strategy. She has co-convened several conference streams, including one which resulted in a Special Issue on 'The Territorial Organization' published in *Culture and Organization* (19/3). She has published in *Ephemera*, *Qualitative Inquiry*, *Human Relations*, and recently co-edited a Special Issue of *Organization Studies* on 'The Dark Side of Organization'.

Jonathon Mosedale is a Research Fellow at the inter-disciplinary Environment and Sustainability Institute of the University of Exeter working on EU and NERC funded projects on the implications of climate change for UK viticulture and winemaking particularly in South-West England. He completed BSc. and MSc. degrees in the biological sciences from Imperial College and the University of York before completing a D.Phil at the University of Oxford on the effects of oak wood on the maturation of whisky, financed by United Distillers. Mosedale has subsequently completed postdoctoral research at the Institut des Produits de la Vigne, INRA, Montpellier, was an associate lecturer at the Faculté de Théologie Protestante de Montpellier, and a Senior Policy Adviser working with the Chief Scientific Adviser at the UK Department for Transport.

Daniel McCole, Michigan State University, USA

mccoleda@anr.msu.edu

Wineries in emerging wine regions: wine suppliers or leisure providers?

ABSTRACT Since 2000, the number of wineries in the U.S. has more than doubled. Many of the new wineries are in regions not known for wine production. With over 800 wineries, the upper Great Lakes region in the northern U.S. is one such example. Although this region comprises about 10% of U.S. wineries, it produces less than 1% of the country's wine. Although they account for a small percentage of U.S. wine production, wineries in the Great Lakes region play an important role in rural communities that historically relied on manufacturing and extraction industries. Wineries are uniquely important to these rural areas because they create demand for a valuable crop (wine grapes), process that crop locally, and draw visitors to their tasting rooms, supporting complementary businesses in nearby communities. Moreover, wineries offer leisure opportunities and are an important component of emerging local food movements. As part of the Northern Grapes Project, funded by the U.S. Department of Agriculture, researchers have conducted several studies to support this emerging wine region. These studies provide evidence that wineries in the Great Lakes region function more as tourism attractions than as wine producers. Moreover, these wineries attract

visitors who are significantly different than both retail wine consumers, and visitors to winery tasting rooms in more established wine tourism regions such as Napa Valley in California. This paper will use evidence from the studies in this region to show an example of the different roles wineries play in emerging regions.

BIOGRAPHICAL NOTE Dr. Dan McCole is an Associate Professor in the Department of Community Sustainability at Michigan State University in the United States. His scholarship focuses on natural resource and agriculture-based tourism. More specifically, Dan's research and outreach focus on issues facing small tourism businesses and how tourism can contribute to the economic, environmental and socio-cultural sustainability of communities. Dan and his team have recently conducted several studies about wine tourism including detailed profiling of tasting room visitors, trip planning behaviors of wine tourists, itinerary patterns for wine tourists, wine tourists use of social media, the impact of tasting room fees on wine purchases, how different messages about new wine varieties impact consumer value, and wine tourism collaboration. Dan earned his PhD at University of Minnesota and also holds an MBA from Michigan State University.

Julie McIntyre & John Germov, The University of Newcastle, Australia

julie.mcintyre@newcastle.edu.au & john.germov@newcastle.edu.au

Indigeneity as authenticity: wine, globalization, nation and identities

ABSTRACT The intensification of identity of place in narratives of wines and wine brands is one of the factors that has led to the development of Indigenous vineyards and wineries in the former British settler societies of Canada, New Zealand and Australia. As in other so-called New World nations where wine growing is environmentally exotic, Australia's colonial and national histories of wine growing have been of mobility rather than fixity. The terroir-focused paradigm that infers single vineyard wine is of greater quality than multi-regional blends does not fit for many historic wine styles and brands in Australia. We argue that this has contributed to connections to Indigeneity as an alternative means of creating authentic associations with place. The search for links between wine and Indigeneity has occurred along with complementary national trends of greater respect for Aboriginal History and the need to attach unique stories of people and place to wines. Neo-localism spurred by wine globalization and the search for novelty and distinctiveness has seen an upsurge in interest about Indigenous forms of beverage fermentation in Australia. Yet attempts to find or create connections between Aboriginal people and wine runs counter to research showing that the introduction of European alcohol to Indigenous communities has resulted in overconsumption and social harm that makes it one of the worst legacies of colonization. This paper considers the politics of the appropriation of Aboriginal identities to sell wine. It investigates the extent to which Aboriginal people have been involved in wine growing, discusses the fate of Australia's only Aboriginal vineyard, and locates these Indigenous-settler entanglements alongside efforts to educate Aboriginal people about their history with alcohol.

BIOGRAPHICAL NOTES Julie McIntyre is a Research Fellow in the Wine Studies Research Network at the University of Newcastle, Australia. Her current project *Vines, Wine & Identity: the Hunter Valley NSW and changing Australian taste* is a three-year interdisciplinary study of migration, imaginaries, transimperialism, business, consumption, place and environment. Her corpus of wine studies publications is concerned with historical themes ranging from imperial ambition and Indigenous-settler relations to economic co-operation. Her monograph *First Vintage: Wine in Colonial New South Wales* (Sydney: UNSW Press, 2012) won a Gourmand Publishing Award and was shortlisted for three other honours including the NSW Premier's History Awards. Her most recent journal publication in *Archives & Manuscripts* explores the slippage between historians as archive researchers and archive creators in the digital age, and questions of digitization and environmental responsibility.

John Germov is Pro Vice-Chancellor of the Faculty of Education and Arts at the University of Newcastle, Australia. A Professor of Sociology, John's research interests span the social determinants of food and alcohol consumption and production, interdisciplinary wine studies, public health nutrition policy, workplace change, and the history of sociology. He has published 20 books, including a Canadian edition of *Second Opinion: An Introduction to Health Sociology* (Oxford University Press 2014, 2e in press). Other books include: *A Sociology of Food and Nutrition: The Social Appetite* (Oxford University Press, 4e in press), *Public Sociology: An Introduction to Australian Society* (with M. Poole; Allen & Unwin 2015), *Australian Youth: Social and Cultural Issues* (with P. Nilan & R. Julian; Pearson 2007), and *Histories of Australian Sociology* (with T. McGee; Melbourne University Publishing 2005).

David Picard, University of Lausanne, Switzerland

picccc@gmail.com

Microbial flora as terroir? Making and unmaking of microbiological flaws in winemaking (through the case of Brett)

ABSTRACT The paper explores the making and unmaking of wine faults in the context of changing oenological knowledge, wine aesthetics and consumer taste. It is located within the field of anthropology of winemaking. As a specific case, it focuses on phenolic – or “bretty” – aromas in red wine; one of the major polarizing issues among the global professional winemaking and critiquing community. Marked by descriptors such as sweaty, spicy, barnyard, leather and/or vinyl, phenolic characters had long been considered as a product of “terroir” (and a typicity marker for many European top-premium red wines). Instead, the better oenological knowledge in the 1990s linked phenolic aromas to the presence of metabolites of the naturally occurring yeast *Brettanomyces bruxellensis* and reconsidered it a microbiological flaw occurring mainly during the post-fermentative phase of winemaking. A large part of the global winemaking community reacted by trying to eradicate *B. bruxellensis* by means of stringent hygiene protocols in the cellars and the development of more efficient sterilisation technologies (namely of oak barrels who area a common host for *B. bruxellensis*). At the same time, paradoxically, phenolic aromas continued to be esteemed as a wine complexifier by many wine lovers and critics. During the 2000s, wine microbiologists have shown that different geographically distinct strains of the yeast can produce rather radically different aroma notes, some of them deemed “pleasant”. In this sense, specific endemic strains of the yeast were found to form part, in a way, of a revised definition of terroir integrating not only the physical and climatic environment, but also the microbial flora of specific wine cellars, if not specific oak barrels. Drawing from my work with professional wine tasters at the Universities of Geisenheim, Bordeaux, Changins and Lisbon, I suggest discussion on: (a) how wine faults are “made” and “unmade” as a function of biochemical knowledge and aesthetic and moral ideals within the winemaking community; (b) how a same wine “fault” can variably be ascribed with “pleasant” or “unpleasant” attributes by different tasters.

BIOGRAPHICAL NOTE David Picard is an anthropologist working at the University of Lausanne in Switzerland. His research interests include travel, hospitality and winemaking. He carried out fieldwork in La Réunion, Madagascar, Antarctica, Australia, Germany and Portugal. He is the author of *Tourism, Magic and Modernity* (2011) and co-editor of *Festivals, Tourism and Social Change* (2006), *The Framed World: Tourism, Tourists and Photography* (2009), *Emotion in Motion: Tourism, Affect and Transformation* (2012), *Couchsurfing Cosmopolitanisms* (2013), and *Tourism and the Power of Otherness* (2014, also with Michael A. Di Giovine). He has currently a degree in Viticulture and Oenology from the universities of Lisbon and Geisenheim.

Mikaël Pierre, University of Newcastle and Université François Rabelais de Tours, France (Joint Award Research Higher Degree Program)

M.Pierre@uon.edu.au

Innovations, traditions and wine trade in Bordeaux: the experiences of the Calvet family from the mid-19th century to the beginning of the 21st century.

ABSTRACT The Bordeaux’s wine history cannot be dissociated from the role of the *negociants* (wine traders). Through one family story, one can analyze the evolution of the wine trade in Bordeaux and the significance of innovations and traditions for this profession. The Calvet family originally came from the *Vallée du Rhône*. They moved to Bordeaux in the middle of the nineteenth century in order to improve their trading activities. Thanks to a collegial organization and an export business strategy they became one of the most significant families of Bordeaux’s wine trade. The present paper focus on the second and third generations of the family from the middle of the 19th century while the Calvets settled in Bordeaux, and up to the middle of the 20th century when the Occupation transformed the relations between the players of the sector. It is not only about describing the activities of this family in the Bordeaux wine sector, but also about understanding how the political, economic and socio-cultural environment influenced this family path. Through the Calvets, one can highlight the changes in the vintner profession in Bordeaux, the differences with other wine traders and the necessity of adaptation by shifting traditions. That includes changes in consumer markets focused, development of the modern oenology, use of different supply managements (*abonnements*, estate purchases), diversification, different wine concepts (brand wine/*vin de cru*) and evolution of the relations between wine traders, wine brokers and estate owners.

BIOGRAPHICAL NOTE Holder of a Masters of History from Université Bordeaux-Montaigne, Mikaël Pierre worked on innovations in wine trade and the role of the Calvet family in Bordeaux. He is now a doctoral candidate in joint supervision with the University of Newcastle, Australia and Université François-Rabelais de Tours, France, investigating the transnational history of the exchange of vine stock, labour and knowledge between France and Australia.

Gerhard Rainer, Universität Innsbruck Innrain, Austriagerhard.rainer@uibk.ac.at

The making of the 'world's highest wine region': globalization and the restructuring of viticulture in Salta (NW-Argentina)

ABSTRACT In the last years a growing body of research has analyzed the relation between rural restructuring and the globalization of commodity chains. In this context, globalization is all too often treated as a 'given frame'. This critique is reflected in recent calls for more ethnographic studies on the way actors negotiate and construct globalization in particular regions. The paper takes up this call, analyzing the globalization of wine production in Salta's Calchaquí Valleys, a peripheral mountain region of the Argentine Andes. Wine is an agricultural commodity strongly affected by neoliberal de-/re-regulation processes. In Argentina, the globalization of the wine industry starts with neoliberal reforms of the 1990s and has fundamentally transformed a formerly relatively uniform production system supplying the national market. The key feature of change is an increasing quality orientation. High quality wine is distinct from other agricultural commodities as it is a highly globalized product marketed mainly on the basis of terroir – local particularity and distinctiveness. Building on a long-term ethnographic fieldwork the paper traces the restructuring of Salta's Calchaquí Valleys into 'the world's highest wine region'. The results indicate that local particularity in the form of high-altitude wine is actually a product of globalization. Not only transnational beverage companies but also (traditional) local capital, individual status seekers, renowned flying winemakers and a boom of tourism and leisure play a crucial role in regional transformation processes.

BIOGRAPHICAL NOTE Gerhard Rainer is an assistant professor of geography at the University of Innsbruck (Austria). He studied geography and history at the University of Innsbruck and Seville. His PhD-thesis in geography deals with "Globalization and the political ecology of tourism and amenity migration in the Calchaquí Valleys (NW-Argentina)". During various research stays (in total two years) at the *Instituto Superior de Estudios Sociales in Tucumán* (Argentina) he studied globalization-related rural restructuring in Northwest-Argentina. He is particularly interested in the changing geographies of wine in Latin America.

Paper in reserve, to be delivered by Skype if a time slot becomes available during the event

Jennifer Regan-Lefebvre, Trinity College, Connecticut, USAjennifer.reganlefebvre@trincoll.edu

"Liebfraumilch Stars!" British wine-drinking in the 1960s and 1970s

ABSTRACT The United Kingdom is one of the world's largest wine importers, and thus British consumer habits are often recognised as shaping New World wine exports, both in terms of the quantities and the styles of wines that are produced. More specifically, the growth of British supermarkets post-1960 has been attributed with the simultaneous export boom in New World wines and the 'democratization' of wine across different social classes within British society. I argue that this assumption needs closer scrutiny using historical sources. The paper takes a closer look at British wine-drinking habits, through the records of major supermarkets, off-licences and wine specialists. It suggests a readjustment to the chronology of the New World revolution in British consumption to the 1980s, arguing that supermarket offerings in the 1960s and 1970s show the popularity of European producers – and from a surprisingly wide range of European countries. It also draws on my longer study of British wine consumption to argue that the 'democratization' of wine in Britain had really begun in the 1920s along a slow, gradual upward trend, and was not the sudden result of social or economic changes in the post-war era. My paper's contribution to the larger discussion on the future of wine studies is its appeal for (and modelling of) rigorous historical enquiry and contextualisation to verify the received truths about wine.

BIOGRAPHICAL NOTE Jennifer Regan-Lefebvre, PhD, FRHistS is Assistant Professor of History at Trinity College (USA) and a historian of modern Britain and the British Empire. She is the author of *Cosmopolitan Nationalism in the Victorian Empire* (Palgrave, 2009) and editor of *For the Liberty of Ireland at Home and Abroad* (UCD Press, 2010). She holds a PhD from Queen's University Belfast and has taught at the University of Cambridge, the University of Exeter, and the American University of Paris. She is writing a history of wine in the British Empire and Commonwealth entitled *Imperial Wine: The British Empire and the Making of Wine's New World*.

Marion Sautier, University of Otago, New Zealandmarion.sautier@toulouse.inra.fr*Shaping New Zealand wine prestige with narratives of sustainability*

ABSTRACT With a twenty years history of sustainability program and more than 94% of the winegrowing area certified ‘Sustainable Winegrowing New Zealand’, ‘Organic’ or ‘Biodynamic’, the NZ wine industry is becoming an example in terms of sustainable wine production. This paper analyses the history of the NZ wine industry over the past 20 years and reveals the narrative created by the industry to create a premium market for its rapidly increasing wine production. It focuses specifically on narratives associated to the ‘Sustainable Winegrowing New Zealand’ program. The program started in 1995 with experiments and promotion of integrated pest management practices on voluntary vineyards. Today, SWNZ has moved to paid membership and has diversified its missions. It consists simultaneously in an accreditation program for growing and winemaking practices, a self-reported tracking of practices, a regional and national database of practices to which growers and winemakers can compare their own practices, a biosecurity watch through an extended grower network, a channel to diffuse research results and ground-based innovations, a powerful marketing tool for NZ Wine relying on the ‘green’ narrative of New Zealand. From our results, we discuss how growers and winemakers relate to this sustainability program as being both governing and market-motivated in opposition as being governed by the state. We also discuss how such auditing schemes transform agricultural production by giving sustainability a commodity status.

BIOGRAPHICAL NOTE I am an Agricultural Scientist and I am now visiting the Centre for Sustainability at the University of Otago (New Zealand) for my first postdoctoral fellowship. In collaboration with the Sociology Department of the University, my research aims to understanding how sustainability programs can better inform farmers in their transitions towards sustainable practices.

Amie Sexton, University of Melbourne, Australias.amie@pgrad.unimelb.edu.au*Crafting winery identity: heritage and storytelling*

ABSTRACT While there has been significant research around brand image and consumer perceptions of wine in the fields of business and marketing, and on wine consumption from a cultural perspective, very little research has explored image and identity from a winery perspective. Although wine is undeniably a commercial product subject to market demands, it is also a cultural creation deeply tied to heritage and identity, especially for producers. There are many factors that contribute to winery identity, however, this paper focuses on the role of heritage and storytelling, investigating how wineries craft their identity via case studies of four renowned, premium wine producers in France and Australia. Using an ethnographical methodology and data collected in the form of interviews, conversations, observations and published material, it explores how each winery perceives its heritage and how this impacts on their identity. By exploring the role of heritage in the process of identity development, I discuss how different historical elements – people, company, vineyard, and environment – are emphasised or minimised to craft a particular image. Long or short, prestigious or pioneering, the unique history of each winery greatly influences the contemporary image, just as contemporary aspirations and ideas influence which elements of that history are highlighted. The way each winery recounts their history is also investigated, exploring the varied storytelling styles and formats used and how this contributes to a sense of identity. I argue that heritage and storytelling are important factors in crafting winery identity, defining the winery’s context for producers and their consumers.

BIOGRAPHICAL NOTE Amie Sexton is a PhD candidate in the School of Languages and Linguistics at The University of Melbourne. Her research project explores winery identity in France and Australia, looking at how wine producers craft their image and tell their story. Using ethnographical anthropology as a base, Amie’s research is grounded in interviews and observations of wine producers in their natural habitat, with a focus on case studies in Bordeaux and Victoria. A graduate of French and Music at The University of Melbourne, she finds the blend of agriculture, luxury goods and society in the wine world a fascinating interaction.

William Skinner, University of Adelaide, Australia
william.skinner@adelaide.edu.au or skinnerww@gmail.com

Phylloxera in the South Australian viticultural imagination

ABSTRACT The spread of the phylloxera vineyard root louse from the second half of the nineteenth century onwards represents a fundamental rupture in the world of wine. Its impact radically reshaped the global economic and political landscape of wine production and trade, and forever altered viticultural techniques and practices. Unlike most other Australian states South Australian vineyards have avoided phylloxera infection, due to a combination of strong biosecurity measures, geographical remoteness and luck. This placed the South Australian wine industry at a competitive advantage, and South Australia has maintained its prominence since, now accounting for nearly fifty per cent of Australia's total production. This paper draws primarily from my PhD research in the McLaren Vale region, where local producers expressed concern about the perceived influence of large wine corporations in proposed relaxation of biosecurity regulations to enable more economic transport of machinery and equipment. This, they fear, would greatly increase the risk of South Australian vineyards to phylloxera exposure. I argue that the absence of phylloxera has not diminished its symbolic importance among wine producers in South Australia. Instead, the local industry largely defines itself against its ever-present 'threat', and it is in relation to this that particular local discourses of tradition and authenticity have developed that emphasise vineyard purity and continuity and valorise wine from old, ungrafted vines. Phylloxera has become extraordinarily significant to winegrowing in South Australia, not through its presence but rather its absence.

BIOGRAPHICAL NOTE William is a recent PhD graduate in Anthropology from the University of Adelaide. His thesis, entitled "Fermenting place: wine production and terroir in McLaren Vale, South Australia", explores the ways local producers experience, understand and represent place and landscape in the near-urban context of McLaren Vale. Based on extensive ethnographic fieldwork, the thesis argues that the 'terroir perspective' taken by producers in the Vale is informed both by direct phenomenological engagement with the land and by broader, globalised wine discourse. William's present research relates to vineyard heritage and relationships between city and country in South Australia. He enjoys playing and watching soccer, surfing, and playing guitar. For the past couple of years he has also tried making his own wine, with questionable success.

Jennifer Smith Maguire, University of Leicester, UK
jbs7@le.ac.uk

Provenance as value in a culture of abundance: the case of natural wine

ABSTRACT The paper examines the construction of value in the context of natural wine. The value of natural wines is closely bound up with symbolic boundaries between wines from somewhere and wines from anywhere. They are made with few, if any chemical interventions in the vineyard or cellar; proponents claim this alternative approach is crucial to ensuring the purest expression of terroir. At the same time, natural wine production entails particular risks: crops are more vulnerable to failure, vintages can be highly variable, and the wines often confound established product expectations. Thus, natural wines are unstable objects of value for which provenance (where a wine was made, by whom, how and when) is a defining product quality. Drawing from interviews with natural wine producers and intermediaries (e.g. sommeliers, retailers, writers) from Australia, France, New York and South Africa, my analysis explores the role of provenance in attempts to categorize natural wines as worthy and desirable. I identify four main frames of legitimacy (transparency, heritage, genuineness, and external validation) for provenance as value, and locate these within an aesthetic regime I call 'the taste for the particular,' which cuts across my research respondents and can be identified in various cultural fields, including wine, food, fashion and design. The paper makes the case for the study of wine as an entry point for examining processes of qualification, consecration and legitimation, and of provenance as a lever of distinction within a contemporary consumer culture of abundance.

BIOGRAPHICAL NOTE Jennifer Smith Maguire is Senior Lecturer in the School of Management, University of Leicester. Her research focuses on the construction of markets, tastes and value and bridges the disciplines of sociology and critical management/marketing. Major areas of interest include the work of cultural intermediaries as taste makers and key market actors, and the construction of provenance and authenticity as forms of value in the cultural fields of super-premium wine, craft beer and local food. Her work has been published in such journals as *Consumption, Markets & Culture*, *International Journal of Cultural Studies*, and the *European Journal of Cultural Studies*, and she is co-editor of *The Cultural Intermediaries Reader* (Sage, 2014).

Robert Swinburn, University of Melbourne, Australia
r.swinburn@student.unimelb.edu.au

Place, and the winegrowers of Geelong

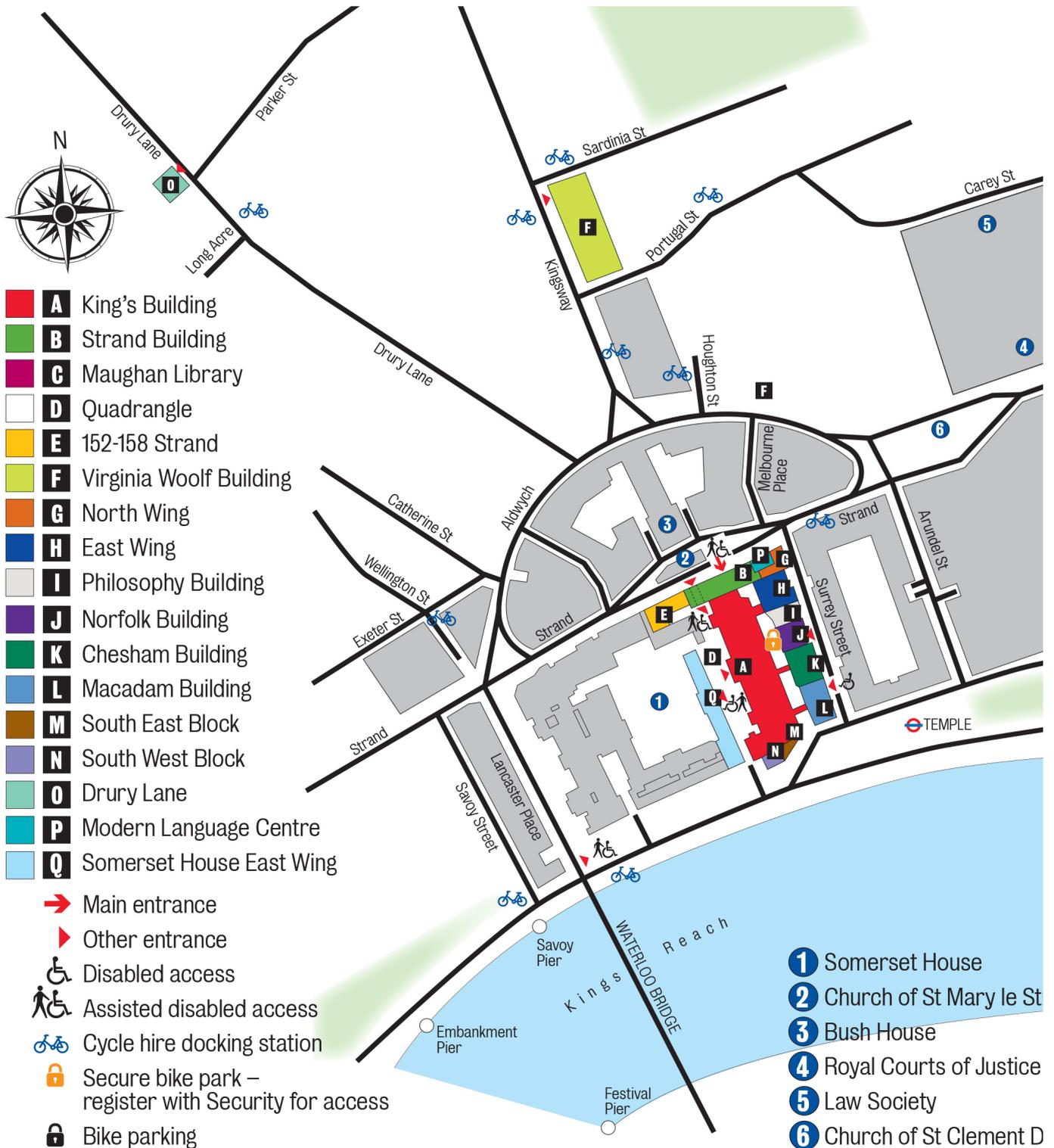
ABSTRACT For more than thirty years now, a substantial wine industry has been developing around the large industrial city of Geelong in southwestern Australia. One of the characteristics of the growth in wine production in Geelong is that the vineyards and wineries are family-owned and run. This expansion mirrors a general expansion of small-scale wine production across temperate Australia. Furthermore, in Geelong, it is mostly people who have come from elsewhere and who have different work backgrounds who have become winegrowers. My research among the winegrowers of Geelong focuses on exploring what it is that draws urban professionals to engage in small-scale wine production when even a cursory economic analysis would warn them against it. In this paper, I explore the notion, posited by Heidegger, among others, that belonging to a place is a fundamental human need. This is a need that is increasingly challenged by globalization. I put forward the idea that what the winegrowers are doing is, like the vines that they plant, putting down roots. Moreover, I suggest that the type of relationship they form with their places goes beyond a normal understanding of ownership and hence, challenges a modern economic understanding of small-scale wine production?

BIOGRAPHICAL NOTE Robert Swinburn is a Ph.D. candidate in Anthropology at the University of Melbourne. He is also a wine grape grower, winemaker and consultant. His publications include a chapter in *Wine and Culture; Vineyard to Glass*, (Black, R.E. and Ulin, R.C. 2013), which explores the French notion of terroir in an Australian context.

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CAMPUS MAP

KING'S COLLEGE LONDON, STRAND CAMPUS



The Worlds in a Wine Glass Conference will be held in the Council and River Rooms, 2nd floor, Strand Building, Strand Campus, King's College London.

The Worlds in a Wine Glass: Perspectives from the Humanities and Social Sciences Conference is a collaboration between the Wine Studies Research Network, the Faculty of Education and Arts at the University of Newcastle, Australia, and the Menzies Centre for Australian Studies at King's College London.

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Wine Studies Research Network
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Convenor

Dr Julie McIntyre
Julie.McIntyre@newcastle.edu.au
newcastle.edu.au/profile/julie-mcintyre

Cover image

William Barak (1820s–1903)
Samuel de Pury's vineyard, c. 1898
Watercolour 56 x 76 cm
Musée d'ethnographie
Neuchâtel MEN V. 1238

Written on 'Samuel de Pury's Vineyard'

*Native Name Gooring Nuring
The English name is Bald Hill*

*this is all your Vineyard and trees there
all belong to you there
your House alongside the vineyard where
you stop
this is the picture of it, what you see*

*now I send you this paper
I still remember you all the time
not forgetting yous at all
and your Uncle*

*I am getting very old now
I can't walk about now much*

William Barrak

