


Research Centre for the History of Food & Drink

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Roger Haden, Director, roger.haden@adelaide.edu.au
A. Lynn Martin, Editor, lynn.martin@adelaide.edu.au

Craig Hill, Design
Peter Jenkins, Webmaster

July Came in October

Many members did not receive the July edition of the Newsletter until October. Apologies for that, but we had teething problems as a result of the new delegation of responsibilities in the Research Centre. We hope that October comes in October.

Dr. Andrew Ratledge – Gaudeamus Igitur

The Research Centre celebrates Andrew Ratledge's successful completion of his doctoral candidacy. Andrew's PhD dissertation, entitled *From Promise to Stagnation: East India Sugar 1792-1865* and supervised by Roger Knight, received an enthusiastic thumbs up from its examiners. An abstract of the dissertation is on page 7.

Eva Gullberg and the History of School Meals

As noted in the July Newsletter, Eva Gullberg has received a grant from the Swedish government to undertake a comparative study of schools meals in Sweden and Australia. The study continues the work of Eva's PhD dissertation, *The Well Nourished Child: Visions and Politics in the History of School Meals*, which focuses on Sweden. She has recently arrived in Adelaide with her family in tow, and will be a Visiting Research Fellow with the Research Centre until next June. If you have any suggestions or advice, you can contact Eva at eva.gullberg@adelaide.edu.au. Eva describes her project on page 6.

Michael Symons: The View from New Zealand

When Michael accompanied his wife Marion to a conference in Adelaide, the Research Centre seized the opportunity to have him speak about New Zealand food and his latest research. See Sarah Black's report on page 5.

Cannibalism

One of the hottest topics of discussion on the chatline of the American Society for Food Studies has been cannibalism. Prompting the discussion was the proposal by Ken Albala and Gary Allen for a book on the topic and their call for submissions. For Ken's proposal see page 3.

New Director = New Directions

The website will soon undergo a major overhaul that will result in, among other things, the capacity to renew membership with a click. While still encouraging donations, the Research Centre will charge a modest membership fee. The Research Centre will then take on the status of a proper "co.," which will make administration more straight forward and facilitate collaboration with the Department of History. For Roger Haden's "Notes from the Gastronomic Frontline" see page 8.

A RESEARCH CENTRE
OF THE
FACULTY OF HUMANITIES AND
SOCIAL SCIENCES



Conferences

24 October 2004

Boston University is hosting an interdisciplinary inquiry into "The History and Culture of Chocolate" that begins with a hot chocolate breakfast and includes a mole lunch and chocolate tastings. Papers include the following:

Patricia McAnany, "Chocolate in Pre-Columbian Meso-America"

April Najjaj and Beth Forrest, "Is Sipping Sin Breaking Fast? The Catholic Chocolate Controversy"

Ken Albala, "Chocolate: The Ideal Food and Medicine"

Timothy Walker, "Slave Labor and Cacao Plantations in Bahía, Brazil, 17th-19th Centuries"

Mort Rosenblum, "A Bittersweet Saga of Dark and Light"

Ronald LeBlanc, "Bolsheviks and Bonbons: The (Im)Morality of Chocolate in Revolutionary Russia"

Susan Terrio and Edmund A. Walsh, "Visions of Excess, Ecstasy, and Evil: Chocolate in French Films"

Ellen Messer, "Chocolate and Culture in International Affairs"

Jordan L. Le Bel, "The Mental Representations of Chocolate: Wherein Lies the Comfort?"

12-13 November 2004

The Centre for Mobilities Research, Department of Sociology at Lancaster University, is sponsoring an interdisciplinary symposium on "Food and Mobility." This symposium aims to address a number of themes arising from the issues of mobility and food. Food is produced and consumed through complex geographies of mobile people, plants, animals, and diseases that travel across global infrastructures of production, transportation, and preparation and become embedded in culinary cultures consisting of techniques, recipes, and styles of cooking and eating. The turn towards bodies, spatialities, networks, and materialities within the social sciences, science studies, cultural studies and gender studies suggests a number of new ways of posing the question of mobility and food. For more information go to

<http://www.comp.lancs.ac.uk/sociology/events/foodmobility.htm>

or contact Pennie Drinkall, CeMoRe & Research Coordinator, Sociology Department, County College South, Lancaster University, Lancaster LA1 4YD

9-12 February 2005

Lynn Houston is accepting proposals for papers on any aspect of food culture for the "Food and Culture Area" of the Southwest Regional Conference of the Popular Culture and American Culture Associations in Albuquerque, New Mexico. Proposed papers can be on any aspect of food, cooking, or nutrition (of any

geographical area or time period) and should have a main argument, interesting data (ethnography, market reports, historical data, fiction, cookbooks, films, cooking shows), and a theoretical or analytical dimension. She is also seeking presentations of creative works of poetry or fiction on food. The deadline for submissions is 30 November 2004. For more information contact Lynn Houston at lynnmhouston@hotmail.com.

2-3 June 2005

The European section of the International Commission on the Anthropology of Food (ICAF) will host its 21st conference in association with Oxford Brookes University. The venue is Headington Hill Hall, Oxford Brookes University.

The central theme of the conference will be "Non-Food as Food," that is, the alimentary consumption of items conventionally considered non-food by Western-trained nutritionists. The aim is to explore the social, cultural, economic, nutritional, biochemical and health-related contexts and consequences, in both industrialised and non-industrialised societies, of traditional practices of such consumption.

More specifically, the following topics are of interest: geophagy, autophagy, consumption of such items as ice, laundry starch, household paint, wall plaster, charcoal, chalk, nails, matches, resins (amber, etc.) and certain pregnancy cravings.

the nutritional, biochemical, psychological and health-related causes and consequences (both positive and negative) of such practices and the possibility of making comparative generalisations about these.

the cultural and social contexts of such consumption practices, and the possibility of making comparative generalisations about them.

any historical, political, economic and transnational dimensions of such practices.

local views about the health, social or spiritual consequences of such practices and the possibility of making comparative generalisations about these.

For further information contact Professor Jeya Henry, School of Biological and Molecular Sciences, Oxford Brookes University, Headington, Oxford, OX3 0BP, cjkhenry@brookes.ac.uk, or Professor Jeremy MacClancy, School of Social Sciences and Law, Oxford Brookes University, Headington, Oxford, OX3 0BP, jmacclancy@brookes.ac.uk

26-29 June 2005

The 14th Symposium of Gastronomy will take place at Beechworth (North East Valleys of Victoria). The theme is "Preservation or Change?" The organisers are currently canvassing for early registration, so contact Pippa Campbell, pippa3@bigpond.com

Chatlines

Food and Drink in the French Empire

Erica J. Peters, Adjunct Assistant Professor at University of Maryland University College (epeters@polaris.umuc.edu), is trying to establish an informal discussion group of scholars interested in the issues of food or drink in the French colonies.

Postorganic Futures

Georgina Holt (University of Salford) and Matt Reed (University of Exeter) have set up a "smartgroup" to discuss the issues raised at the World Congress of Rural Sociology held in Norway in 2004. Their research interests range from consumer research and rural development to trade policy and social movements. Check it out at

<http://www.smartgroups.com/groups/organicfutures>

Those wishing to join the group should contact Georgina Holt at gc_holt@btinternet.com

Websites

Gastronomy Theses

The website of the University's Graduate Program in Gastronomy contains the abstracts of the theses submitted by its students.

www.adelaide.edu.au/humss/gastronomy/graduate

Oedipus

Oedipus is an eight-minute movie performed entirely by "fresh vegetables in the tradition of Ben Hur."

www.newvenue.com/production/

Journals 1

Appunti di Gastronomia

This Italian journal features many scholarly works on the history of food and drink. For the home page and subscription information, go to

<http://www.appuntidigastronomia.com/default.htm>.

Victorian Literature and Culture

Ross Forman and Suzanne Daly, the editors of *Victorian Literature and Culture*, are planning a special issue on "Food and the Victorians." The deadline for submissions is 1 November 2005. Essays should follow MLA guidelines and may address any aspect of the production or consumption of food or drink. Inquiries may be directed to sdaly@english.umass.edu or to rf19@soas.ac.uk.

Call For Contributors

Cannibalism and Eating the "Other:" Stories of Human Cuisine

What is it about this subject that, simultaneously, fascinates and repulses us?

This book will be a collection of stories, both fiction and non-fiction, that explores the dangerous transgressive desire to eat human flesh and how various cultures interpret this behavior. Is cannibalism as universally condemned as is commonly assumed? At what point does it become acceptable? In what contexts is cannibalism a regular part of societies, past and present? In what ways do we all feast on others in figurative ways?

Possible topics include: real cannibals in the world today or in the past; criminal cannibals like Dahmer; accidental cannibals (think plane crash in the Andes or the Donner party); the willingly cannibalized (remember the guy in Germany not too long ago who advertised for someone to come and be eaten?); transcendental forms of cannibalism, as in the Eucharist; sexual acts bordering on cannibalism; human blood and vampires; cooking with human substances (though Ken has a story on this one already); and figurative or metaphorical types of cannibalism (cultural, economic, or social).

There are, no doubt, many other topics we have missed—feel free to explore the subject in whatever way you find interesting. The editors are especially interested in new approaches that food writers can apply to the topic of cannibalism.

The stranger the better, real or imagined.

Food writers of all kinds are invited to contribute to this volume, and entries should be either: specially written for this collection, or previously unpublished in book form. You are encouraged to approach the topic from your own unique perspective, bringing fresh new insights to a practice that is at once reviled and alluring. While you may have a strong background in a related academic field (such as anthropology, history or psychology), please understand that this book will be marketed to a popular audience.

Entries should be amusing, frightening, interesting, creepy, thought-provoking and should make it hard for the reader to choose between looking and looking away.

Please, no theoretical disquisitions or footnotes.

Submit essays, stories, poetry or reproducible artwork (via e-mail, either in the body of the message or as attached Microsoft Word files) to both Ken Albala kalbala@pacific.edu and Gary Allen gallen@hvi.net, editors. Submissions may be anywhere from a few pages to lengthy short stories. The deadline for submissions is 1 January 2005.

Ken Albala

The Main Course: Food Studies is Fast Becoming a Serious Pursuit

When lawyer Ellen J. Fried decided to find a different career after spending time raising her son, she was intrigued by a new field of study—one in which she could combine her intellect and love of food. Fried completed a master's degree last year from New York University's Department of Nutrition, Food Studies, and Public Health. Today, she works as a legal consultant for food policy at the Center for Science in the Public Interest, writes calendar entries for the James Beard House's nightly roster of chef dinners, and teaches at NYU's food studies program. "When I first went to college, back in the 1970s, food was not considered a serious academic study," recalls Fried. "But I think it's dawning on people that food studies is a legitimate field, and it can be approached from an intellectually rigorous point of view."

Food magazines and TV shows have turned chefs into celebs, fueling America's love affair with all things culinary. Hot issues like genetic modification and the obesity epidemic are encouraging scientists, writers, and lawmakers to think about food more seriously. And books like Eric Schlosser's *Fast Food Nation* and Mark Kurlansky's single-subject explorations (such as *Salt: A World History*) are finding a wide audience.

"The relationship between popular culture and academia has fueled the food studies movement," says Jennifer Berg, director of the graduate program in food studies and food management at NYU (nyu.edu/education/steinhardt/db/programs/45). "In the last few years, there's been a lot of fear around food. While the field used to be about embracing regional cuisine and eating because it's considered 'chic,' today it's more about political issues, food safety and security, as well as national and regional pride."

The number of applicants to NYU's food studies program has jumped in the past couple of years, making competition fierce for the limited spots available. The program is less than eight years old, and was created based on what Berg calls a food industry Who's Who. Fifteen students enrolled that first semester in 1997; today there are about 100 students in the graduate program. Graduates pursue a variety of careers, including publishing, nonprofit work, and product development. One of this year's grads, Lucy Norris, is even giving Mark Kurlansky a little competition with her own single-subject tome—on pickles.

While NYU is the only school in the U.S. that offers a food studies degree program, a number of universities and culinary schools are adding academic programs to their curricula, including food journalism, marketing, and culinary history. This summer, Stony Brook University opened its Center for Wine, Food, and Culture, which will offer classes this fall at its Manhattan campus (stonybrook.edu/sb/winecenter).

While the center will initially focus heavily on wine studies, particularly as it relates to the burgeoning Long Island wine business, there will also be a number of food-related classes.

Meanwhile, the New School's culinary arts program is known for its hands-on master classes in cooking, but the program also offers single-credit courses on culinary history for New School students (nsu.newschool.edu/03_deptcour.htm). One class, "From Marcus Apicius to Julia Child: An Introduction to Culinary History," offers a basic overview, while a new class this fall, "American Culinary History: You Are What They Ate," takes a more in-depth look at the role food has played in America.

The French Culinary Institute, too, has increased its noncooking course offerings (frenchculinary.com/subpages/amateur/foodWriting.html). Several years ago, the school began offering restaurant management courses, teaming up with professors from the Cornell School of Hotel Administration. This fall, the FCI is offering its first food journalism course, which will be run by the newly appointed dean of food journalism, Alan Richman, a contributor to *GQ*, *Bon Appétit*, and *Condé Nast Traveler* who has won 10 James Beard Foundation Journalism Awards.

"A lot of [FCI's culinary students] wanted to be food journalists," says Dorothy Hamilton, president of the French Culinary Institute. "So we tried to come up with a 'dream course.'" Hamilton says the food journalism class is one of a number of noncooking classes that the FCI will look to offer in the next few years. Adds Richman, "Food is becoming more important to Americans, on every level. There are so many directions it can go: nutrition, health, public policy, and critiquing."

Jessica Goldbogen

Reprinted from

www.villagevoice.com/issues/0431/goldbogen.php

Call For Contributors 2

Food, Culture, and Society

The Spring edition of 2005 will focus on "The Family Meal." The deadline for submissions is 15 December 2004. The editors invite research that offers fresh, analytical perspectives on family meals, past and present, local and global. We are particularly interested in papers that examine how seemingly "private," everyday activities of feeding and caring interact with broader power dynamics, institutions, social structures, and discourses.

For more journal information, contact Warren Belasco: belasco@umbc.edu

The Adulteration of Wine

The adulteration of wine has created recurrent scandals, especially in Europe, during the past fifty years or so. Wine producers have been guilty of adding substances to enhance the quality or increase the quantity of the product and thereby increase its value. Far from being a recent phenomenon, this was common practice in the past. In the period before functional and inexpensive glass bottles and before the widespread use of corks to seal containers wine could spoil in casks and barrels, primarily as a result of exposure to oxygen. People usually drank new wine, that is, wine from the last vintage, and it had to last until the next vintage. If a person's supply of wine spoiled in early summer, that could mean four or five months without.

Books on household management consequently contained recipes for reviving and restoring spoiled wine. One of the best examples is the seventeenth-century treatise entitled *The English Housewife* written by Gervase Markham. "Compiled" is probably more accurate than "written" to describe Markham's work as author, for the chapter on wine relied on the work of

Sir Hugh Platt's *Jewell House of Art and Nature*. The chapter went beyond remedies for spoiled wine, and contained recipes that turned cheap wines into expensive wines. For example, the recipe for muscadine began with malmsey and bastard wines and included the addition of eggs, salt, water, milk, and ginger.

Most of Markham's remedies were for wines that had lost their colour; other faults included wines that were ill, acidic, sour, brown, ropy, and hard. The ingredients of the recipes likewise included eggs, salt, water, and milk and also camphor, rice and rice flour, honey, alum, red dye, apples, and plums. An example: "If any of your sacks or white wines have lost their colour, take three gallons of new milk, and take away the cream; then overdraw your wine five or six gallons, then put in your milk and beat it." Wine connoisseurs might shudder at the thought, but these ingredients were much more wholesome than those used by the modern fabricators.

A. Lynn Martin

Reprinted from Campus Review

Culinary Comparisons: Australia and New Zealand

On 29 September the foodie faithfuls met again in the Barr Smith Library. Michael Symons, over from Wellington, New Zealand, was to enlighten us on some aspects of the food culture in his adopted homeland. Michael approached his topic with zest, addressing the good, the bad and the ugly with fearless honesty. New Zealand coffee is very good, despite (or more probably because of) the lack of a significant Italian influence. The butter is so bad Michael prefers to buy a Danish brand. The ice cream is likewise disappointing, with the notable exception of one brand made with all cream instead of milk (and therefore in breach of the regulations). Turnips in New Zealand, apparently, are excellent. Olive oil is scarce and expensive, but fashionable nonetheless. Anybody planning a trip to New Zealand take note.

From this light and entertaining introduction Michael's talk turned to more weighty matters. His main subject was a team research project on New Zealand culinary traditions. Headed up by Professor Helen Leach of the Department of Anthropology at the University of Otago, the team successfully applied for a major grant, which will allow them to undertake a large-scale study of New Zealand culinary culture and history through the nation's cookery books. The part of the project that Michael discussed in most detail was the research methodology using a database to manipulate information derived from thousands of recipes.

Such a quantitative approach reveals the significance of small changes over time. A pilot project on Christmas cake showed the fluctuations over the decades of cake size, relative quantities of different dried fruits and other ingredients, all features of the recipe that reflect the fortunes of the nation and the vagaries of history.

On other subjects, it appears the pavlova people have reached a consensus that the Pav probably *was* first baked in New Zealand. Australia seems to have given it the name, though, so we all have something to crow about. But did you know that there is a possibility that the Lamington hails from NZ as well? The shock! Can we risk another of our pillars of national faith crumbling away from beneath our very feet? Lamington lovers, look to your cookery books. We need to find our earliest lamington recipes, or who knows, we may just lose our grip on another delicious, fluffy piece of Australiana.

Sarah Black

Feeding the Hungry Children

Problems with hungry and underfed children became much discussed in several European countries during the last decades of the nineteenth century and the first of the twentieth. These reports and following debates were of course one of the effects of children spending time in larger groups. The children's groups came together in schools and in different institutions and workplaces.

The stumbling block, the solving of the hunger problem, took different shapes in different countries. In Sweden, where most of the children between the ages of seven and twelve to fourteen went to school, the government decided to provide them all a free meal during the scheduled day in the elementary schools. This social reform became a political reality first in 1947, and an apparent reality among the lot of the children somewhat twenty years later. Before 1947 several school districts provided some kind of meals organised as poor relief and only to the poorest and the most needy children. The food and meal situation in Sweden was for many years and in certain ways a private matter that should be a concern of the family. The housewives and mothers were considered responsible for the children when it came to food and eating. Later, in the 1940s and 50s, children in Sweden became more and more an investment in and for the future. The state took over the responsibility for feeding the schoolchildren, both in terms of the financing as well as the organising of school meals.

However, although the reform seems simple and easy, this was not a process without conflicts and opposition. Several questions were raised against the state taking over the supply of food to children. Why should society intervene in this delicate matter? Meals and eating in the family was (and is today) not only a matter of nutrition. It was also a time and a place for socialisation in matters such as conversation and etiquette. And why should the state, during such a difficult financial situation soon after World War II, spend an enormous amount of tax income on school meals? The military, public infrastructure, and the production of dwellings were some of the areas that many people wished to develop further and faster. In Sweden the social democrats discussed and solved the food question in terms of how to prepare and to plan in the name of the nation and for the future. Interesting questions are: How did a food debate and problems of the same kind appear in other places? Who discussed these matters? We could suppose it was the mothers, the teachers, the doctors and the politicians. How and where did they meet? In what terms did the food question appear? The denominations of the feeding problem could implicate what the hungry children in different contexts meant or stood for in different times.

A comparison of the debates concerning these matters could give an interesting picture of differences and/or similarities between countries with an explicit declared welfare agenda.

Sweden is nearly unique in providing and publicly funding meals for all schoolchildren. Current Swedish debate shows clearly that the policy of providing school meals is universally accepted. That school meals are taken for granted by most people makes the subject particularly interesting to problematise from a historical perspective, perhaps especially in light of the protracted implementation of the policy. The earlier aim of my research has been to study the political and social history of school meals, and to explain how and why publicly funded school meals for all children in Sweden were established. The focus on these meals as well as the changed meaning of food and child nutrition led to the inclusion in my doctoral thesis, *The Well Nourished Child: Visions and Politics in the History of School Meals*, of sources and material from areas that would otherwise not fall within the scope of an analysis of political and policy change. In terms of methodology this entailed analysis of the content of radio programs, menus, cookbooks, and articles in periodicals, which was integrated with an analysis of policy changes, parliamentary debates, and material taken from official inquiries.

The present aim for me now is to compare Sweden with Australia concerning the visions and notions about what a proper meal should offer for the next generation—the children. The political and social history of school meals as well as other meals for children can tell us much about the beliefs of good versus bad childhood or healthy versus unhealthy living conditions, and I really do think that we can be sure of its influence on political processes and the shaping of policy.

Eva Gullberg

Camberwell Ragged School Dinner, UK, c1900



Abstract of *From Promise to Stagnation: East India Sugar 1792-1865*

During the early 1790s the East India Company saw the possibility of a lucrative trade in East India sugar at a time when high sugar prices and the finite nature of the sugar resources of the British West India colonies had become a matter of concern to British consumers. Periodically from 1796 through to the early 1820s the emancipist lobby realised that large-scale sugar imports from the east were a way in which Britain could be supplied with sugar without recourse to the slave grown product. India's potential as a sugar producer was also a matter of concern to the West Indian planters and merchants, consequently they sought to create and maintain a tariff barrier to protect their British market.

With the abolition of slave ownership in the British Caribbean colonies and the resultant diminishment of sugar production, from 1836 British India was perceived by some influential groups in Britain as having the potential to produce large quantities of sugar to supply a British market at a time when industrialisation was approaching its mature stage. This potential, although not as large as the more optimistic hoped, was considerable and came to a peak in the late 1840s. No sooner had the sub-continent begun to produce sugar in quantity, when the body politic in Britain opted for free trade policies. The Sugar Act of 1846 lowered tariff barriers until in 1854 all sugar entered the British market at the same level of duty.

The opening chapter examines the East India Company's role in the early years of this trade, explaining the intimate connections between the intra-Asian sugar trade and sugar trade between the sub-continent, Europe and the American west coast. Two subsequent chapters look at the British home and re-export market, initially discussing the linkage between the protection of the West Indian product through restrictive tariffs and the community of interests of the various groups within the British body politic with relationship to this trade. The second of these two chapters is a discussion of the emergence of free trade policies and the effect of these on East India sugar imports to Britain.

Chapters four to six examine the development and failure of the two phases of European involvement, 1790-1809 and 1828-1853. The discussion looks at the emergence of agricultural and trade policies of the government of British India and the capitalisation of the industrialised sugar industry that emerges between 1836 and 1853. Other issues such as the agricultural, economic and commercial problems encountered by this industry are examined. Chapter seven is a discussion of the role of the indigenous sugar industry, the nature of its product, the structure of the internal market, and the inability of European and indigenous sectors to form an equitable relationship.

The thesis is an attempt to relate the various components of the East India sugar trade to each other and explain why this trade failed to make a substantial impact in the British market place until the 1840s. Having established a major share of this market and enjoyed a short period of fluorescence between 1840 and 1853, the sub-continent sugar industry stagnated until only a handful of European enterprises and the then diminishing sector of the indigenous industry continued to export sugar to Britain. During the last forty years of the century British India, capable of supplying Britain with 70,000 tons per annum in the late 1840's, became a "reserve" supplier only. The Sub-continent from time to time sent large quantities to Britain; these, however, were rare occasions, brought about by the failure of regular sources in South America, the Caribbean or beet fields of Europe.

Andrew Ratledge

Journals 2

Food, Culture, and Society

The Fall 2004 issue of *Food, Culture, and Society* includes the following articles:

Special Section: Eating and Thinking Globally

Christy Shields-Argelès, "Imagining the Self and the Other: Food and Identity in France and the United States"

Carla Guerrón-Montero, "Afro-Antillean Cuisine and Global Tourism"

Damian M. Mosley, "Breaking Bread: The Roles of Taste in Colonialism"

Samantha Kwan, "Why the U.S. Can't Have Its (Layered Cake) and Eat it Too: Global Cycles, Cake Forms, and the Decline of American Hegemony"

Charles Feldman, "Roman Taste"

Jeffrey M. Pilcher, "Empire of the 'Jungle': The Rise of an Atlantic Refrigerated Beef Industry, 1880-1920"

Joan A. Qazi and Theresa L. Selfa, "The Politics of Building Alternative Agro-Food Networks in the Belly of Agro-Industry"

Special Section: Slow Food

Julie Labelle, "A Recipe for Connectedness: Bridging Production and Consumption with Slow Food"

Marie Sarita Gaytán, "Globalizing Resistance: Slow Food and New Local Imaginaries"

Janet Chrzan, "Slow Food: What, Why, and to Where?"

Rachel Laudan, "Slow Food, the French Terroir Strategy, and Culinary Modernism: An Essay Review"

For subscription information go to <http://food-culture.org>

Museum of Wine Culture

A bronze Chinese cup for heating and mixing wine from the first century B.C., a 19th-century bottle-cleaning machine rescued from a French wine retailer and Picasso's painting "Homage to Bacchus" are among the items displayed at the Museum of Wine Culture, which opened recently in La Rioja, Spain's famed wine region.

One of the world's largest museums dedicated to wine, it was created by the Vivanco family, which has been producing wine in the area for four generations. Some 6,000 objects of a collection begun by the owners' father are displayed in a modern five-story building (including two basement levels) at the family's winery, *Dinastía Vivanco*, in the town of Briones, about 180 miles northeast of Madrid.

Along with the many historical items labeled in Spanish and English (the oldest is a 13th-century-B.C. camel-head wine vessel from Mesopotamia), audiovisual displays explain the history of wine, how it has been produced through the ages, the craft involved in making corks and barrels, and the soils and climates best suited for grapes. One display allows visitors to sniff examples of cinnamon, honey, caramel and other essences that give wine its flavor. A small theater

shows scenes from movies, like "Zorba the Greek" and "Notorious," that deal with wine.

The last section of the museum features decanters, bottles, glasses and more than 3,000 corkscrews, including a collection of erotic models and several from the United States that lampoon Rep. Andrew Volstead, the author of the Prohibition act.

Outside the museum is Bacchus's Garden, with more than 200 grape varieties from around the world. A restaurant in the museum looks out onto the surrounding vineyards and the Cantabrian mountains; it serves a \$29.50 fixed-price menu (at \$1.23 to the euro) at midday and à la carte items at lunch and dinner. There is also a cafeteria.

The museum is at Carretera Nacional 232 (Kilometer 442) in Briones; (34-941) 322-323; www.dinastiavivanco.es. Admission, \$7.35. Hours are 10 a.m. to 8 p.m. from June through September, and 10 a.m. to 6 p.m. October through May. Closed Monday and the Christmas holidays.

Benjamin Jones
Reprinted from NYTimes.com

Notes from the Gastronomic Frontline

This past week has been a busy one for a visiting cohort of students in the Graduate Program in Gastronomy attending their residential week here in Adelaide. A visit to Coriole winery in the McLaren Vale, where cheese-maker Kris Lloyd led a "sensational laboratory" with tastings of Woodside goat cheeses, was followed by Coriole's Mark Lloyd talking us through a range of olive oils and then a wine tasting. The morning concluded fittingly with a highlight: a splendid lunch matched with generous amounts of aged Shiraz, Chenin Blanc, and Sangiovese provided by the winery. The day's activities constituted a taste of what will take place all around the McLaren Vale during the "fiesta" program in October. [Visit www.safoodonline.com/food_biz/pages/business/calendar or www.fleurieufood.com.au for a program of the month's events.]

"Is this an advertisement?" I hear you ask. No, simply an example of the burgeoning productivity that now engages all those involved in the contemporary "food industry," a truly interdisciplinary enterprise that brings food and wine producers and artisans, marketers, consumers, academics, teachers, and students together to discuss, share and learn. Food knowledge is spreading fast, but perhaps this is because we are now more prepared to discuss it seriously.

This food industry, based as it is on the ubiquitous culture of food and drink, something simultaneously contemporary and historical, theoretical and practical, meaningful and pleasurable, also has a nascent political purpose. In Australia this means getting it right for the environment as much as for the consumer, raising the degree to which food production and consumption are taken seriously from a gastronomic perspective, and knowing how to shape and direct the growing trade in regional and local gastronomic tourism—or perhaps not! These things are sometimes best left to mature naturally! Whatever the case, academic interest in food and eating on all fronts brings ideas and practical know-how into a forum that does the meaning of the word gastronomy — everything pertaining to man in so far as he (and she) sustains himself—proud.

Gastronomy has seemingly come full circle from the post-revolutionary posturing of Grimod de la Reyniere (God bless him!) to our affluent contemporary society in which gustatory sensibilities have been reattuned to pleasure via concerns over health and well being and under the mantle of that incumbent neologism "lifestyle." This has of course had a positive effect in so far as support for scholarship in the history and culture of food and drink has also blossomed. Let's hope it continues.

Roger Haden, Director