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57D - SKINNER GARDNER

A narrative history of the craft cocktail renaissance, written by a New York Times cocktail writer and one of the foremost experts on the subject. A Proper Drink is the first-ever book to tell the full, unflinching story of the contemporary craft cocktail revival. Award-winning writer Robert Simonson interviewed more than 200 key players from around the world, and the result is a rollicking (if slightly tipsy) story of the characters—bars, bartenders, patrons, and visionaries—who in the last 25 years have changed the course of modern drink-making. The book also features a curated list of about 40 cocktails—25 modern classics, plus an additional 15 to 20 rediscovered classics and classic contenders—to emerge from the movement.

“Insightful tour de force... Farrell’s writing is as informative as it is intoxicating” -- Publishers Weekly Shanna Farrell loves a good drink. As a bartender, she not only poured spirits, but learned their stories—who made them and how. Living in San Francisco, surrounded by farm-to-table restaurants and high-end bars, she wondered why the eco-consciousness devoted to food didn’t extend to drinks. The short answer is that we don’t think of spirits as food. But whether it’s rum, brandy, whiskey, or tequila, drinks are distilled from the same crops that end up on our tables. Most are grown with chemicals that cause pesticide resistance and pollute waterways, and distilling itself requires huge volumes of water. Even bars are notorious for generating mountains of trash. The good news is that while the good drink movement is far behind the good food movement, it is emerging. In *A Good Drink*, Farrell goes in search of the bars, distillers, and farmers who are driving a transformation to sustainable spirits. She meets mezcaleros in Guadalajara who are working to preserve traditional ways of producing mezcal, for the health of the local land, the wallets of the local farmers, and the culture of the community. She visits distillers in South Carolina who are bringing a rare variety of corn back from near extinction to make one of the most sought-after bourbons in the world. She meets a London bar owner who has eliminated individual bottles and ice, acculturating drinkers to a new definition of luxury. These individuals are part of a growing trend to recognize spirits for what they are—part of our food system. For readers who have ever wondered who grew the pears that went into their brandy or why their cocktail is an unnatural shade of red, *A Good Drink* will be an eye-opening tour of the spirits industry. For anyone who cares about the future of the planet, it offers a hopeful vision of change, one pour at a time.

Wine looks at how wine has been used to demarcate social groups and genders, how wine has shaped facets of social life as diverse as medicine, religion, and military activity, how vineyards have transformed landscapes, and how successive innovations in wine packaging have affected and been affected by commerce and consumption.

This analysis of the social history of alcohol in Ghana since the early 19th century blends the approaches of history, anthropology, social medicine, theology and political science. Sources used include proverbs, music, comic opera, popular literature, photographs, and colonial archives.

Add a gurgling moan with the sound of dragging feet and a smell of decay and what do you get? Better not find out. The zombie has roamed with dead-eyed menace from its beginnings in obscure folklore and superstition to global status today, the star of films such as *28 Days Later*, *World War Z*, and the outrageously successful comic book, TV series, and video game—*The Walking Dead*. In this brain-gripping history, Roger Luckhurst traces the permutations of the zombie through our culture and imaginations, examining the undead’s ability to remain defiantly alive. Luckhurst follows a trail that leads from the nineteenth-century Caribbean, through American pulp fiction of the 1920s, to the middle of the twentieth century, when zombies swarmed comic books and movie screens. From there he follows the zombie around the world, tracing the vectors of its infectious global spread from France to Australia, Brazil to Japan. Stitching together materials from anthropology, folklore, travel writings, colonial histories, popular literature and cinema, medical history, and cultural theory, *Zombies* is the definitive short introduction to these restless pulp monsters.

Written by international leaders in the field of alcoholism, this book provides an interdisciplinary source of information on alcoholism that links together science, policy, and public health in order to emphasise the importance of scientific knowledge with deciding public health policy.

Investigates the history of alcohol as a controversial and ubiquitous part of western culture and Christianity, tracing its use in ancient civilizations, profiling famous drinkers, and evaluating the role of alcohol in such events as the Revolution and the Prohibition. 20,000 first printing.

A dramatic historical narrative of the man who stole the secret of tea from China In 1848, the British East India Company, having lost its monopoly on the tea trade, engaged Robert Fortune, a Scottish gardener, botanist, and plant hunter, to make a clandestine trip into the interior of China—territory forbidden to foreigners—to steal the closely guarded secrets of tea horticulture and manufacturing. For *All the Tea in China* is the remarkable account of Fortune's journeys into China—a thrilling narrative that combines history, geography, botany, natural science, and old-fashioned adventure. Disguised in Mandarin robes, Fortune ventured deep into the country, confronting pirates, hostile climate, and his own untrustworthy men as he made his way to the epicenter of tea production, the remote Wu Yi Shan hills. One of the most daring acts of corporate espionage in history, Fortune's pursuit of China's ancient secret makes for a classic nineteenth-century adventure tale, one in which the fate of empires hinges on the feats of one extraordinary man.

From celebrations of Bacchus in ancient Rome to the Last Supper and casual dinner parties, wine has long been a key component of festivities, ceremonies, and celebrations. Made by almost every civilization throughout history, in every part of the world, wine has been used in religious ceremonies, inspired artists and writers, been employed as a healing medicine, and, most often, sipped as way to relax with a gathering of friends. Yet, like all other forms of alcohol, wine has also had its critics, who condemn it for the drunkenness and bad behavior that arise with its overconsumption.

Wine can render you tongue-tied or philosophical; it can heal wounds or damage health; it can bring society together or rend it. In this fascinating cultural history of wine, John Varriano takes us on a tour of wine’s lively story, revealing the polarizing effect wine has had on society and culture through the ages. From its origins in ancient Egypt and Mesopotamia to the expanding contemporary industries in Australia, New Zealand, and America, Varriano examines how wine is made and how it has been used in rituals, revelries, and remedies throughout history. In addition, he investigates the history of wine’s transformative effects on body and soul in art, literature, and science from the mosaics of ancient Rome to the poetry of Dickinson and Neruda and the paintings of Caravaggio and Manet. A spirited exploration, this book will delight lovers of sauvignon blanc or pinot noir, as well as those who are interested in the rich history of human creativity and consumption.

In *DRINKING IN AMERICA*, bestselling author Susan Cheever chronicles our national love affair with liquor, taking a long, thoughtful look at the way alcohol has changed our nation's history. This is the often-overlooked story of how alcohol has shaped American events and the American character from the seventeenth to the twentieth century. Seen through the lens of alcoholism, American history takes on a vibrancy and a tragedy missing from many earlier accounts. From the drunkenness of the Pilgrims to Prohibition hijinks, drinking has always been a cherished American custom: a way to celebrate and a way to grieve and a way to take the edge off. At many pivotal points in our history—the illegal Mayflower landing at Cape Cod, the enslavement of African Americans, the McCarthy witch hunts, and the Kennedy assassination, to name only a few—alcohol has acted as a catalyst. Some nations drink more than we do, some drink less, but no other nation has been the drunkest in the world as America was in the 1830s only to outlaw drinking entirely a hundred years later. Both a lively history and an unflinching cultural investigation, *DRINKING IN AMERICA* unveils the volatile ambivalence within one nation's tumultuous affair with alcohol.

The New York Times bestseller about two guys who went out for coffee and dreamed up *Seinfeld*—“A wildly entertaining must-read not only for *Seinfeld* fans but for anyone who wants a better understanding of how television series are made” (Booklist, starred review). Comedians Larry David and Jerry Seinfeld never thought anyone would watch their sitcom about a New York comedian sitting around talking to his friends. But against all odds, viewers did watch—first a few and then many, until nine years later nearly forty million Americans were tuning in weekly. Fussy Jerry, neurotic George, eccentric Kramer, and imperious Elaine—people embraced them with love. *Seinfeldia*, Jennifer Keishin Armstrong’s intimate history is full of gossip details, show trivia, and insights into how famous episodes came to be. Armstrong celebrates the creators and fans of this American television phenomenon, bringing readers into the writers’ room and into a world of devotees for whom it never stopped being relevant. *Seinfeld* created a strange new reality, one where years after the show had ended the Soup Nazi still spends his days saying “No soup for you!”, Joe Davola gets questioned every day about his sanity, and Kenny Kramer makes his living giving tours of New York sites from the show. *Seinfeldia* is an outrageous cultural history. Dwight Garner of *The New York Times Book Review* wrote: “Armstrong has an eye for detail...Perhaps the highest praise I can give *Seinfeldia* is that it made me want to buy a loaf of marbled rye and start watching again, from the beginning.”

An “entertaining and enlightening” deep dive into the alcohol-soaked origins of civilization—and the evolutionary roots of humanity's appetite for intoxication (Daniel E. Lieberman, author of *Exercised*). While plenty of entertaining books have been written about the history of alcohol and other intoxicants, none have offered a comprehensive, convincing answer to the basic question of why humans want to get high in the first place. Drunk elegantly cuts through the tangle of urban legends and anecdotal impressions that surround our notions of intoxication to provide the first rigorous, scientifically-grounded explanation for our love of alcohol. Drawing on evidence from archaeology, history, cognitive neuroscience, psychopharmacology, social psychology, literature, and genetics, *Drunk* shows that our taste for chemical intoxicants is not an evolutionary mistake, as we are so often told. In fact, intoxication helps solve a number of distinctively human challenges: enhancing creativity, alleviating stress, building trust, and pulling off the miracle of getting fiercely tribal primates to cooperate with strangers. Our desire to get drunk, along with the individual and social benefits provided by drunkenness, played a crucial role in sparking the rise of the first large-scale societies. We would not have civilization without intoxication. From marauding Vikings and bacchanalian orgies to sex-starved fruit flies, blind cave fish, and problem-solving crows, *Drunk* is packed with fascinating case studies and engaging science, as well as practical takeaways for individuals and communities. The result is a captivating and long overdue investigation into humanity's oldest indulgence—one that explains not only why we want to get drunk, but also how it might actually be good for us to tie one on now and then.

The New York Times Bestseller “There aren't many books this entertaining that also provide a cogent crash course in ancient, classical and modern history.” -Los Angeles Times Beer, wine, spirits, coffee, tea, and Coca-Cola: In Tom Standage's deft, innovative account of world history, these six beverages turn out to be much more than just ways to quench thirst. They also represent six eras that span the course of civilization—from the adoption of agriculture, to the birth of cities, to the advent of globalization. *A History of the World in 6 Glasses* tells the story of humanity from the Stone Age to the twenty-first century through each epoch's signature refreshment. As Standage persuasively argues, each drink is in fact a kind of technology, advancing culture and catalyzing the intricate interplay of different societies. After reading this enlightening book, you may never look at your favorite drink in quite the same way again.

A revised and expanded social history of social drinking and the cocktail in America discusses 350 years of drinking history—from colonial taverns to today's watering holes—and features more than one hundred recipes, including many new ones, for the most interesting and enduring beverages.

Reprint. 10,000 first printing.

Why are we so ambivalent about alcohol? Are we torn between our love of a drink and the need to restrict, or even prohibit, alcohol? How did saloon culture arise in the United States? Why did wine become such a ubiquitous part of French culture? *Alcohol: A Social and Cultural History* examines these questions and many more as it considers how drink has evolved in its functions and uses from the late Middle Ages to the present day in the West. Alcohol has long played an important role in societies throughout history, and understanding its consumption can reveal a great deal about a culture. This book discusses a range of issues, including domestic versus recreational use, the history of alcoholism, and the relationship between alcohol and violence, religion, sexuality, and medicine. It looks at how certain forms of alcohol speak about class, gender and place. Drawing on examples from Europe, North America and Australia, this book provides an overview of the many roles alcohol has played over the past five centuries.

Alcohol: Social Drinking in Cultural Context critically examines alcohol use across cultures and through time. This short text is a framework for students to self-consciously examine their beliefs about and use of alcohol, and a companion text for teaching the primary concepts of anthropology to first- or second-year college students.

Describes the evolution of cuisines from both the East and West, their influence on the rest of the world, and taboos associated with certain foods and drinks.

“A rich, complex history . . . Deeply engaging and witty” (Los Angeles Times). Long before Columbus arrived in the New World, tobacco was cultivated and enjoyed by the indigenous inhabitants of the Americas, who used it for medicinal, religious, and social purposes. But when Europeans began to colonize the American continents, it became something else entirely—a cultural touchstone of pleasure and success, and a coveted commodity that would transform the world economy forever. Iain Gately’s *Tobacco* tells the epic story of an unusual plant and its unique relationship with the history of humanity, from its obscure ancient beginnings, through its rise to global prominence, to its current embattled state today. In a lively narrative, Gately makes the case for the tobacco trade being the driving force behind the growth of the American colonies, the foundation of Dutch trading empire, the underpinning cause of the African slave trade, and the financial basis for victory in the American Revolution. Well-researched and wide-ranging, *Tobacco* is a vivid and provocative look at the surprising roles this plant has played in the culture of the world. “Ambitious . . . informative and perceptive . . . Gately is an amusing writer, which is a blessing.” —The Washington Post “Documents the resourcefulness with which human beings of every class, religion, race, and continent have pursued the lethal leaf.” —The New York Times Book Review

The first comprehensive book on alcohol in pre-modern India, *An Unholy Brew: Alcohol in Indian History and Religions* uses a wide range of sources from the Vedas to the Kamasutra to explore drinks and styles of drinking, as well as rationales for abstinence from the earliest Sanskrit written records through the second millennium CE. Books about the global history of alcohol almost never give attention to India. But a wide range of texts provide plenty of evidence that there was a thriving culture of drinking in ancient and medieval India, from public carousing at the brewery and drinking house to imbibing at festivals and weddings. There was also an elite drinking culture depicted in poetic texts (often in an erotic mode), and medical texts explain how to balance drink and health. By no means everyone drank, however, and there were many sophisticated religious arguments for abstinence. McHugh begins by surveying the intoxicating drinks that were available, including grain beers, palm toddy, and imported wine, detailing the ways people used grains, sugars, fruits, and herbs over the centuries to produce an impressive array of liquors. He presents myths that explain how drink came into being and how it was assigned the ritual and legal status it has in our time. The book also explores Hindu, Buddhist, and Jain moral and legal texts on drink and abstinence, as well as how drink is used in some Tantric rituals, and translates in full a detailed description of the goddess Liquor, Suradevi. Cannabis, betel, soma, and opium are also considered. Finally, McHugh investigates what has happened to these drinks, stories, and theories in the last few centuries. *An Unholy Brew* brings to life the overlooked, complex world of brewing, drinking, and abstaining in pre-modern India, and offers illuminating case studies on topics such as law and medicine, even providing recipes for some drinks.

Aguardente, chicha, pulque, vino—no matter whether it’s distilled or fermented, alcohol either brings people together or pulls them apart. Alcohol in Latin America is a sweeping examination of the deep reasons why. This book takes an in-depth look at the social and cultural history of alcohol and its connection to larger processes in Latin America. Using a painting depicting a tavern as a metaphor, the authors explore the disparate groups and individuals imbibing as an introduction to their study. In so doing, they reveal how alcohol production, consumption, and regulation have been intertwined with the history of Latin America since the pre-Columbian era. Alcohol in Latin America is the first interdisciplinary study to examine the historic role of alcohol across Latin America and over a broad time span. Six locations—the Andean region, Argentina, Brazil, Chile, Guatemala, and Mexico—are seen through the disciplines of anthropology, archaeology, art history, ethnohistory, history, and literature. Organized chronologically beginning with the pre-colonial era, it features five chapters on Mesoamerica and five on South America, each focusing on various aspects of a dozen different kinds of beverages. An in-depth look at how alcohol use in Latin America can serve as a lens through which race, class, gender, and state-building, among other topics, can be better understood, *Alcohol in Latin America* shows the historic influence of alcohol production and consumption in the region and how it is intimately connected to the larger forces of history.

Originally published in France and long sought in English translation, Jean-Paul Gabilliet’s *Of Comics and Men: A Cultural History of American Comic Books* documents the rise and development of the American comic book industry from the 1930s to the present. The book intertwines aesthetic issues and critical biographies with the concerns of production, distribution, and audience reception, making it one of the few interdisciplinary studies of the art form. A thorough introduction by translators and comics scholars Bart Beaty and Nick Nguyen brings the book up to date with explorations of the latest innovations, particularly the graphic novel. The book is organized into three sections: a concise history of the evolution of the comic book form in America; an overview of the distribution and consumption of American comic books, detailing specific controversies such as the creation of the Comics Code in the mid-1950s; and the problematic legitimization of the form that has occurred recently within the academy and in popular discourse. Viewing comic books from a variety of theoretical lenses, Gabilliet shows how seemingly disparate issues—creation, production, and reception—are in fact connected in ways that are not necessarily true of other art forms. Analyzing examples from a variety of genres, this book provides a thorough landmark overview of American comic books that sheds new light on this versatile art form.

Presents a history of alcohol, discussing its social and economic impact and the tensions between those who saw alcohol as a healthy alternative to untreated water and the views of governments and religious bodies, which saw it as a source of social instability.

Alcohol use has a long and ubiquitous history. The prevailing tendency to view alcohol merely as a ‘social problem’ or the popular notion that alcohol only serves to provide us with a ‘hedonic’ high, masks its importance in the social fabric of many human societies both past and present. To understand alcohol use, as a complex social practice that has been exploited by humans for thousands of years, requires cross-disciplinary insight from social/cultural anthropologists, archaeologists, historians, psychologists, primatologists, and biologists. This multi-disciplinary volume examines the broad use of alcohol in the human lineage and its wider relationship to social contexts such as feasting, sacred rituals, and social bonding. Alcohol abuse is a small part of a much more complex and social pattern of widespread alcohol use by humans. This alone should prompt us to explore the evolutionary origins of this ancient practice and the socially functional reasons for its continued popularity. The objectives of this volume are: (1) to understand how and why nonhuman primates and other animals use alcohol in the wild, and its relevance to understanding the social consumption of alcohol in humans; (2) to understand the social function of alcohol in human prehistory; (3) to understand the sociocultural significance of alcohol across human societies; and (4) to explore the social functions of alcohol consumption in contemporary society. ‘Alcohol in Humans’ will be fascinating reading for those in the fields of biology, psychology, anthropology, archaeology, as well as those with a broader interest in addiction.

The prize-winning history of the orchid: “an engaging and enlightening account of one of the Earth’s most mythologized botanical wonders” (Richard Conniff, author of *House of Lost Worlds*). At once delicate, exotic, and elegant, orchids are beloved for their singular, instantly recognizable beauty. Found in nearly every climate, the many species of orchid have had varying forms of significance in countless cultures over time. Following the orchid’s journey from Ancient Greek medicine to twentieth-century detective novels, science historian Jim Endersby explores the flower’s four recurring themes: science, empire, sex, and death. Orchids were a symbol of the exotic riches sought by 19th-century Europeans in their plans for colonization. They became subjects of scientific scrutiny for Charles Darwin, who investigated their methods of cross-pollination. As Endersby shows, orchids—perhaps because of their extraordinarily diverse colors, shapes, and sizes—have also bloomed repeatedly in films, novels, plays, and poems, from Shakespeare to science fiction. Featuring many gorgeous illustrations from the collection of the Royal Botanic Gardens, Kew, *Orchid: A Cultural History* was awarded the Watson Davis and Helen Miles Davis Prize by the History of Science Society. It is an enchanting tale not only for gardeners and plant collectors, but anyone curious about the flower’s obsessive hold on the imagination in history, cinema, literature, and more.

Nothing but clear, 100-proof American history. Hooch. White lightning. White whiskey. Mountain dew. Moonshine goes by many names. So what is it, really? Technically speaking, “moonshine” refers to untaxed liquor made in an unlicensed still. In the United States, it’s typically corn that’s used to make the clear, unaged beverage, and it’s the mountain people of the American South who are most closely associated with the image of making and selling backwoods booze at night—by the light of the moon—to avoid detection by law enforcement. In *Moonshine: A Cultural History of America’s Infamous Liquor*, writer Jaime Joyce explores America’s centuries-old relationship with moonshine through fact, folklore, and fiction. From the country’s early adoption of Scottish and Irish home distilling techniques and traditions to the Whiskey Rebellion of the late 1700s to a comparison of the moonshine industry pre- and post-Prohibition, plus a look at modern-day craft distilling, Joyce examines the historical context that gave rise to moonshining in America and explores its continued appeal. But even more fascinating is Joyce’s entertaining and eye-opening analysis of moonshine’s widespread effect on U.S. pop culture: she illuminates the fact that moonshine runners were NASCAR’s first marquee drivers; explores the status of white whiskey as the unspoken star of countless Hollywood film and television productions, including *The Dukes of Hazzard*, *Thunder Road*, and *Gator*; and the numerous songs inspired by making ‘shine from such folk and country artists as Joan Baez, Bob Dylan, Alan Jackson, and Dolly Parton. So while we can’t condone making your own illegal liquor, reading *Moonshine* will give you a new perspective on the profound implications that underground moonshine-making has had on life in America.

From the internationally bestselling author of *The Etymologicon*, a lively and fascinating exploration of how, throughout history, each civilization has found a way to celebrate, or to control, the eternal human drive to get sloshed “An entertaining bar hop through the past 10,000 years.”—The New York Times Book Review Almost every culture on earth has drink, and where there’s drink there’s drunkenness. But in every age and in every place drunkenness is a little bit different. It can be religious, it can be sexual, it can be the duty of kings or the relief of peasants. It can be an offering to the ancestors, or a way of marking the end of a day’s work. It can send you to sleep, or send you into battle. Making stops all over the world, *A Short History of Drunkenness* traces humankind’s love affair with booze from our primate ancestors through to the twentieth century, answering every possible question along the way: What did people drink? How much? Who did the drinking? Of the many possible reasons, why? On the way, learn about the Neolithic Shamans, who drank to communicate with the spirit world (no pun intended), marvel at how Greeks got giddy and Sumerians got sauced, and find out how bars in the Wild West were never quite like in the movies. This is a history of the world at its inebriated best.

Suitable for both the academician as well as the layman, this book draws from sources as varied as fiction, essays, reviews, and more.

Questions about drink -- how it is used, how it should be regulated, and the social risks it presents -- have been the source of sustained and heated dispute in recent years. Nicholls puts these concerns in historical context by providing a detailed and extensive survey of public debates on alcohol from the introduction of licensing in the mid-sixteenth century through to recent controversies over 24-hour licensing, binge-drinking, and the cheap sale of alcohol in supermarkets. In doing so, he shows that concerns over drinking have always been inextricably tied to broader questions about national identity, individual freedom, and the relationship between government and the market. He argues that in order to properly understand the cultural status of alcohol, we need to consider what attitudes to drinking tell us about the principles that underpin our modern, liberal society. *The Politics of Alcohol* presents a wide-ranging, accessible, and critically illuminating guide to the social, political, and cultural history of alcohol in England. Covering areas including law, public policy, medical thought, media representations, and political philosophy, it will provide essential reading for anyone interested in the history of alcohol consumption, alcohol policy, or the complex social questions posed by drinking today.

A 2017 CHOICE Outstanding Academic Title award winner ***** This book is an introduction to the history of alcoholic drink in England from the end of the Middle Ages to the present day. Treating the subject thematically, it covers who drank, what they

drank, how much, who produced and sold drink, the places where it was enjoyed and the meanings which drinking had for people. It also looks at the varied opposition to drinking and the ways in which it has been regulated and policed. As a social and cultural history, it examines the place of drink in society and how social developments have affected its history and what it meant to individuals and groups as a cultural practice. Covering an extended period in time, this book takes in the important changes brought about by the Reformation and the processes of industrialization and urbanization. This volume also focuses on drink in relation to class and gender and the importance of global developments, along with the significance of regional and local difference. Whilst a work of history, it draws upon the insights of a range of other disciplines which have together advanced our understanding of alcohol. The focus is England, but it acknowledges the importance of comparison with the experience of other countries in furthering our understanding of England's particular experience. This book argues for the centrality of drink in English society throughout the period under consideration, whilst emphasizing the ways in which its use, abuse and how they have been experienced and perceived have changed at different historical moments. It is the first scholarly work which covers the history of drink in England in all its aspects over such an extended period of time. Written in a lively and approachable style, this book is suitable for those who study social and cultural history, as well as those with an interest in the history of drink in England.

A spirited look at the history of alcohol, from the dawn of civilization to the modern day Alcohol is a fundamental part of Western culture. We have been drinking as long as we have been human, and for better or worse, alcohol has shaped our civilization. Drink investigates the history of this Jekyll and Hyde of fluids, tracing mankind's love/hate relationship with alcohol from ancient Egypt to the present day. Drink further documents the contribution of alcohol to the birth and growth of the United States, taking in the War of Independence, the Pennsylvania Whiskey revolt, the slave trade, and the failed experiment of national Prohibition. Finally, it provides a history of the world's most famous drinks-and the world's most famous drinkers. Packed with trivia and colorful characters, Drink amounts to an intoxicating history of the world.

The array of bottles is impressive, their contents finely tuned to varied tastes. But they all share the same roots in Mesoamerica's natural bounty and human culture. The drink is tequila—more properly, mescal de tequila, the first mescal to be codified and recognized by its geographic origin and the only one known internationally by that name. In *¡Tequila! A Natural and Cultural History*, Ana G. Valenzuela-Zapata, the leading agronomist in Mexico's tequila industry, and Gary Paul Nabhan, one of America's most respected ethnobotanists, plumb the myth of tequila as they introduce the natural history, economics, and cultural significance of the plants cultivated for its production. Valenzuela-Zapata and Nabhan take you into the agave fields of Mexico to convey their passion for the century plant and its popular by-product. In the labor-intensive business of producing quality mescal, the cultivation of tequila azul is maintained through traditional techniques passed down over generations. They tell how jimadores seek out the mature agaves, strip the leaves, and remove the heavy heads from the field; then they reveal how the roasting and fermentation process brings out the flavors that cosmopolitan palates crave. Today in Oaxaca it's not unusual to find small-scale mescal-makers vending their wares in the market plaza, while in Jalisco the scale of distillation facilities found near the town of Tequila would be unrecognizable to old José Cuervo. Valenzuela-Zapata and Nabhan trace tequila's progress from its modest beginnings to one of the world's favored spirits, tell how innovations from cross-cultural exchanges made fortunes for Cuervo and other distillers, and explain how the meteoric rise in tequila prices is due to an epidemic—one they predicted would occur—linked to the industry's cultivation of just one type of agave. The tequila industry today markets more than four hundred distinct products through a variety of strategies that heighten the liquor's mystique, and this book will educate readers about the grades of tequila, from blanco to añejo, and marks of distinction for connoisseurs who pay up to two thousand dollars for a bottle. *¡Tequila! A Natural and Cultural History* will feed anyone's passion for the gift of the blue agave as it heightens their appreciation for its rich heritage.

Fat: such a little word evokes big responses. While 'fat' describes the size and shape of bodies, our negative reactions to corpulent bodies also depend on something tangible and tactile; as this book argues, there is more to fat than meets the eye. *Fat: A Cultural History of the Stuff of Life* offers a historical reflection on how fat has been perceived and imagined in the West since antiquity. Featuring fascinating historical accounts, philosophical, religious and cultural arguments, including discussions of status, gender and race, the book digs deep into the past for the roots of our current notions and prejudices. Three central themes emerge: how we have perceived and imagined obesity over the centuries; how fat as a substance has elicited disgust and how it evokes perceptions of animality; but also how it has been associated with vitality and fertility. By exploring the complex ways in which fat, fatness and fattening have been perceived over time, this book provides rich insights into the stuff our stereotypes are made of.

Offers a thought-provoking look at the role and use of intoxicating drugs in human society, from a historical, anthropological, sociological, and medical perspective, past and present. Reprint. 15,000 first printing.

Drinking has always meant much more than satisfying the thirst. Drinking can be a necessity, a comfort, an indulgence or a social activity. *Liquid Pleasures* is an engrossing study of the social history of drinks in Britain from the late seventeenth century to the present. From the first cup of tea at breakfast to mid-morning coffee, to an evening beer and a 'night-cap', John Burnett discusses individual drinks and drinking patterns which have

varied not least with personal taste but also with age, gender, region and class. He shows how different ages have viewed the same drink as either demon poison or medicine. John Burnett traces the history of what has been drunk in Britain from the 'hot beverage revolution' of the late seventeenth century - connecting drinks and related substances such as sugar to empire - right up to the 'cold drinks revolution' of the late twentieth century, examining the factors which have determined these major changes in our dietary habits.

Alcohol is a killer—1 of every 13 deaths in the United States is alcohol-related. In addition, 5 percent of the population consumes 50 percent of the alcohol. The authors take a close look at the problem in a "classy little study," as *The Washington Post* called this book. *The Library Journal* states, "...[T]his is one book that addresses solutions....And it's enjoyably readable....This is an excellent review for anyone in the alcoholism prevention business, and good background reading for the interested layperson." *The Washington Post* agrees: the book "...likely will wind up on the bookshelves of counselors, politicians, judges, medical professionals, and law enforcement officials throughout the country."

This book maps changing patterns of drinking. Emphasis is laid on the connected histories of different regions and populations across the globe regarding consumption patterns, government policies, economics and representations of alcohol and drinking. Its transnational perspective facilitates an understanding of the local and global factors that have had a bearing on alcohol consumption and legislation, especially on the emergence of particular styles of 'drinking cultures'. The comparative approach helps to identify similarities, differences and crossovers between particular regions and pinpoint the parameters that shape alcohol consumption, policies, legal and illegal production, and popular perceptions. With a wide geographic range, the book explores plural drinking cultures within any one region, their association with specific social groups, and their continuities and changes in the wake of wider global, colonial and postcolonial economic, political and social constraints and exchanges.

What is ahangover? How does it feel to suffer from one? What can hangovers tell us about the way attitudes to alcohol have developed over time? This book sets out to answer these questions and many others by examining 'hangover literature' from the Renaissance to the present day.

In this fascinating history of alcohol in postwar American culture, Lori Rotskoff draws on short stories, advertisements, medical writings, and Hollywood films to investigate how gender norms and ideologies of marriage intersected with scientific and popular ideas about drinking and alcoholism. After the repeal of Prohibition in 1933, recreational drinking became increasingly accepted among white, suburban, middle-class men and women. But excessive or habitual drinking plagued many families. How did people view the "problem drinkers" in their midst? How did husbands and wives learn to cope within an "alcoholic marriage"? And how was drinking linked to broader social concerns during the Great Depression, World War II, and the Cold War era? By the 1950s, Rotskoff explains, mental health experts, movie producers, and members of self-help groups like Alcoholics Anonymous and Al-Anon helped bring about a shift in the public perception of alcoholism from "sin" to "sickness." Yet alcoholism was also viewed as a family problem that expressed gender-role failure for both women and men. On the silver screen (in movies such as *The Lost Weekend* and *The Best Years of Our Lives*) and on the printed page (in stories by such writers as John Cheever), in hospitals and at Twelve Step meetings, chronic drunkenness became one of the most pressing public health issues of the day. Shedding new light on the history of gender, marriage, and family life from the 1920s through the 1960s, this innovative book also opens new perspectives on the history of leisure and class affiliation, attitudes toward consumerism and addiction, and the development of a therapeutic culture.

Tea in China explores the contours of religious and cultural transformation in traditional China from the point of view of an everyday commodity and popular beverage. The work traces the development of tea drinking from its mythical origins to the nineteenth century and examines the changes in aesthetics, ritual, science, health, and knowledge that tea brought with it. The shift in drinking habits that occurred in late medieval China cannot be understood without an appreciation of the fact that Buddhist monks were responsible for not only changing people's attitudes toward the intoxicating substance, but also the proliferation of tea drinking. Monks had enjoyed a long association with tea in South China, but it was not until Lu Yu's compilation of the *Chajing* (*The Classic of Tea*) and the spread of tea drinking by itinerant Chan monastics that tea culture became popular throughout the empire and beyond. Tea was important for maintaining long periods of meditation; it also provided inspiration for poets and profoundly affected the ways in which ideas were exchanged. Prior to the eighth century, the aristocratic drinking party had excluded monks from participating in elite culture. Over cups of tea, however, monks and literati could meet on equal footing and share in the same aesthetic values. Monks and scholars thus found common ground in the popular stimulant—one with few side effects that was easily obtainable and provided inspiration and energy for composing poetry and meditating. In addition, rituals associated with tea drinking were developed in Chan monasteries, aiding in the transformation of China's sacred landscape at the popular and elite level. Pilgrimages to monasteries that grew their own tea were essential in the spread of tea culture, and some monasteries owned vast tea plantations. By the end of the ninth century, tea was a vital component in the Chinese economy and in everyday life. Tea in China transcends the boundaries of religious studies and cultural history as it draws on a broad range of materials—poetry, histories, liturgical texts, monastic regulations—many translated or analyzed for the first time. The book will be of interest to scholars of East Asia and all those concerned with the religious dimensions of commodity culture in the premodern world.