



"Cerveja com características chinesas": Marketing de cerveja sob o regime maoísta [

2018

text (article)

Analítica

This essay explores the nationalization of beer in twentieth-century China. Using the theoretical framework of "culinary infrastructure," it shows how the physical facilities and technologies of brewing and marketing interacted with local drinking cultures to shape the understandings of beer in China. It begins by describing how a western consumer good originally marketed to colonial representatives was gradually adopted by the urban Chinese as a symbol of modernity in the first half of the twentieth century. It then reviews the nationalization of foreign-owned breweries and the growth of domestic production in the first decades of Communist rule. The essay concludes that the Chinese acquired a taste for beer as an everyday marker of urban privilege that survived Maoist radicalism and remains to this day a defining feature of Communist China

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