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| Titolo                  | Liquid bread [[electronic resource] ] : beer and brewing in cross-cultural perspective // edited by Wulf Schiefenhovel and Helen Macbeth   |
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| Collana                 | The anthropology of food and nutrition ; ; v. 7  |
| Altri autori (Persone)  | SchiefenhovelWulf <1943-><br>MacbethHelen M  |
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| Soggetti                | Drinking customs<br>Drinking of alcoholic beverages<br>Beer - Social aspects<br>Brewing - Social aspects   |
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| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Description based upon print version of record.  |
| Nota di bibliografia    | Includes bibliographical references and index.   |
| Nota di contenuto       | LIQUID BREAD; Contents; LIST OF FIGURES; LIST OF TABLES; preface; LIST OF CONTRIBUTORS; INTRODUCTION - ASSEMBLING PERSPECTIVES ON BEER; CHAPTER 1 - NATURAL INGESTION OF ETHANOL BY ANIMALS: WHY?; CHAPTER 2 - HEALTHY OR DETRIMENTAL? PHYSIOLOGICAL, PSYCHIATRIC AND EVOLUTIONARY ASPECTS OF DRINKING BEER; CHAPTER 3 - BEER: HOW IT`S MADE - THE BASICS OF BREWING; CHAPTER 4 - INTERDISCIPLINARY INVESTIGATIONS INTO THE BREWING TECHNOLOGY OF THE ANCIENT NEAR EAST AND THE POTENTIAL OF THE COLD MASHING PROCESS; CHAPTER 5 - BEER IN PREHISTORIC EUROPE; CHAPTER 6 - BEER AND BEER CULTURE IN GERMANY CHAPTER 7 - EUROPE NORTH AND SOUTH, BEER AND WINE: SOME REFLECTIONS ABOUT BEER AND MEDITERRANEAN FOOD1CHAPTER 8 - LIVING IN THE STREETS: BEER ACCEPTANCE IN ANDALUSIA DURING THE TWENTIETH CENTURY1; CHAPTER 9 - THE THIRST FOR TRADITION: BEER PRODUCTION AND CONSUMPTION IN THE UNITED KINGDOM; CHAPTER 10 - BEER IN THE CZECH REPUBLIC; CHAPTER 11 - ALCOHOL CONSUMPTION AND BINGE DRINKING IN GERMAN AND AMERICAN FRATERNITIES: ANTHROPOLOGICAL AND SOCIAL PSYCHOLOGICAL |

ASPECTS; CHAPTER 12 - RUGBY, RACING AND BEER IN NEW ZEALAND: COLONISING A CONSUMER CULTURE  
CHAPTER 13 - BEER, RITUAL AND CONVIVIALITY IN NORTHERN CAMEROON  
CHAPTER 14 - THE GENDER OF BEER: BEER SYMBOLISM AMONG THE KAPSIKI/HIGI AND THE DOGON; CHAPTER 15 - RITUAL USE OF BEER IN SOUTH-WEST TANZANIA<sup>1</sup>; CHAPTER 16 - Brewing Sorghum Beer in Burkina Faso: A Study in Food Technology from the Perspective of Anthropological Linguistics; CHAPTER 17 - RICE BEER AND SOCIAL COHESION IN THE KELABIT HIGHLANDS, SARAWAK; Chapter 18 - TRADITION AND CHANGE: BEER CONSUMPTION IN NORTHEAST LUZON, PHILIPPINES; CHAPTER 19 - CULTURE, MARKET AND BEER CONSUMPTION  
CHAPTER 20 - BEER AND EUROPEAN MEDIA: GLOBAL vs. LOCAL  
GLOSSARY; index

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Sommario/riassunto

Beer is an ancient alcoholic drink which, although produced through a more complex process than wine, was developed by a wide range of cultures to become internationally popular. This book is the first multidisciplinary, cross-cultural collection about beer. It explores the brewing processes used in antiquity and in traditional societies; the social and symbolic roles of beer-drinking; the beliefs and activities associated with it; the health-promoting effects as well as the health-damaging risks; and analyses the modern role of large multinational companies, which own many of the breweries

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