

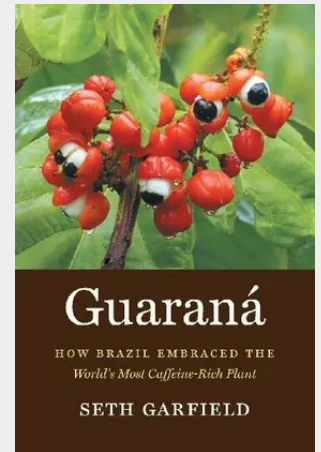
Seth Garfield is professor of history at the University of Texas at Austin. His most recent book is *In Search of the Amazon*.

Guaraná

How Brazil Embraced the World's Most Caffeine-Rich Plant

In this sweeping chronicle of guarana—a glossy-leaved Amazonian vine packed with more caffeine than any other plant—Seth Garfield develops a wide-ranging approach to the history of Brazil itself. The story begins with guarana as the pre-Columbian cultivar of the Sateré-Mawé people in the Lower Amazon region, where it figured centrally in the Indigenous nation's origin stories, dietary regimes, and communal ceremonies. During subsequent centuries of Portuguese colonialism and Brazilian rule, guarana was reformulated by settlers, scientists, folklorists, food technologists, and marketers. Whether in search of pleasure, profits, professional distinction, or patriotic markers, promoters imparted new meanings and uses to guarana. Today, it is the namesake ingredient of a multibillion-dollar soft drink industry and a beloved national symbol. Guarana's journey elucidates human impacts on Amazonian ecosystems; the circulation of knowledge, goods, and power; and the promise of modernity in Latin America's largest nation. For Garfield, the beverage's cross-cultural history reveals not only the structuring of inequalities in Brazil but also the mythmaking and ordering of social practices that constitute so-called traditional and modern societies.

In this sweeping chronicle of guaraná—a glossy-leaved Amazonian vine packed with more caffeine than any other plant—Seth Garfield develops a wide-ranging approach to the history of Brazil itself. The story begins with guaraná as the pre-Columbian cultivar of the Sateré-Mawé people in the Lower Amazon region, where it figured centrally in the Indigenous nation's origin stories, dietary regimes, and communal ceremonies. During subsequent centuries of Portuguese colonialism and Brazilian rule, guaraná was reformulated by settlers, scientists, folklorists, food technologists, and marketers. Whether in search of pleasure, profits, professional distinction, or patriotic markers, promoters imparted new meanings to guaraná and found new uses for it. Today, it is the namesake ingredient of a multibillion-dollar soft drink industry and a beloved national symbol. Guaraná's journey elucidates human impacts on Amazonian ecosystems; the circulation of knowledge, goods, and power; and the promise of modernity in Latin America's largest nation. For Garfield, the beverage's history reveals not only the structuring of inequalities in Brazil but also the mythmaking and ordering of social practices that constitute so-called traditional and modern societies.



42,60 €

42,60 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781469671277

Medium: Buch

ISBN: 978-1-4696-7127-7

Verlag: The University of North Carolina Press

Erscheinungstermin: 20.12.2022

Sprache(n): Englisch

Auflage: Erscheinungsjahr 2022

Produktform: Kartoniert

Gewicht: 577 g

Seiten: 336

Format (B x H): 156 x 234 mm

