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Autore	Bowen Sarah <1978->
Titolo	Divided spirits : tequila, mezcal, and the politics of production // Sarah Bowen
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Nota di contenuto	Front matter -- Contents -- List of Illustrations -- Acknowledgments -- Abbreviations -- Maps -- 1. The Promise of Place -- 2. From the Fields to Your Glass -- 3. Whose Rules Rule? Creating and Defining Tequila Quality -- 4. The Heart of the Agave: Farming in Tequila Country -- 5. Making Mezcal in the Shadow of the Denomination of Origin -- 6. Hipsters, Hope, and the Future of Artisanal Mezcal -- 7. Looking Forward -- Methodological Appendix -- Notes -- Works Cited -- Index
Sommario/riassunto	Divided Spirits tells the stories of tequila and mezcal, two of Mexico's most iconic products. In doing so, the book illustrates how neoliberalism influences the production, branding, and regulation of local foods and drinks. It also challenges the strategy of relying on "alternative" markets to protect food cultures and rural livelihoods. In recent years, as consumers increasingly demand to connect with the people and places that produce their food, the concept of terroir-the taste of place-has become more and more prominent. Tequila and mezcal are both protected by denominations of origin (DOs), legal designations that aim to guarantee a product's authenticity based on its link to terroir. Advocates argue that the DOs expand market opportunities, protect cultural heritage, and ensure the reputation of Mexico's national spirits. Yet this book shows how the institutions that

are supposed to guard "the legacy of all Mexicans" often fail those who are most in need of protection: the small producers, agave farmers, and other workers who have been making tequila and mezcal for generations. The consequences-for the quality and taste of tequila and mezcal, and for communities throughout Mexico-are stark. Divided Spirits suggests that we must move beyond market-based models if we want to safeguard local products and the people who make them. Instead, we need systems of production, consumption, and oversight that are more democratic, more inclusive, and more participatory. Lasting change is unlikely without the involvement of the state and a sustained commitment to addressing inequality and supporting rural development.

2. Record Nr.	UNINA9910810545403321
Autore	Scholz Williams Gerhild <1942->
Titolo	Mediating culture in the seventeenth-century German novel : Eberhard Werner Happel, 1647-1690 / / Gerhild Scholz Williams
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ISBN	0-472-12010-7
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Nota di contenuto	1. Setting the Stage -- 2. "The Court of Public Opinion" : Fictionalizing Encounters with Historical Heroes (Imre Thokoly and Friedrich von Schomberg) -- 3. Dangerous Passage : Pirates, Robbers, Captives, and

Sommario/riassunto

"Eberhard Happel, Baroque German author of an extensive body of work of fiction and nonfiction, has for many years been categorized as a 'courtly-gallant' novelist. In *Mediating Culture in the Seventeenth-Century German Novel*, author Gerhild Scholz Williams argues that categorizing him thus is to seriously misread him and to miss out on a fascinating perspective on this dynamic period in German history. Happel primarily lived and worked in the vigorous port city of Hamburg, which was a 'media center' in terms of the access it offered to a wide library of books in public and private collections, and Hamburg's port status meant it buzzed with news and information. Happel's novels deal with many topics of current interest--explorations of national identity formation, gender and sexualities, Western European encounters with neighbors to the East, confrontations with non-European and non-Western powers and cultures--and they feature multiple media, including news reports, news collections, and travel writings. As a result, Happel's use of contemporary source material in his novels feeds the current interest in the impact of the production of knowledge on 17th-century narrative. *Mediating Culture in the Seventeenth-Century German Novel* explores the narrative wealth and multiversity of Happel's work, examines Happel's novels as illustrative of 17th-century novel writing in Germany, and investigates the synergistic relationship in Happel's writings between the booming print media industry and the evolution of the German novel"--
