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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Series editors' preface; Acknowledgements; Map of french vineyards; Introduction: wine drinking culture: a Myth or a reality indecline?; Drink, consumption and identity; Changes to a national wine drinking culture; A new wine drinking culture?; Contemporary discourses and representations; Ethnographies and contexts; Passion for wine and Life-stories; Between self-reflexivity, 'distinction' andsocial connectedness; Globalization, nation and the region:the new wine drinking culture; Conclusion; Glossary; Bibliography; Index
Sommario/riassunto	Wine drinking culture in France has traditionally been a source of pride for the French and in an age of concerns about the dangers of 'binge- drinking', a major cause of jealousy for the British. Wine drinking and the culture associated with it are, for many, an essential part of what it means to be French, but they are also part of a national construction.

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