

Border Wines: Terroir Across Contested Territory in Central Europe and the Middle East

Daniel Monterescu (CEU)

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Nature/Culture/Politics

Oh, the leaky boundaries of man-made states! How many clouds float past them with impunity; how much desert sand shifts from one land to another; how many mountain pebbles tumble onto foreign soil in provocative hops!

Need I mention every single bird that flies in the face of frontiers or alights on the roadblock at the border? A humble robin - still, its tail resides abroad while its beak stays home. If that weren't enough, it won't stop bobbing!

Only what is human can truly be foreign. The rest is mixed vegetation, subversive moles, and wind.

Wisława Szymborska, Psalm (1976)

Pompeo Wine: Colonial Gastro-diplomacy

- Psagot Winery in the Occupied Territories and the "antisemitic" rulings of the European Court of Justice (2018) and the Canadian Federal Court (2019) regarding food mislabeling "Made in Israel".
- «Provenance : colonie israélienne»



CEO of Psagot: “A statement about morality” -- #madeinlegality

"We at Psagot Winery are moved by the historical turn and express our gratitude by releasing a limited edition of a wine bearing Secretary of State Mike Pompeo's name ... The radical and antisemitic decision issued by the European Court of Justice led to the US Secretary of State's revolutionary announcement on the legality of Jewish settlement in Judea and Samaria.

The support of the US administration strengthens our ongoing struggle against the boycott and the hypocritical campaign managed by the European Court of Justice. We are privileged to lay another brick for the Zionist settlement movement in this good land."

Terroir vs. Territory: The Dialectic of Border Wines

- Territorialization of Terroir: Terroir as a political project (patrimonialization and nationalization of wine)
- Terroir-ization of Territory: The commodification and pacification of the contested border-zone

Terroir Going Global: “Food with a birth certificate”

“Keen observers of the global food and wine scene will have noticed that over the past 10 years it has become, if anything, less global. Gone are the days when a restaurant would be praised for its shipments of foreign seafood – ‘local’ is in. Wine too has seen a resurgence of *terroir fervor*, with both New and Old World winemakers touting the specialness of their plot of land, be it a sprawling valley or a postage stamp. A winemaker’s passion, they insist, is so intimately related to the land that the winemaker is an integral part of terroir.”

MW Debra Meiburg “Terroir Fervor”

How well does terroir travel?

“Moving beyond the idea that ‘terroir is adaptable, wine actors articulate terroir’s normative principles as constant, but describe terroir’s natural and human practices in locally contingent ways, nuancing our understanding of stability and change in how culture unfolds within a globalized cultural context” (Cappeliez 2017: 24).

Economy of Singularities: “vins de terroir” vs. “vins de marque”

“The vine is here! It's the terroir... Brands are a part of Anglo-Saxon culture [...] Here we cultivate an appellation of origin. Brands get forgotten, like people.”

Mondovino (2004) Domaine de Montille, Burgundy

Lucien Karpik: The ‘economy of singularities’

“Singular products are characterized by quality uncertainty, which creates [...] opacity and opportunism... When products are singularities, when the actors give more weight to qualities than to price [...] *choice takes the form of judgment*” (p. 39)

Relational Bordering and Ordering

- The historicity of the territorial border as place (rather than a “line” or an “edge”): “the boundary is not a spatial fact with sociological consequences, but a sociological fact that forms itself spatially” Georg Simmel’s (1997: 142)
- The border “generates connections and relations as well as disconnections and separations, across space and time... borders mark the locations of stories so far ” (Green, 2010: 264)
- While performing the border produces the “territory effect,” thinking of terroir as performance allows us to speak of the “terroir effect” as a social process of production and signification of places and things vinous (Monterescu, 2017)

Imperial Borders and Colonial Frontiers

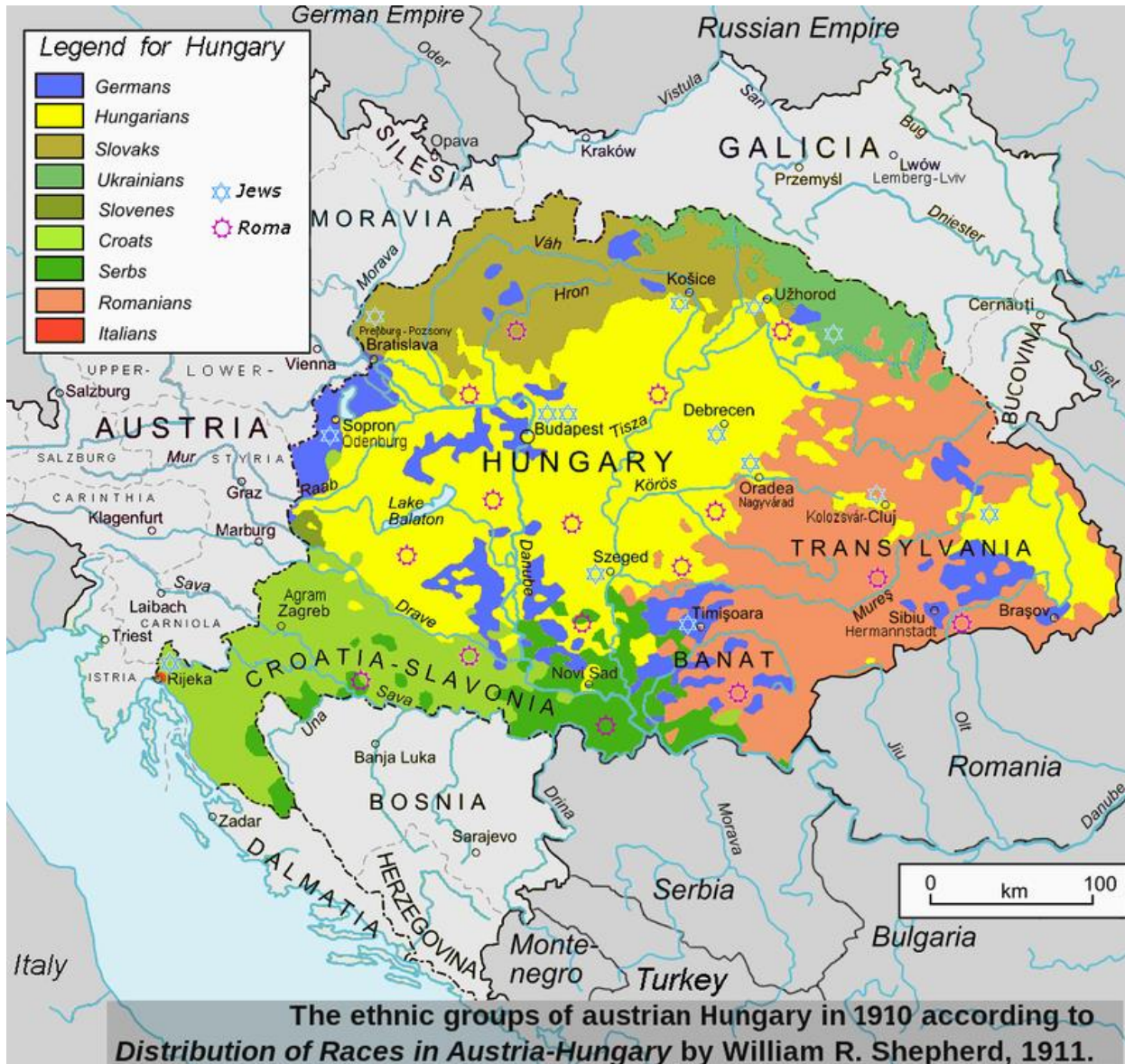
- Terroir Contraction: From Imperial **Borders** to National Borders (Tokaj, Burgenland, Steiermark, Algeria)
- Terroir Expansion: Settler Colonial **Frontiers** (Israel/Palestine, New World)

Terroir Contraction

Tokaji Border Wine
From the Austro-
Hungarian Empire
to the Traumatized
Nation (Trianon 1920)



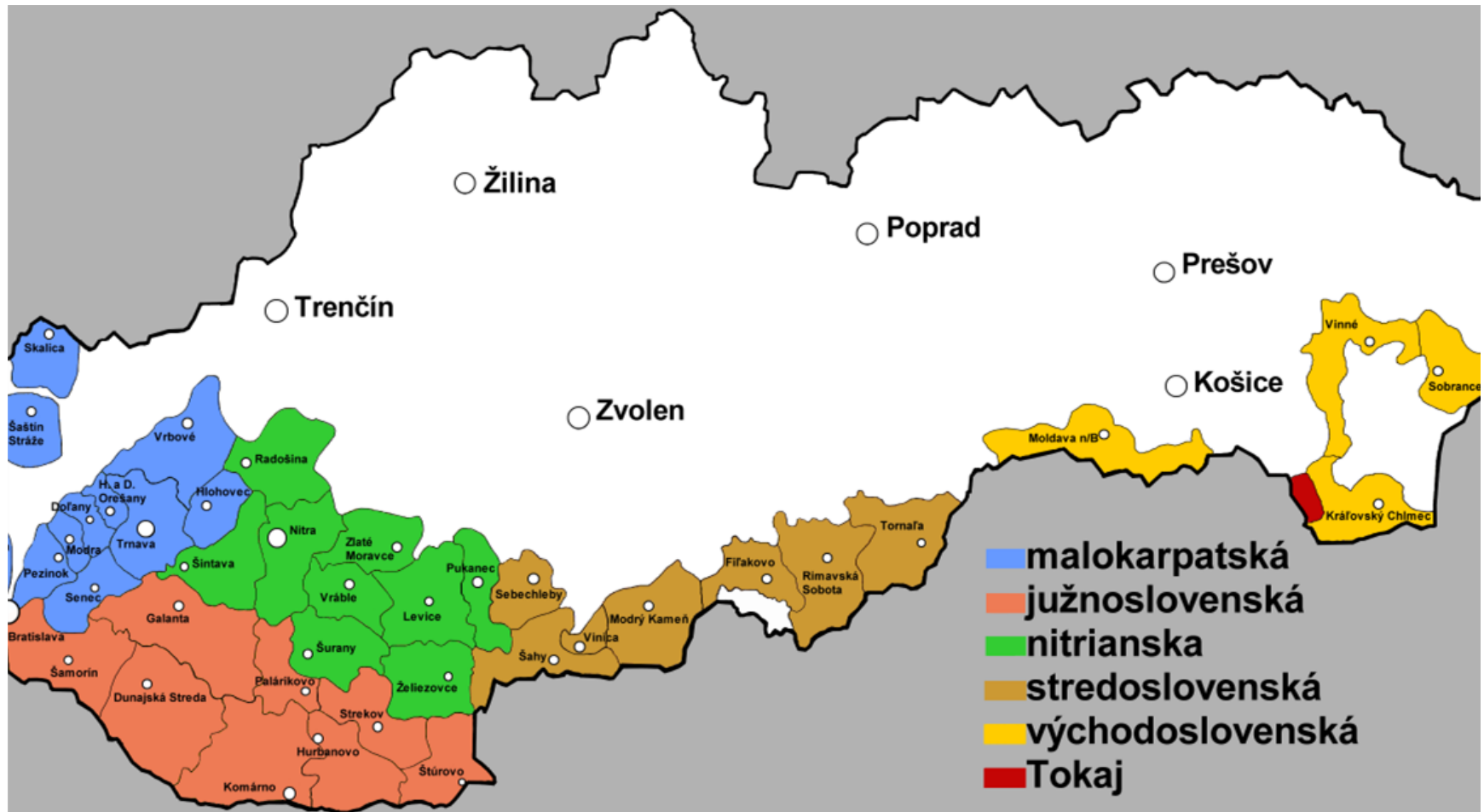
Kingdom of Hungary (1000-1946)







Slovakian Tokaj: GI Nationalization



Terroirisation of Territory

- Borderless Wine Alliance (Israel/Palestine, Lebanon, Italy): “We view borders—mental and physical—not as a limitation but as endless possibilities for something harmoniously new.”
- Bormedence (Carpathian Basin Wine in Greater Hungary): “We truly believe that the Carpathian Basin is an organic unit connected in man and wine”
- Native American Indigneous Wines (USA)



North Adriatic: One Terroir, Three Countries

Paul Balke:

Friuli Venezia Giulia,
West Slovenia, Istria,
and Kvarner.

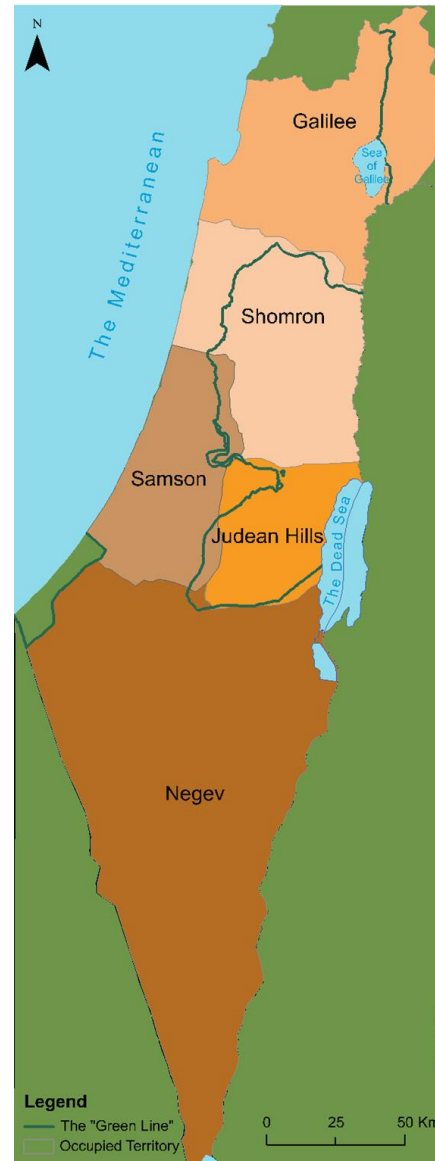


Terroir Expansion: Land of Israel Wine Map

(IPEVO Israel
Professional
Enology Viticulture
Organization 2020)



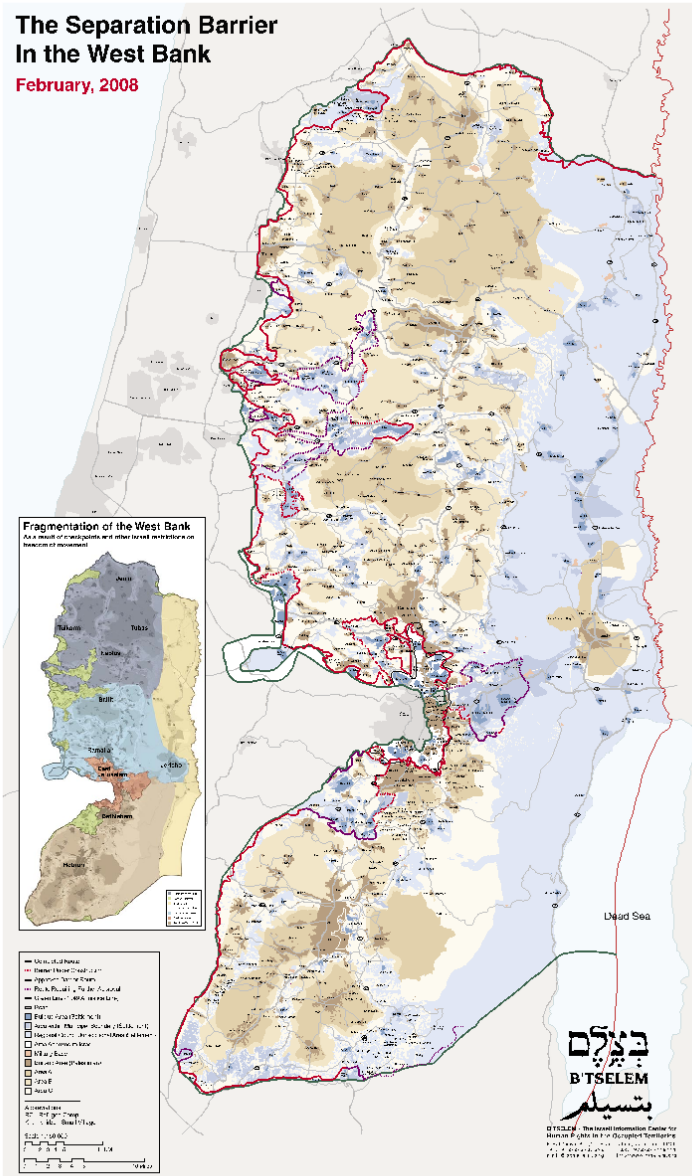
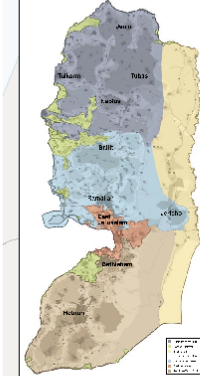
Israeli Wine Regions: the Politics of Laterality



The Separation Barrier In the West Bank

February, 2008

Fragmentation of the West Bank
As a result of checkpoints and other Israeli restrictions on freedom of movement



בצלם
BTSELEM
بتسيلم

BTSELEM - The Israeli Information Center for Human Rights in the Occupied Territories
P.O. Box 117, Tel Aviv 6101101, Israel
Tel: 03-633-1171 Fax: 03-633-1172
E-mail: info@btselem.org

Location of Yatir Forest



Temple Wine

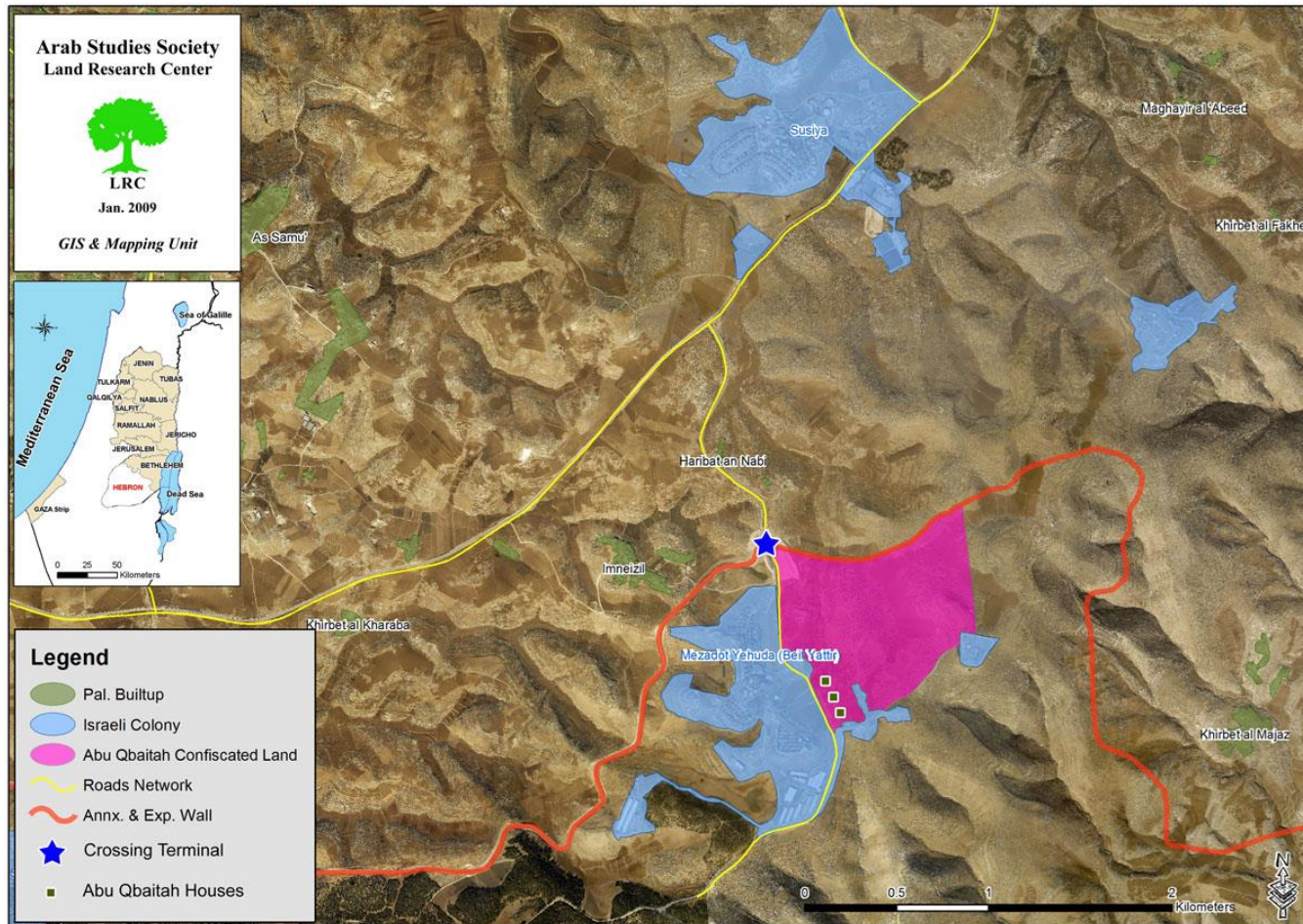
Since ancient times the mountain soil was considered very fertile for wine making. After the fall of the second Temple, the area of YATIR becomes a center of Jewish population. The many remains found in this region, point to a very rich wine making industry, as well as a water project, that took place here, at the YATIR forest, situated 600-800 meters above sea level on the mountain slope. The wine brought to the Temple in ancient times, was made in this region.



The “South” As Frontier: The Era of Terroir

“The Hot South: The new wine country? Yatir winery released a new wine brand known as Darom (South). It expanded the boundaries of terroir and declared the South region as the new wine country. The Israeli wine sector is in the midst of self-searching in recent years. In the era of terroir, we can find typicity in the region, which creates a unique story that projects itself on our identity. Yatir Winery doesn't have to invent a story. The region and the terroir speak for themselves.”

Expropriation, Expansion



Lion of Judah: Jerusalem Coat of Arms



Lion II: Yatir Logo



Men at Work



Religious observant



The Indigenous Turn: Varietal Terroir

The New York Times

Israel Aims to Recreate Wine That Jesus and King David Drank

By Jodi Rudoren

Nov. 29, 2015

The construction of the “Separation Barrier”



Gastronationalism: Recanati's Marawi 2014: “The Most Important Wine of the Year”

“The Marawi 2014 is the first commercial Israeli wine produced from a local, indigenous variety with roots in antiquity. As such, it will eventually be recorded in the annals of Israeli wine” (Haaretz)

Essentialist Relativism: Varietal Terroir and Terroir as Genetics

“The adaptation of the grape variety to the region is not only at the level of what makes the best wine, but what survives, and can grow in arid conditions. The story of terroir is less about the people and more about the genetic background that has developed here over a long period of time. These varieties underwent selection and adaptation to very dry and very hot conditions. We had a break of 1300 years because of the Muslim period, it’s a long time, but with the tools we have today, we can reconstruct.” (Drori)

Cremisan's autochthonous wine series



Cremisan

**HAMDANI &
JANDALI**
"STAR OF BETHLEHEM"



90
Wine Spectator

DABOUKI
"STAR OF BETHLEHEM"



89
Wine Spectator

BALADI
"STAR OF BETHLEHEM"



87
Wine Spectator

The Marawi trilingual label (Recanati's "ancient wines" series)



The Colonial Politics of Indigeneous-ness

“[A]s settlers are non-indigenous, they are forever indigenising... The question then is how to be efficient self-indigenisers.” (Veracini 2015: 270)

“In theoretical terms, one crucial distinction between colonialism and settler colonialism as separate formations is that the first aims to perpetuate itself whereas the latter aims to supersede itself... that is, when the settlers cease to be defined as such and become ‘natives,’ and their position becomes normalized. In other words, a settler colonial project that has successfully run its course is no longer settler colonial.” Veracini (2013: 29)

Palestinians in Beit Jala protest Israel's plans to partition their land (Ryan Rodrick Beiler ActiveStills)



Canaan Khourey, Taybeh Winery: The Indigeneous Longue Durée of Terroir

“You can easily produce a flawless fine, by bringing a vine from Italy or France, planting it, giving it the right conditions that it needs, the right soil, to make the wine with the right amount of Sulphur and everything—it will be flawless, but it will not be a wine with character, in the local sense of the word.”

Reverse Engineering Terroir?

“By definition, indigeneity is something one comes from, and not something one goes to” (Gurevitch & Aran).

Argument: Liquid indigeneity is an ongoing relational process whereby wine operates as a vehicle of indigenizing authenticity and temporality across the fields of economy, science, and politics.

Aroma Wheel (UC Davis)



“When you taste
an Indigenous
World wine, you
are tasting fruit
from the land that
has supported the
Syilx people for
over 10,000
years.”

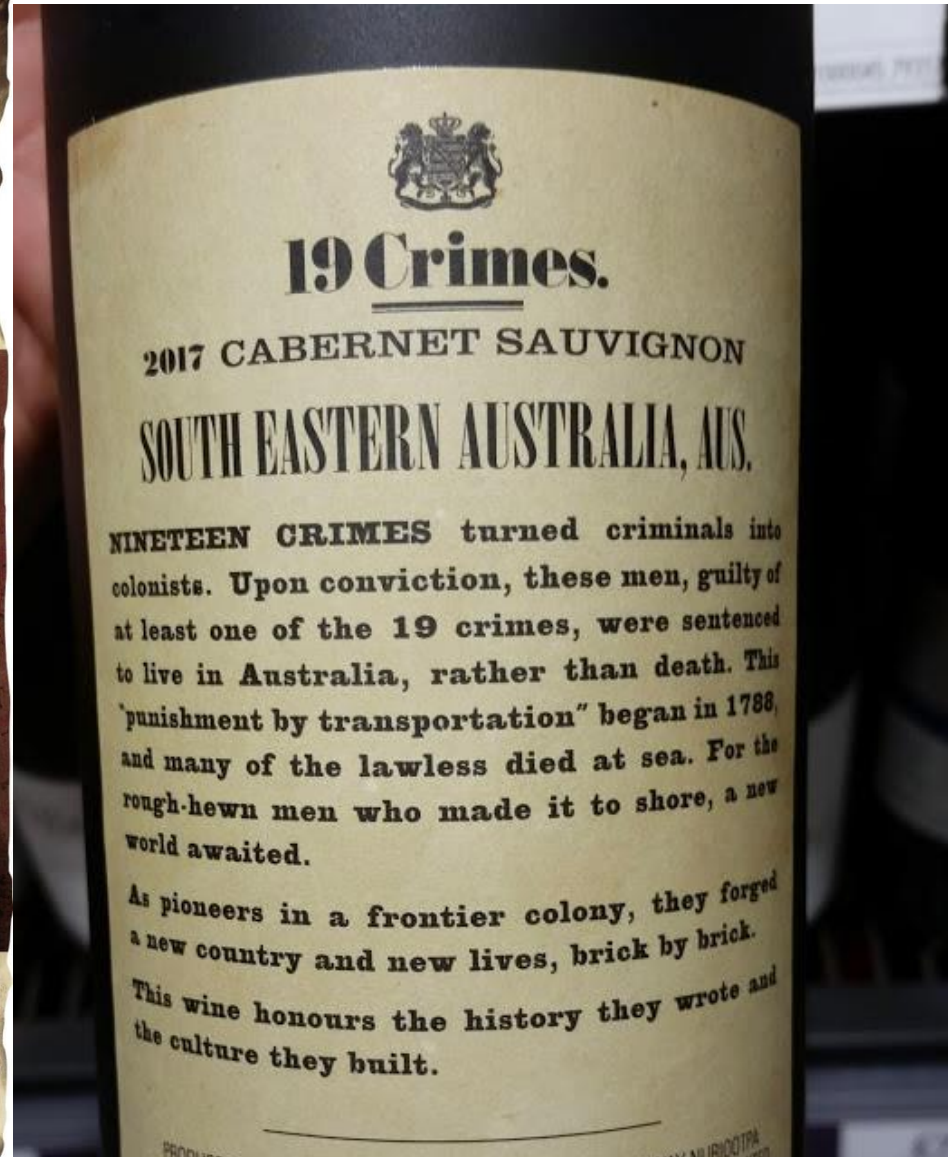
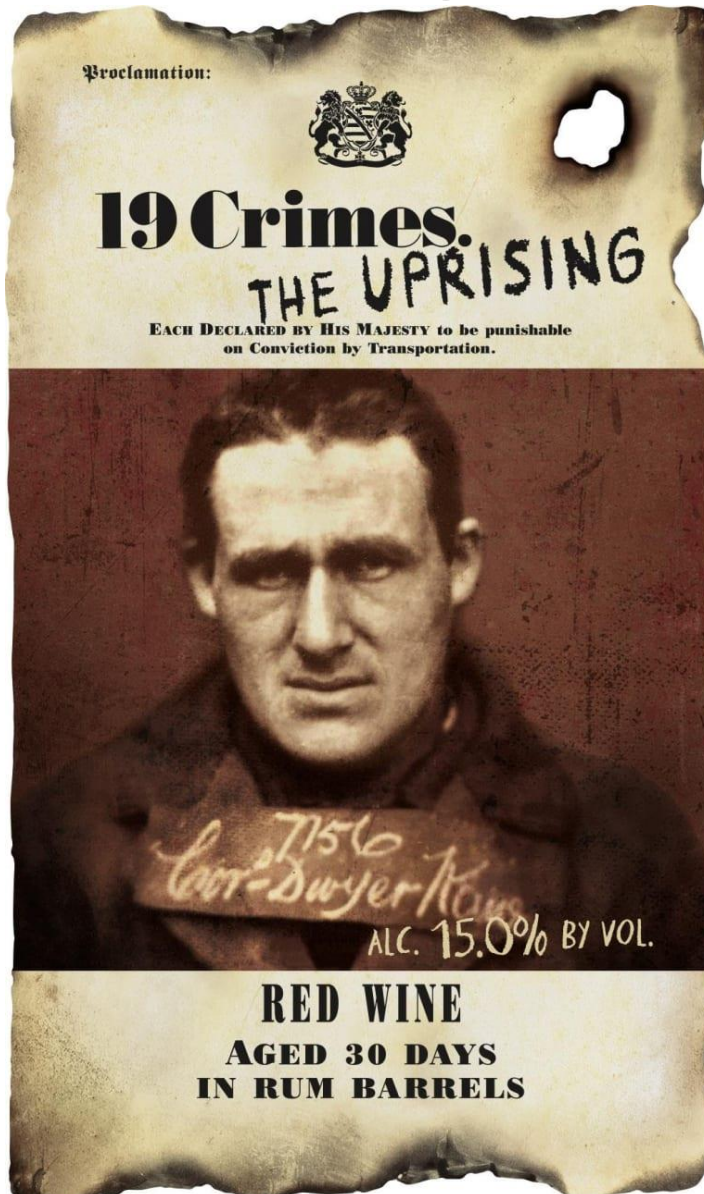


Hee-Hee-Tel-Kin
2014



14.5% alc/vol

Branding Settler Colonialism



An Augmented Reality (AR) experience

“It’s a story that’s very true to our hearts. It’s very emotional. It’s full of qualities like persistence and patriotism. We thought this is a great way to tell the country of origin story, to tell the history of Australia and how it came to be through the heroes and heroines, who happened to be convicts at the time. ... We wanted to make a hero of the people who led that life. It was about going out and finding real-life heroes who inspired us, whose story was very interesting. And it was a great way to encapsulate the story of Australian colonization.”



Snoop Dogg
Values: “rule
breaking,
culture
creating, and
overcoming
adversity,
through hard
work and
perseverance”



CHÂTEAU
MARSYAS®



BARGYLUS®
GRAND VIN DE SYRIE

Les Vignobles de la Famille Johnny R. Saadé
Deux Terroirs, Deux Vins, Une Famille
Liban & Syrie

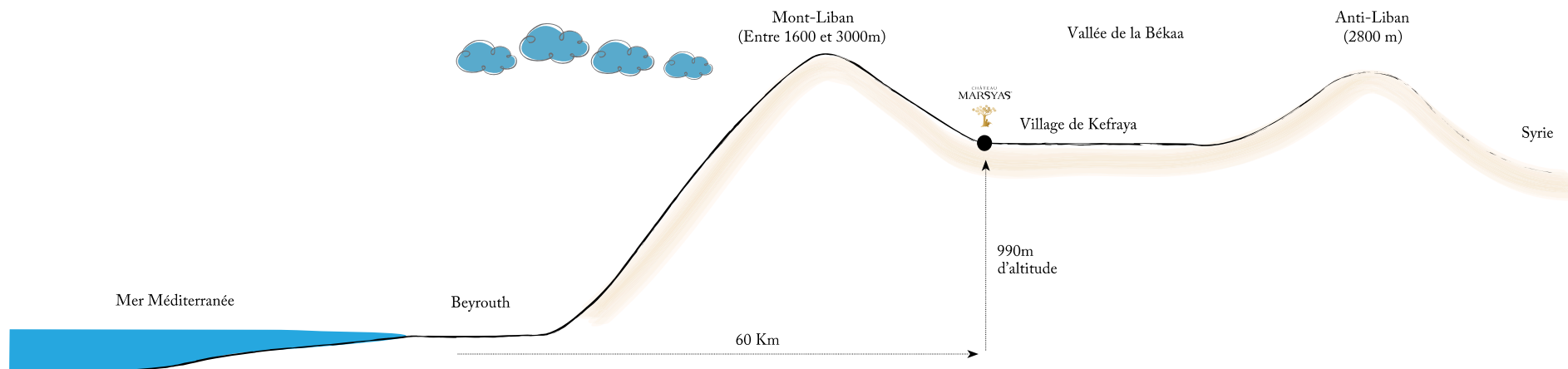
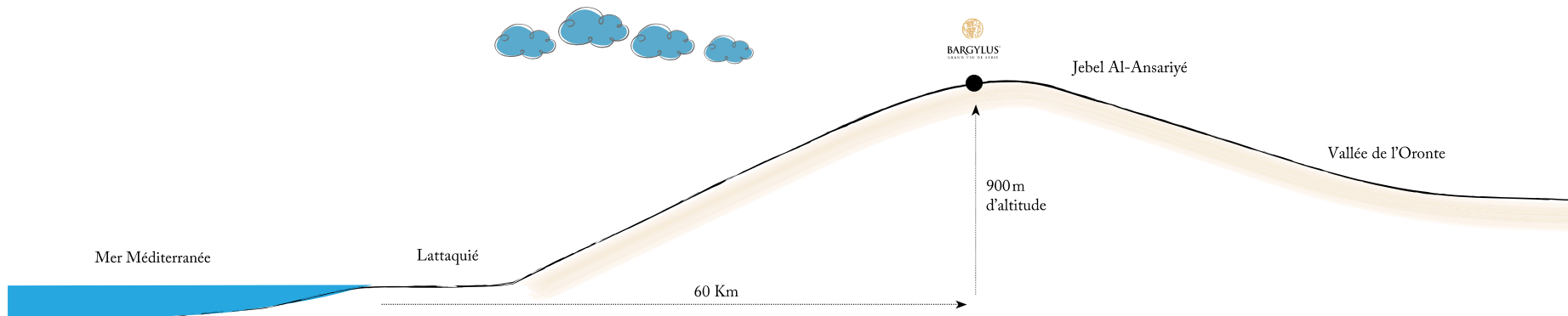
LE DÉFI SYRIEN

Faire du vin en Syrie relève d'un réel défi étant donné l'absence de culture et d'infrastructures liées à la vigne. La tâche devint encore plus difficile avec le déclenchement de la guerre en Syrie. Les frères Saadé ont été, depuis, dans l'impossibilité de s'y rendre depuis le début du conflit en 2011.

Outre les problèmes sécuritaires évidents (Tirs de mortiers etc...), Bargylus fait face depuis, à un véritable casse-tête logistique: les vendanges sont faites au téléphone par les deux frères. Des échantillons des différents cépages et pour les différentes parcelles sont envoyés par taxis successifs afin d'être goûtés à Beyrouth et décider ainsi de la date des vendanges. Les tests de laboratoire sont également envoyés à l'étranger. Des contorsions sont faites afin d'exporter les vins.

LE DÉFI LIBANAISE

À la guerre en Syrie vint s'ajouter la crise politique, économique et sécuritaire libanaise. La terrible explosion du port de Beyrouth du 4 Août 2020 a atteint les Saadé dans leur chair. Karim et Sandro étaient en réunion avec leur père dans leurs bureaux situés à moins de 600 mètres du port de Beyrouth lorsque l'impensable eut lieu. Plus de 3000 kg de nitrate d'ammonium sont à l'origine de la tragédie.



LE TERROIR DU DOMAINE DE BARGYLUS

Typiquement méditerranéen, Bargylus marie avec élégance la force et la finesse: la gamme aromatique se définit par le fruit frais et la minéralité transmise de sols très caillouteux. En bouche, l'équilibre entre la sucrosité provenant d'une pleine maturité, d'un soleil généreux et la salinité provenant du calcaire, permet à Bargylus de transmettre la forte identité du terroir et un goût inimitable.

Chateau Musar



In the 12th Century France makes its first appearance in the Musar story with the arrival of the Hochar family (pronounced Hoshar) who arrived in Lebanon with the Preux Chevalier during the period of the Crusades. The relationship with France remains intertwined and is at the core of the Musar story. The French connection next re-emerges in 1857 when Jesuit missionaries introduced the first of the French varietals (Cinsault) into the region from French governed Algeria.

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- The modern day of story of Musar begins in 1930 when on return from a visit to France the young Gaston Hocher founded Chateau Musar in the cellars of the 18th century Mzar Castle in Ghazir. Lebanon was under French administration at this time and there was an unprecedented demand for wine. After starting as more of a hobby it became a serious passion following the development of what became a lifelong friendship with Major Ronald Barton of Langoa-Barton who was

Winemaking

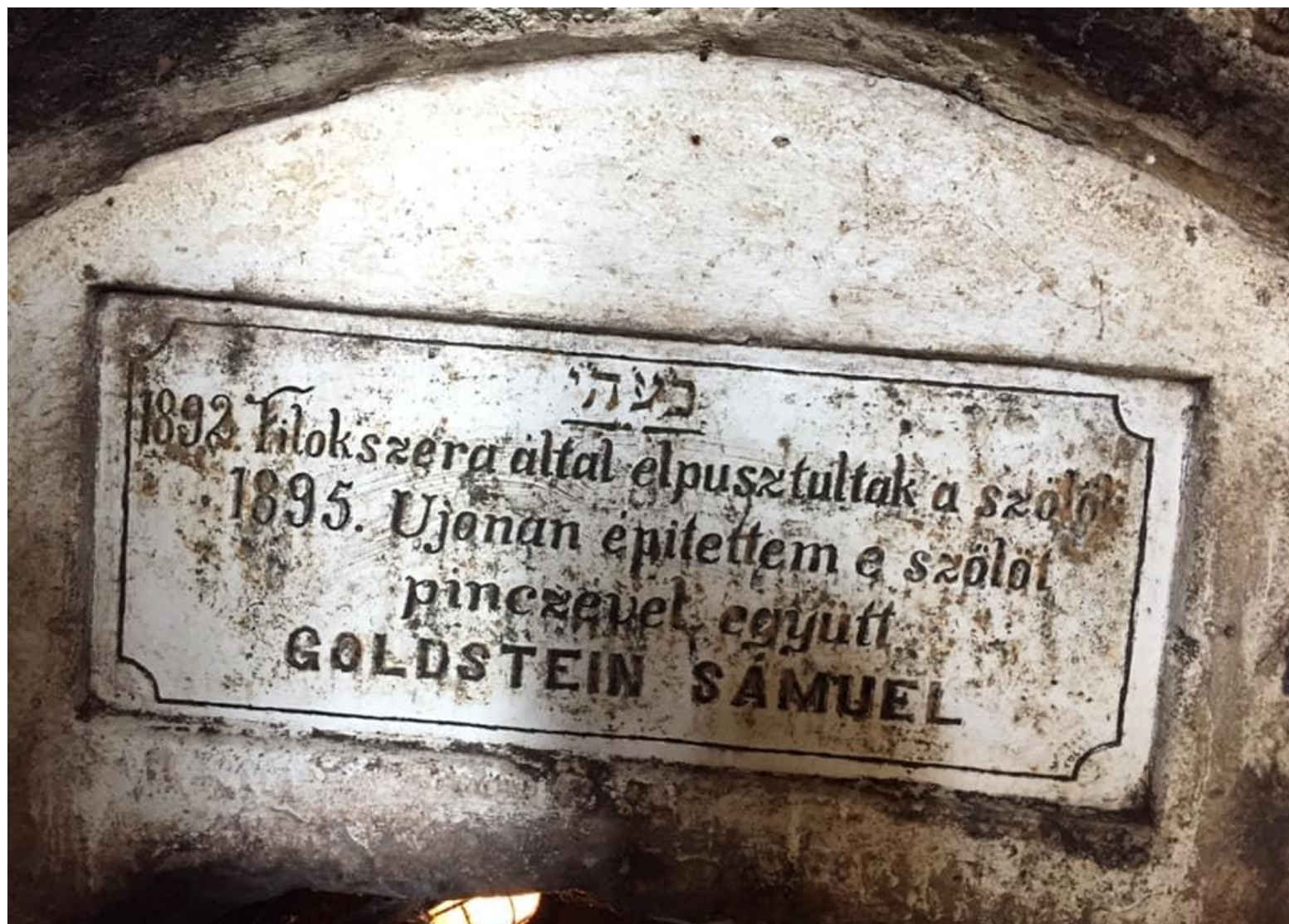
Seven years in the making, Château Musar Red is a blend of Cabernet Sauvignon, Carignan, and Cinsault from vineyards near the Bekaa Valley villages of Aana and Kefraya on gravelly soils over limestone. Planted from the 1930s onwards, yields are low from these mature bush vines (average age: 40 years): Between 15 to 35hl per hectare.

AGING: The varietal components in Château Musar Red undergo lengthy fermentation in cement vats at temperatures below 30°C. 6 months after the harvest they are transferred into French barrels (oak from the forest of Nevers) for one year.

Grapes of Wrath: Philokalia



Pajzos Winery Tokaj



Champagne in England: Taittinger (left) and McGrath MW exchange flags



Dialectic Indigeneity: Hyper-terroir

“The settler-native question is a political question. It is also a historical question. Settlers and natives belong together. You cannot have one without the other, for it is the relationship between them that makes one a settler and the other a native. To do away with one, you have to do away with the other.” (Mamdani 2001: 63)

Untranslatable
Categories
(Cassin):
metaphysics of
particles and
ontological
nationalism --
Geist, Pravda,
Mimesis

In order to find the meaning of a word in one language, this book explores the networks to which the word belongs and seeks to understand how a network functions in one language by relating it to the networks of other languages.

To speak of *untranslatables* in no way implies that the terms in question, or the expressions, the syntactical or grammatical turns, are not and cannot be translated: the untranslatable is rather what one keeps on (not) translating.

In a sense, nothing is untranslatable; but *in another sense*, everything is untranslatable; translation is another name for the impossible. (Derrida, *Monolingualism of the Other*)

Terroir and Baladi: A “natural language”

- **From a thing to a signifier**
- **From signifier to a global signified token?**
- **A simulacrum of authenticity?**

How well does terroir travel?

“Moving beyond the idea that ‘terroir is adaptable, wine actors articulate terroir’s normative principles as constant, but describe terroir’s natural and human practices in locally contingent ways, nuancing our understanding of stability and change in how culture unfolds within a globalized cultural context” (Cappeliez 2017: 24).

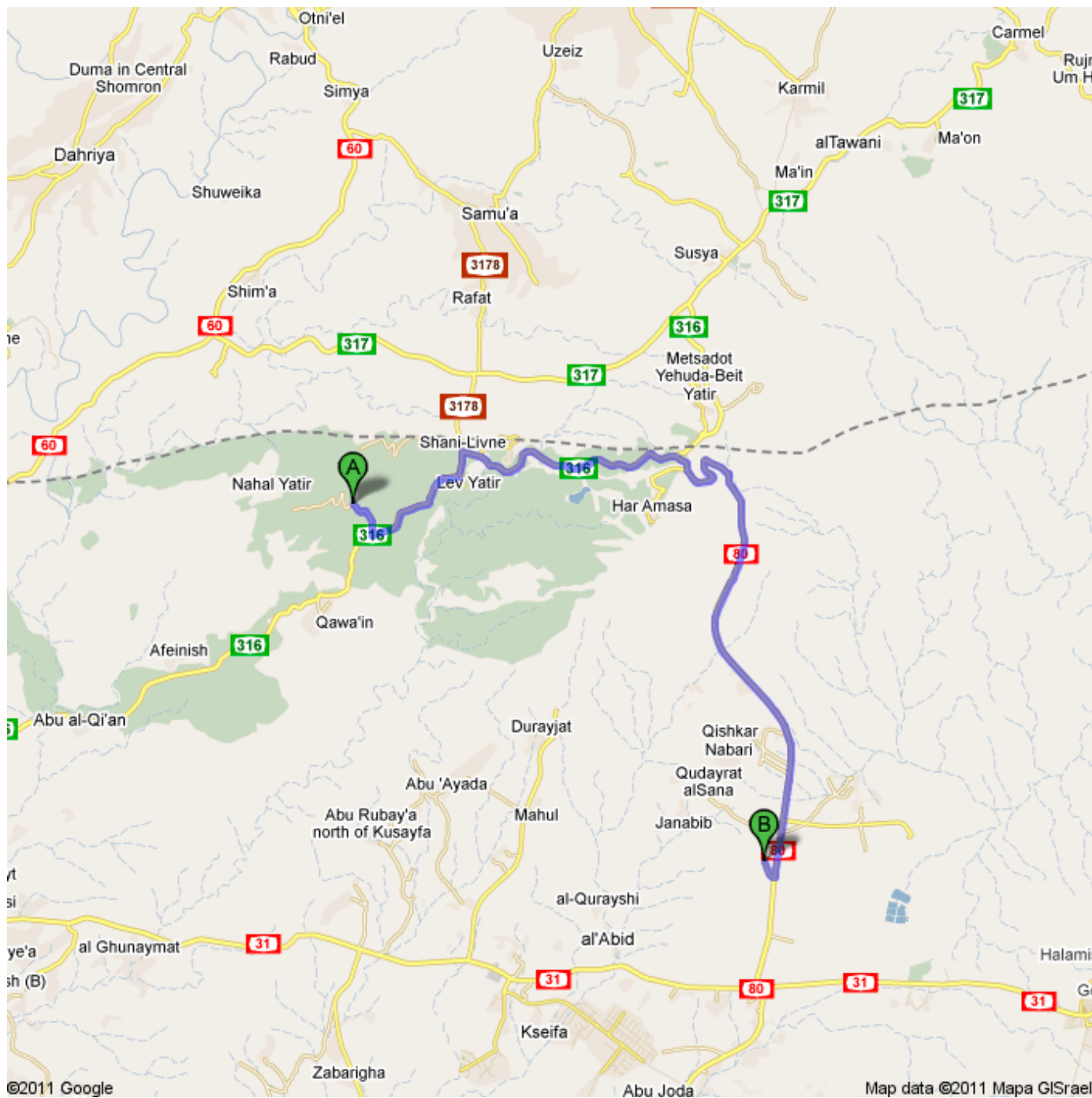
THE BORDER STORY SO FAR...

THE END.

AT LEAST UNTIL OUR NEXT TASTING OF
INDIGENOUS WINES

“It’s necessary. It’s possible. It’s ours”

- <http://www.myesha.org.il/?CategoryID=305&ArticleID=3083>



The Indigenous Turn: Between Terroir and Territory

The New York Times

Israel Aims to Recreate Wine That Jesus and King David Drank

By Jodi Rudoren

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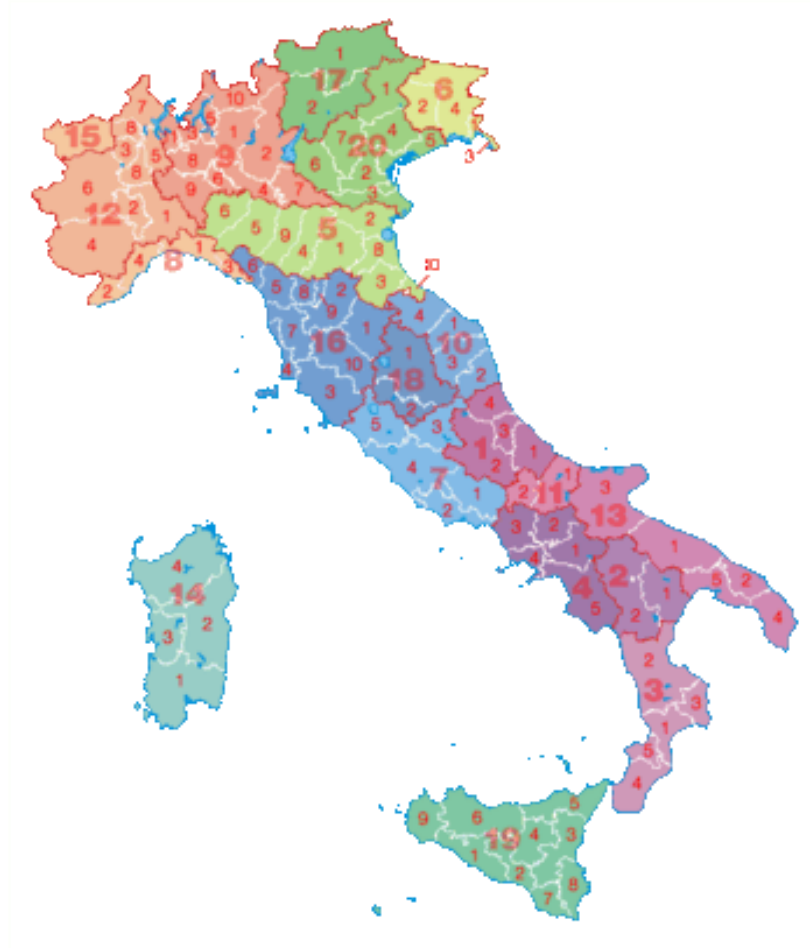
Liquid Indigeneity:

Indigenous Wines, Science and the Colonial Politics of the Local

Daniel Monterescu (CEU)

Sommelier (3rd level Italy, WSET diploma candidate, Austria)

Italian 20 Administrative/Wine Regions





Beginnings: “Language of Values”



Yatir Forest



Desert Wine





Tonnellerie Radoux Inc. “uses the tightest-grain oak selected from different forests throughout France, Eastern Europe & US”



Entrance to Winery



Mediterranean Monism

A window of opportunities opened in the last 15 years, which are also dramatic years in the Israel wine industry... we started to indigenize new varieties in addition to the delusional quartet [noble grapes] that Rothschild had brought from India in 1880. We forgot we are in the Mediterranean basin, a warm place. If instead of “grazing in foreign field” in the cold North of France and on the other side of the globe, we had looked here to our neighbors who have a wine industry ten times better, like in Lebanon which has the most interesting wines in the Middle East, or go to Greece that has 300 local varieties in a comparable climate...Why do I need to go to New Zealand to bring a bird I have here? There’s nothing but Mediterranean-ism because here is where we live. This is the climate, this is nature, these are the aromas, this is the sea, this is the land. This is the terroir, the birds, the bees. He who doesn't connect to the land here, it will spew him out literally, as it did throughout history.

Mediterranean Meditations

- Meta-strategies for colonial liquid
Mediterraneanism: Differentiate, Expand and Indigenize
- Med. logic of Schismogenesis (complementary and symmetrical), “Narcissism of small differences”
- Dialectic of Articulation: signification and transformations (“There’s nothing but Med.”, “New Middle East”, “Wandering Jew”)
- Wine Circular Connectivities: imagination, networks, rootedness

Zionization of Wine: The Juice of Consensus

Rachel: How can you evacuate a bustling metropolis like Yitzhar?
How can you evacuate a place where wine is made? Wine is
the juice of the consensus! Do you know that we make wine
here? It's Tuscany right here!

Anchorman: That you produce wine doesn't change the fact that
in any future agreement you'll have to evacuate the
Territories.

Rachel: Don't say Territories! When you say Territories you
break the people apart. Say Tuscany.

Anchorman: Ok. So for parts of the Israeli public, your very
presence in Tuscany is an obstacle to peace.

Rachel: What do you want from me? Talk to the Italians!

M. DARWISH: WERE IT UP TO ME TO BEGIN AGAIN

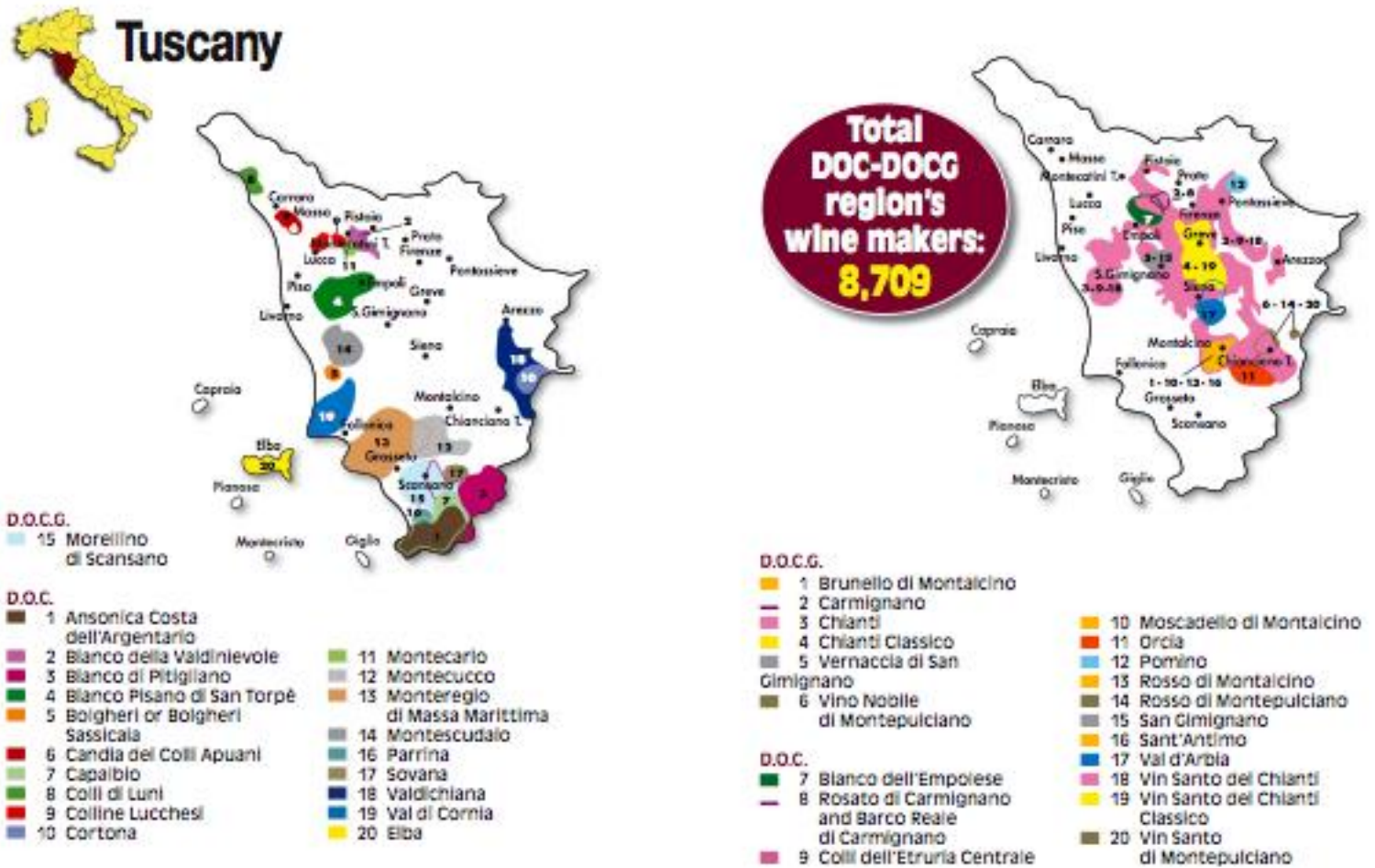
Were it up to me to begin again, I would make the same choice. Roses on the fence.

Share my bread, drink my wine, don't leave me alone like a tired willow.
I love lands not trod over by songs of migration, or become subject to
passions of blood and desire.

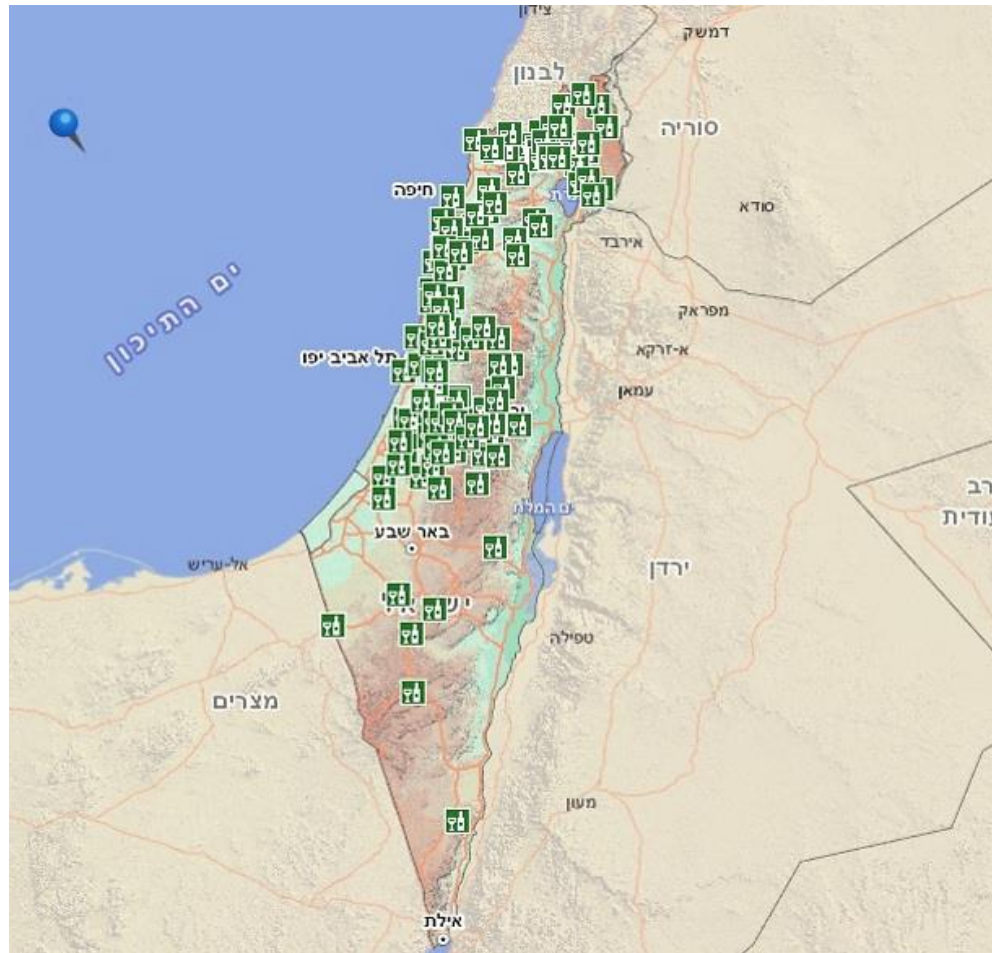
If I return, I will return to the same rose and follow the same steps.
But never to Cordoba.

Vertical scaling: Rigid Appellation System

Tuscany: 5 IGT, 29 DOC, 6 DOCG



מתוך אתר .יקבים בישראל. מעצמת יין (צילום מסך) בפיתוח טלדור, govmap



Settlements Wine Operation



Bulgaria's Wine Regions

WINE REGIONS OF BULGARIA



No Man's Land

Story Wines Media Center Entertainment Gourmet Contacts

Brand Story

The 5-mile strip of land between Bulgaria's primary border and the main frontier with its southern neighbours - a narrow strip of land which previously separated the worlds of Socialism and Capitalism - is an environmental paradise, pollution-free with preserved wildlife. The vines here bask in the sun, producing succulent and rich fruit. The first No Man's Land was born in 1995 in the vineyards growing in the virgin 'no man's land' strip between the state borders.

[Read more](#)



Български

Brand Story

The border is a remarkable place, its history is a magnet for journalists, partners and clients. Not too long ago it was a place of armed soldiers, barbed wire and electric signalling systems. Today, you can see the survey tower and enjoy a fantastic vista of vineyards, as well as some history.

In 1995, we had a local name for the area denoting the specific border fence. "I was showing the area to a group of British journalists, Charles Metcalfe (www.wineeducators.com/charles_metcalfe.html) and Bill Knott among them, and we were approaching the border checkpoint. As I was talking about the history of the place and we reached the fence, Bill said: "Ah, No Man's Land! This would make a great brand." I filed to have the trademark registered the following day", says Filip Harmandjiev, Damianitza's owner.

The first wine, a 1995, was a blend between Melnik and Cabernet Sauvignon, and went to market in 2000. Designing the label took about 3 months.



Bruno Latour -- Atterrir/Landing

“From Hungary to France, from Italy to England, from Russia to the United States, large numbers of people are acting as if to say: “if not the globe, at least let us have our *terroirs*!” The white race, pork meat, nation, flag, caliphate, family, it really doesn’t matter what—as long as we’re not left with nothing. Everyone to the lifeboats! Of course, these communities are imaginary; not a patch remains of those former lands, now obliterated by globalisation. But one utopia for another: it is understandable that we should cling to the one that seems the least up-in-the-air.”

“Terroir, Globe, Earth—A New Political Triangle” (2016)

Economy of Singularities: “vins de terroir” vs. “vins de marque”

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Mondovino (2004) Domaine de Montille, Burgundy

Le Sol Barresian – Pétain et le Pinard -- Clos du maréchal

Pétain(Beaune)

- Enfin, un tel engouement pour le vin renvoie aussi à « l'ode au vin » que le maréchal Pétain avait publié le 27 juillet 1935, un hommage « au pinard des poilus » : « le vin a été, pour les combattants, le stimulant bienfaisant des forces morales comme des forces physiques. Ainsi a-t-il largement concouru, à sa manière, à la victoire »¹⁹.

De territoires en terroirs du vin

- , d'une *délimitation dite territoriale* indiquant une *aire géographique*, à une *liste des terroirs* déterminant une *aire de production*. La référence au terroir a pris le pas sur la simple indication de provenance.
- *Ce n'est pas la région qui a donné son nom à l'appellation ; c'est l'appellation qui peu à peu... a fini par constituer la région.*⁶²

”Retour au local”

Neoregionalisme antisystème .. Censé s’opposer aux forces mortifères du libéralisme mondialisé

”Village coutumier contre le village planétaire” » vertus de la solidarité communautaire » contre « les sociabilités contractuelles » Pieiller evelyne 2018

Manif pour tous – préservation des modes de vie traditionnels, de l’ancrage local, de l’enracinement ...

CEO of Psagot: “A statement about morality” -- #madeinlegality

"We at Psagot Winery are moved by the historical turn and express our gratitude by releasing a limited edition of a wine bearing Secretary of State Mike Pompeo's name ... The radical and antisemitic decision issued by the European Court of Justice led to the US Secretary of State's revolutionary announcement on the legality of Jewish settlement in Judea and Samaria.

The support of the US administration strengthens our ongoing struggle against the boycott and the hypocritical campaign managed by the European Court of Justice. We are privileged to lay another brick for the Zionist settlement movement in this good land."

A BAS L'INTERMÉDIAIRE



CONSUMMATEURS!
pour avoir votre vin pur
achetez-le directement
au **PRODUCTEUR**

Gustave FABRE Prop^{re} Viticulteur à NIMES

Envoi du Prix courant sur demande

A. GUSTAVE, 1, rue de la République, Nîmes

par André, directeur, 1, rue de la République, Nîmes

Sus à la Fraude



Montpellier 9 juin

TRIOMPHE DU VIN NATUREL

"Avoir tant de bon vin et pas pouvoir manger de pain" Béziers, juin 1907





Vive le Vin
Naturel!

*Malas ! nous n'avons plus le vin !
Mais, s'il le faut, gare aux fraudeurs !
Nos banquiers nous servent
des nouvelles bottes de vin !*

Vin de France
Produce of France

I prefer to be
where I am

Vinifié et mis en bouteille par
Anders Frederik Steen
& Anne Bruun Blauert

Sauvignères F. 07400

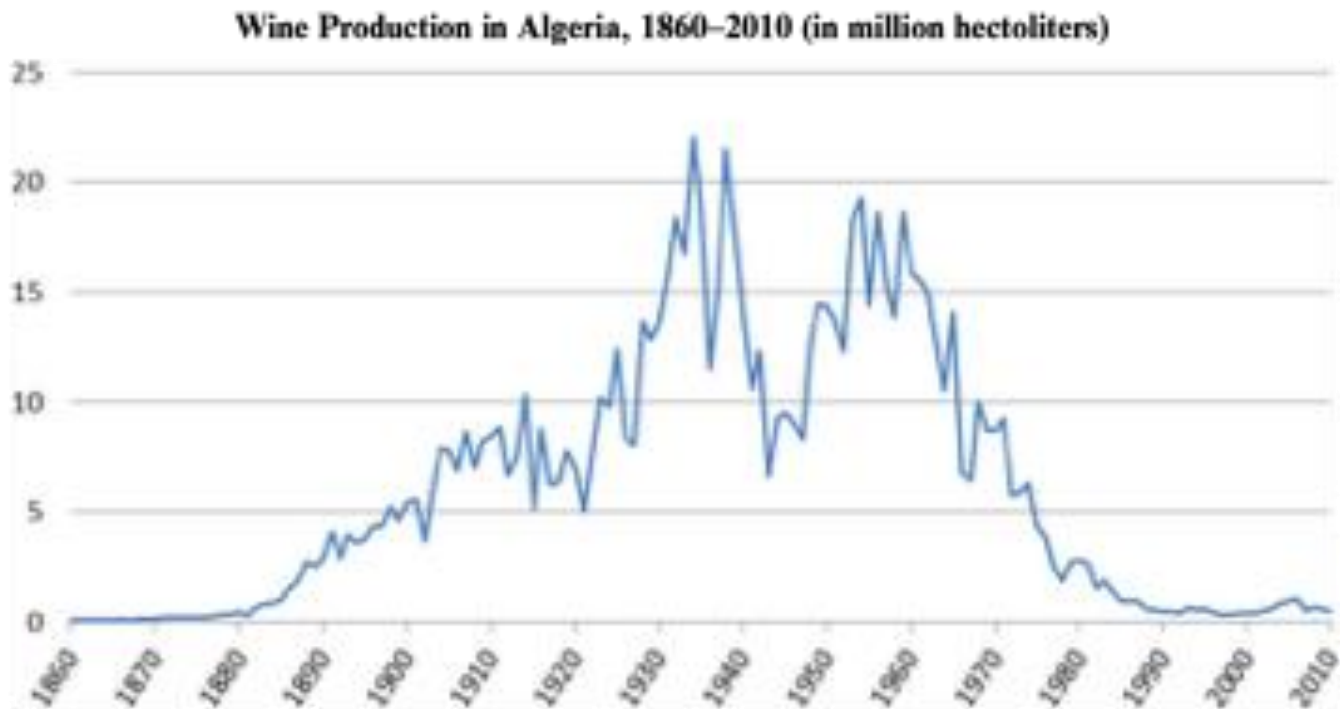
75cl alc. 13,5%vol

1.1.1005.136 Vin blanc collée à l'apocryphe

I prefer to be
where I am

75cl alc. 13,5°/vol

The Rise and Fall of the World's Largest Wine Exporter



Source: Birchenot (2007); FAO (2012); Insee (1935, 1966).

“Tasting the Place”: Terroir beyond Banal Nationalism


Creeping Annexation:
The Golan Heights:
“Our Wine Country”

יקבי רמת הגולן
• ארץ היין •


לטעום את המקום

אתכם לטעום יקבי רמת הגולן מזמזמים ולחוות את ארץ היין הנפלאה שלנו, רמת הגולן. רמת הגולן מחכה לכם, משוכצת בעשרות כרמים מטופחים באהבה ובתשומת לב רבה, לכל אחד מהם אופי ייחודי ויחסי נוף מרשים משלו. במפגש שלפניכם המצאו המלצות לטייל ולחוות את האזור ואת סביבות הכרמים דרך המראות והאתרים ההיסטוריים, דרך ההרים, הגבעות וחילי הגעש המרשימים - דרכן שהטבע העשיר מתגלה במלוא יופיו וחדרו, בכל עת ובכל עונה.

**בואו לטייל ברמת הגולן
ארץ היין שלנו**



מפת "ארץ היין" - כרמים, שבילים ואתרים

 יקבי רמת הגולן

Terroir Expansion & Colonial Frontiers

1880s-1962: Fraud,
vin ordinaire,
overproduction,
AOC, decolonization,
border retreat

