

Contents

Acknowledgments	11
Typicality in History. Tracing a Basic Definition	13
<i>Giovanni Ceccarelli, Alberto Grandi, Stefano Magagnoli</i>	

PART I

TASTE AND TYPICALITY: CONSTRUCTION AND INVENTION OF TRADITION

Terroir: jalons pour l’histoire d’un mot	23
<i>Madeleine Ferrières</i>	

The Contents of Typical Food Products: Tradition, Myth, Memory. Some Notes on Nostalgia Marketing	45
<i>Maura Franchi</i>	

The Avatar: An Economic History Paradigm for Typical Products	69
<i>Giovanni Ceccarelli, Alberto Grandi, Stefano Magagnoli</i>	

The Building of Typicality as Food Pattern (Italy, XIVth-XVIth Centuries)	87
<i>Laura Prosperi</i>	

La construction des “spécialités” culinaires du Sud-Ouest de la France (XVIII^e-XIX^e siècles)	97
<i>Philippe Meyzie</i>	

Imagining Identities. Women’s Magazines and the Invention of Culinary Traditions in Flanders (1945-1970)	109
<i>Anneke Geyzen</i>	

Typical Food in Norway. A Developer of History and Tradition	129
<i>Virginie Amilien</i>	

The Swiss Milk Chocolate. A Typical Image for an Atypical Product	149
<i>Régis Huguenin</i>	

PART II
TYPICALITY AND INSTITUTIONS

**Costa Rica Between Trademarks and Geographical Indications.
A Case Study in the Development of Typicality** 167

Fabio Parasecoli

**“Walser’s pride”: A Mountain Cheese as Part of
Regional Identity and Regional Development Strategies
in the Biosphere Reserve *Großes Walsertal* – Austria** 177

Stefan Kah, Norbert Weixlbaumer

**Produits typiques alpins, écomusées et marketing territorial
comme stratégies de distinction et de survie** 189

Cristina Grasseni

**Appellations d’origine conseillées.
Histoire des conseillers agricoles
et des produits typiquement savoyards (1950-1985)** 213

Sylvain Brunier, Hakim Bourfouka

**L’Italie, la France et les fromages “typiques” (1950-2009).
Aux origines d’une politique étrangère européenne?** 239

David Burigana

**Defining Good and Bad Products. The Building of Scientific
Consensus on the Purity of Cider in Spain from the End of the
XIXth Century to the First Decade of the XXth Century** 263

Gloria Sanz Lafuente

PART III
TYPICAL PRODUCTS, TERROIR AND TOURISM

**The Strategic Building of Typicality.
Learning from the Comparative History
of Three French Sparkling Vineyards** 285

Christian Barrère

**The Geography of Quality Wine in United Italy.
Areas and Producers** 305

Simone Kovatz

The Long Struggle for the Chianti Denomination. Quality versus Quantity	323
<i>Luca Mocarrelli</i>	
Des vins de coupage aux étiquettes à succès. Typicité et culture œnologique dans le développement territorial des Pouilles (Puglie).....	341
<i>Ezio Ritrovato</i>	
Tourism and Typicality in Italy, 1980-2010	359
<i>Annunziata Berrino</i>	
Produits régionaux et développement territorial. Reggio Emilia au XIX^e siècle.....	373
<i>Marie-Lucie Rossi</i>	

PART IV

TYPICAL PRODUCTS: SOME EMPIRICAL EXPERIENCES

Factors Influencing the Sensory Features of Parmigiano-Reggiano from the Renaissance to the Present Day	403
<i>Mario Zannoni</i>	
Beyond Business: “Academia Barilla” and the Defense of the Italian Way of Eating	421
<i>Giancarlo Gonizzi, Gianluigi Zenti</i>	
Perspectives	435
<i>Jean-Pierre Williot</i>	
References	445