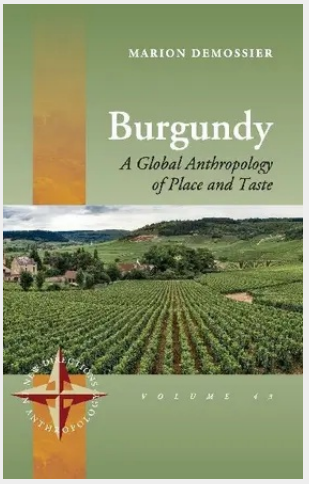
Demossier

Burgundy

The Global Story of Terroir

Drawing on more than twenty years of fieldwork, this book explores the professional, social, and cultural world of Burgundy wines, the role of terroir, and its transnational deployment in China, Japan, South Korea, and New Zealand. It demystifies the terroir ideology by providing a unique long-term ethnographic analysis of what lies behind the concept. While the Burgundian model of terroir has gone global by acquiring UNESCO world heritage status, its very legitimacy is now being challenged amongst the vineyards where it first took root.

"Demossier's engrossing analysis of Burgundy-the wine, the place, the brand-should be imbibed (pun intended!) on many levels-and slowly, for best appreciation."-foodanthro.com Drawing on more than twenty years of fieldwork, this book explores the professional, social, and cultural world of Burgundy wines, the role of terroir (the environmental factors that affect a crop's character), and its transnational deployment in China, Japan, South Korea, and New Zealand. It demystifies the terroir ideology by providing a unique long-term ethnographic analysis of what lies behind the concept. While the Burgundian model of terroir has gone global by acquiring UNESCO world heritage status, its very legitimacy is now being challenged amongst the vineyards where it first took root. From the introduction: Superficially then, Burgundy might appear to be simply acquiring recognition for its unchanging landscape, tradition and culture. Yet, for all the power of its rich local identity, folklore and culture which is broadcast to the world, there hides underneath the comforting blanket of this seamless place, untouched by change or conflict, a far more complex reality. Burgundy's listing as a World Heritage landscape emphasises its international reputation as a traditional and historical site of wine production and opens a new chapter in the production and marketing of its quality, differentiation and authenticity. It is also about readjusting Burgundy and the grands crus in response to a changing global market and the shifting kaleidoscope of world wine values.



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