

Wine Is Our Bread: Labour and Value in Moldovan Winemaking

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ABSTRACT ORIGINAL

Based on ethnographic work in a Moldovan winemaking village, *Wine Is Our Bread* shows how workers in a prestigious winery have experienced the country's recent entry into the globalized wine market and how their productive activities at home and in the winery contribute to the value of commercial terroir wines. Drawing on theories of globalization, economic anthropology and political economy, the book contributes to understanding how crises and inequalities in capitalism lead to the 'creative destruction' of local products, their accelerated standardization and the increased exploitation of labour. © 2022 Daniela Ana. All rights reserved.