



Foto: Tereza Nováková

# *Identity and Authenticity in the Narratives of Craft Drinks Producers*

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The recent increased popularity of 'craft' drinks, made in small batches by skilled workers and positioned as being of particularly high cultural value, raises a number of questions relating to the reconfiguration of production and consumption practices. This talk will explore the renewed interest in craft production and craft products as a means to examine the themes of locality, heritage and authenticity as they are framed in the narratives of UK craft beer and real ale brewers and craft gin distillers.



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<p><b>30. 5. 2019, 18:30</b></p>	<p>Hollar, Fakulta sociálních věd Smetanovo nábřeží 6, Praha 1</p>
<p><b>room 112, Hollar</b></p>	<p><a href="http://www.sociologickevecery.fsv.cuni.cz">www.sociologickevecery.fsv.cuni.cz</a></p>