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Sommario/riassunto	In recent years craft beer marketing has increasingly evoked the medieval past in order to appeal to our collective sense of a lost community. This book discusses the desire for the local, the non-

corporate, and the pre-modern in the discourse of craft brewing, forming a strong counter-cultural narrative. However, such discourses also reinforce colonial histories of purity and conquest while effacing indigenous voices. This book reveals that craft beer is therefore much more than a delicious adult beverage; its marketing reveals a cultural desire for a past that has disappeared in a world that privileges the present.

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