

well, and she also provided a solid Index, which makes the volume much more useful than it would have been otherwise.

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ANDREW W. M. SMITH: *Terror and Terroir: The Winegrowers of the Languedoc and Modern France*. Manchester University Press, Manchester, UK, 2016, 296 pp. ISBN 978-1784994358, \$115.00; Kindle Edition: ASIN B01NBNAG6E, \$77.48.

Andrew W.M. Smith's *Terror and Terroir* is a case study of the effects of national and global agro-economic policies on the winegrowers of the Languedoc region in France. Smith begins his chronology with the abortive 1907 *révolte du Midi*, France's largest social disturbance since the Revolution. A substantial portion of this first chapter deals with the pre-*révolte* industrial atrophy in the region and the subsequent expansion of small-scale vineyards producing low-quality wine. Smith carefully traces out the cast of characters—winemakers large and small, local and national-level politicians, and labor leaders—who will reappear as the study's main characters in the subsequent chapters. This first chapter is also a sketch of the rise of the various groups (both unions and other sorts of associations) among winegrowers, and, of course, of the 1907 revolt of Languedocian workers (principally but not solely winegrowers). The subsequent chapters are in the main chronological, tracing the economic challenges first of the worldwide depression, then of the Vichy-imposed regulations on the industry. Smith focuses the middle chapters of the book on the post-war history of the central union, the Comité Régional d'Action Viticole (hereafter, the CRAV), and their use of the memory of 1907 to galvanize support. These chapters also show the winegrowers' attempt to link Occitaine regional identity (evolving in the 1960s) to their struggle. Chapter 5 focuses on the lethal clash of winegrowers and security forces at the town of Montredon in 1976. The final two chapters chart the CRAV's decline and the dramatic changes in the Languedoc wine industry at the end of the 20th century as power over policy shifted from Paris towards Brussels.

Smith's prose is clear; he gives enough context to make the debates accessible even to a non-specialist in French history or the history of wine production. Labor and social historians, well-versed in the modification and recycling of the past by labor movements, will recognize much in Smith's book that is familiar. His punctilious use of sources from regional and national archives, local newspapers, and even oral histories reveals that the CRAV's struggle was not revolutionary or anti-statist. The author shows that despite continual references to the 1907 "révolte" and frequent extra-parliamentary (and often illegal) measures used by the winegrowers, their

goal was more, not less, central government intervention in the Languedocian wine economy. In his Introduction, Smith indicates that his historiographical interventions are in historicizing both the Languedocian winegrowers' movement and regional heritage, then connecting the two. He succeeds in accomplishing both goals. Winegrowers' protests over the 20th century have been motivated by economic realities but have made use of the tools of regional identity to broaden its appeal. Smith argues that terroir is "the key to unlocking the complex and contested significance of wine to French national identity (p. 2)."

This intervention, when it came, was not what the winemakers' movement wanted. The true value of Smith's narrative is perhaps the articulation of a powerful counter-argument to the mythology of terroir. The winemakers' core demand, despite discourse about fraud and "tradition," was not support for a high-quality traditional product that could only be produced in a delimited zone with special "traditional" techniques. Rather, Languedocian winemakers essentially wanted the central government to subsidize their continued production of low-quality table wine, undistinguished except for its mediocrity and incidental production within departmental boundaries. Instead of acceding to these demands, French and EU officials spent decades promoting the reduction of production, the replanting vineyards with better-quality varietals, and the improvement of production standards through technological modernization. The creation of a Languedocian AOC wine zone in 1985 was premised not on traditional grape varieties or methods of production, but rather a wholesale modernization. The traditional varietals—Aramon noir, Cinsault, and Carignan—were all high-yield and low-quality, and were almost totally replaced in the closing decades of the century. Cabernet, Merlot, Sauvignon, and Chardonnay vines, of which zero acres had been planted in Languedoc in 1968, were covering tens of thousands of hectares in 2008. Smith's narrative, then, is a welcome counterpoint to the typical food studies paeans to terroir emerging from tradition; good wine from the Languedoc is recent, and has more to do with EU-subsidized replanting with high-quality varietals and stainless-steel machinery than Languedocian heritage and traditional winemaking techniques.

Scholars of terrorists and terroirists, take note: Despite the title, there is no real terror, or terroir. Militant winegrowers destroy property throughout the book, but violence against people is rare and almost always accidental. There is a brief discussion of terroir in the Introduction and an oblique reference to the difference in wines from the hills versus the plains on p. 167, but the impact of the land on the wine is almost entirely absent. There is not much discussion of Languedoc as an actual, physical place—Smith's actors give speeches, march in rallies, occupy train stations, and dump wine, but he only occasionally shows them in their vineyards. Smith dwells at times too long on the particulars of the many labor leaders that people his pages.

Smith's case study, while perhaps too detailed to be an undergraduate text, opens the avenue to other important comparative research that could be done. Alongside this excellent example of a long-term (and ultimately unsuccessful) struggle of Languedocian winemakers to have Paris subsidize their continued production of

plonk, it would be interesting to see if winemakers in Italy, Spain, and Germany were using similar tactics, and with similar results.

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PETER CSIZMADIA-HONIGH: *The Wines of India: A Concise Guide*. The Press Publishing Ltd, London, 2015, 452 pp., ISBN: 978-0993035913 (paperback), £25.00 (only direct from www.thewinesofindia.com or from www.amazon.co.uk).

There are at least three different kinds of wine guides one might imagine for a new wine country such as India: a traveler's guide for exploring wine regions of India; a taster's guide for finding the best among available wines if you live in, or happen to be visiting, India; and a wine guide for those acquainted with and knowledgeable about more established wine regions. This guide accomplishes each of these to some extent, but each imperfectly.

As a traveler's guide, the book does a good job of getting the key information across: where the wine regions of India are and where the wineries are located. But it does less well in other practical information that a visitor would want such as contact information, visiting hours (if such even exist), and suggested itineraries. Wine tourism is a nascent industry in India, but it does exist. Sula, one of the largest Indian wineries, now runs its own resort. The days of wine crawls through Nashik or northern Karnataka are probably not that far in the future. In its current form, this guide does an admirable job of telling who and where, but less so how.

As a taster's guide, Csizmadia-Honigh takes an admirable first stab at imposing some order on the wine chaos of India. And a wine chaos it is. Because of India's state-driven wine and liquor production and distribution rules it is impossible even in large Indian cities to find a consistent cross-section of India's better wineries. What is worth trying and what best avoided is basic but valuable information, and you will find it in this guide. Csizmadia-Honigh categorizes producers by a star rating (one to five) and then rates individual wines on a 20-point scale. Notwithstanding lengthy digressions on the criteria and the inherent subjectivity of wine ratings, the rankings, while useful, are rather opaque: Is a 17.5 meaningfully better than a 17.3? Setting aside subjectivity, without tasting notes or basic descriptions it is impossible to tell. To find them, you end up flipping between different sections of the book. But Csizmadia-Honigh has provided enough information to point you to the upper end of the wine list if you happen to find yourself in India and wish to drink local wine.