

# **A History of the World in 6 Glasses Study Guide**

**A History of the World in 6 Glasses by Tom Standage**

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# Contents

<a href="#">A History of the World in 6 Glasses Study Guide.....</a>	<a href="#">1</a>
<a href="#">Contents.....</a>	<a href="#">2</a>
<a href="#">Summary.....</a>	<a href="#">3</a>
<a href="#">Part 1: Beer in Mesopotamia and Egypt.....</a>	<a href="#">5</a>
<a href="#">Part 2: Wine in Greece and Rome.....</a>	<a href="#">8</a>
<a href="#">Part 3: Spirits in the Colonial Period.....</a>	<a href="#">11</a>
<a href="#">Part 4: Coffee in the Age of Reason.....</a>	<a href="#">14</a>
<a href="#">Part 5: Tea and the British Empire.....</a>	<a href="#">18</a>
<a href="#">Part 6: Coca-Cola and the Rise of America.....</a>	<a href="#">21</a>
<a href="#">Important People.....</a>	<a href="#">24</a>
<a href="#">Objects/Places.....</a>	<a href="#">29</a>
<a href="#">Themes.....</a>	<a href="#">32</a>
<a href="#">Styles.....</a>	<a href="#">36</a>
<a href="#">Quotes.....</a>	<a href="#">38</a>
<a href="#">Topics for Discussion.....</a>	<a href="#">41</a>



## Summary

“A History of the World in Six Glasses” by Tom Standage is a non-fiction work that traces the history of the six most important drinks that mankind discovered, developed and enjoyed throughout known history. These drinks often came at pivotal times in history or heralded in new eras and became symbols of the times or beliefs and emotions of the nations that they impacted.

Fifty-thousand years ago, hunter/gatherers lived nomadic lifestyles migrating to locations where they could hunt their prey and gather their fruit and nuts. A shift occurred about 12,000 years ago toward farming. Why this change occurred is not clear but it caused the tribes to forsake their nomadic lifestyles in favor of a settled and stationary existence. Once they stayed in one place, they discovered some unusual qualities about the grains they grew. Grains became sweet when soaked in water and when left exposed, they developed a fizzy, intoxicating quality. The farmers developed a pleasing liquid from their grains that they added to their soups and stews. Over time, the farmers drank the liquid instead of adding it to their soup. They had developed the world's first beer.

It is thought that wine was first developed in the Neolithic period between 9000 and 4000 BCE in what is modern-day Armenia and Northern Iran. Three factors made the production of wine possible: the availability of wine grapes, support for the wine-making community. Wine was later developed in the ancient cultures of Mesopotamia and Egypt. There was a mystique about wine which many felt was linked to god and spiritual faith. The Greeks perfected the wine producing process and believed that Dionysus, the god of wine, had bestowed the drink upon them as a gift. The Greeks associated wine with intellect and sophistication a belief that is still held in many circles today.

The American colonists needed drink to get them through the ordeals of settling a new nation and fighting off Native Americans. Wine and beer were expensive imports and shipments of them were infrequent and unreliable. They turned to rum that was cheaper and easily to import from the Caribbean. The colonists were resourceful people, abandoned rum in favor of fermented wine which ultimately was developed into a new drink called whiskey. This new drink became the drink of choice of the colonists. They looked at it as a symbol of freedom and democracy. Everyone – rich or poor, smart or not so smart or young or old – could drink whiskey just like everyone could be liberated and independent.

Coffee was discovered in the Middle East but came into its own in England where there was concern about the overindulgence of intoxicating drinks. Coffee immediately became associated with the intellect, scientist and scholar. Coffeehouses sprung up all around London as a place for intellectuals to gather and discuss the latest news, exchange ideas and debate the issues of the day. Coffee is still associated with intellects and intellectual debate and coffeehouses (think Starbucks) still exist to this day. Although coffee was popular in London, when tea became more accessible, all of England fell in love with it. Every Brit had to have it every day. Tea rose to popularity at the same time



Britain was rising to become the world's first imperial superpower. Tea remains Britain's most popular drink and symbolizes its days of glory.

When a pharmacist mixed the coca leaf with the kola nut and water, a dark fizzy liquid emerged. After perfecting the formula, this delightful soda water, called Coca-Cola, became an overnight sensation. During WWII, Coca-Cola was supplied to all the U.S. soldiers. Bottling plants were set up on military sites in foreign countries to satisfy the needs of the soldiers. After WWII, Coca-Cola was literally all over the world. It became the most popular soft-drink in the world and symbolizes what was good about America. Many of the soldiers who received a steady diet of Coke, wrote the company to express how having Coke symbolized home to them and what they were fighting for. Coca-Cola started as the number one soft-drink in the world and still holds that title.



# Part 1: Beer in Mesopotamia and Egypt

## Summary

Hunter/gatherers migrated from Africa approximately 50,000 years ago and traveled the lands in thirty-member nomadic tribes. They used bows and arrows, fishhooks and needles for their survival. Around 12,000 years ago humans began shifting from the nomadic life to farming which led to the establishment of permanent villages the precursor of cities. New technologies were advanced in this new culture which was marked with stability and permanence.

Water had been the mainstay drink of humankind since the emergence of modern humans 150,000 years ago. The new drink that became central to the culture was derived from barley and wheat. Beer was the first chapter of man's pathway to modernity. The exact date of its emergence is unknown. But it appears in a pictogram of Mesopotamia in 4000 BCE.

Beer was discovered after the gathering of wild grains became common practice after the Ice Age ended. The region where it was discovered was called the Fertile Crescent and covered modern-day Egypt to southeast Turkey. Initially, the wheat and barley was eaten raw or pounded or ground and poured into soup. The farmers discovered that grain could be stored for months or years later if kept dry. As a result, special tools, equipment and facilities were developed to gather large amounts of grain for storage that would fend off starvation in tough times. The storage of grains also compelled people to stay in settled villages and give up their nomadic lifestyles.

Two more unusual qualities were discovered about grain. First, grains became sweet when soaked in water. Second, gruel that was left exposed for several days displayed a fizzy, intoxicating quality because of the fermentation process of its wild yeasts. Days old gruel was the first beer. Wine and mead were already discovered but because fruit was seasonal and honey rare, these drinks were not consumed on a widespread basis. Storage was also an issue for these drinks. After beer was discovered, there were many attempts to perfect the fermentation process. The Egyptians recorded the development of seventeen varieties of beer and Mesopotamia listed over twenty.

Rituals of the Sumerians of Mesopotamia and ancient Egyptians indicate that beer was an important part of their cultures. Drinking beer was evidently a social practice since it is often depicted in drawings as being drunk by two or more people using straws. One ate his meat and potatoes alone but drinking beer was evidently a joint pleasure. Toasting glasses came directly from this mindset. Clinking glasses symbolically rejoins the vessel that the beer was contained in. That beer possessed supernatural properties and was a popular notion during ancient times as was the belief that it was a gift from the gods. The inclusion of god in the advent of beer explains why it was often included in religious rites.



Some anthropologists ascribe to a theory that the discovery of beer was one of the factors that led to the agricultural age, an important turning point in the history of mankind. The storage of grain that was used in beer-making brought stability to villages which resulted in the developing of a more complex culture compared to that of the hunter/gatherer. There is a myriad of evidence that beer played a prominent role in the lives of everyday citizens of the first great civilizations.

The first cities evolved in Mesopotamia although most residents were farmers. City managers and artisans were the first humans to live and work entirely within a city's boundaries. Those who chose to live in cities probably wanted to be present for important religious ceremonies and for access to trading centers. Although there were differences between the developing cities of Mesopotamia and Egypt they were all made possible by agricultural surplus because of the sustenance and value it represented.

The first actual recording of the history of beer was in Sumer in southern Mesopotamia in approximately 3400 BCE. That beer drinking was part of civilization is made apparent in the world's first work of literature, "Epic of Gilgamesh" which depicted a wild, uncivilized character called "Enkidu" as unfamiliar with beer. Drinking beer and eating bread was what separated Mesopotamians from savages. When it is referenced, drunkenness is treated with light humor. Ancient Egyptian mentions of beer appeared as early as 2560 BCE during the third dynasty. References in one study of Egyptian literature found that beer was mentioned more than any other food of the day. Hathor was the goddess of beer and brewing. Egyptian literature indicates disapproval of drunkenness. However, both cultures believed beer was a gift of the gods and, therefore, an important element in their societies.

Early Sumerian writings refer to clay vessels that contained beer. Beer and grain were considered important based on evidence that Sumerian priests gathered surplus barley and wheat. The priests used beer and bread to pay for construction projects giving the clergy control over a large part of the economy. Markings were carved into pieces of clay to represent beer, bread and grains. After being sundried these clay pieces that fit into the palm were used as an exchange medium, part of an early currency system.

In Egypt, taxes were collected in the form of grains and other goods and then redistributed for civic purposes. Some workers were paid in beer. Higher ranking officials were given large amounts of beer for personal use and for paying their messengers and other staffers. Civil employees, like soldiers and policemen, were also paid in beer. Payments were distinguished by phrases such as, "excellent beer" or "ordinary beer" perhaps the difference between a quarter and a dime in today's world. At the time that Sumer employed 300,000, they were all paid in grains and beer and bread along with other foodstuffs.

The most amazing payment using beer took place on Egypt's Giza Plateau. Records indicate that the pyramids were built by state workers - not slaves - and that these workers were paid in beer and bread. Using beer in this matter automatically gave it an elevated value. "Bread and beer!" was a common greeting similar to, "How are you?"



and it also became the generic phrase for food and drink. In both ancient civilizations a link was made between beer and good health and beer and a blessed afterlife.

Beer is not used in modern civilizations for payments; however beer's role in today's culture and in casual social interactions remains intact. It brought people together in ancient times and still brings them together in modern times.

## Analysis

This first part contains sections on "A Stone-Age Brew" and "Civilized Beer" and traces the importance and advances of beer from cultures of antiquity to current day. Just as with other popular drinks throughout history, beer marked a pivotal time in history. The development of beer helped to end the nomadic way of life led by hunter/gatherers and begin to establish settlements that eventually turned into villages, towns and cities.

The author appropriately begins his history of the world in drink back to the first known drink to be created by man, prior to the accidental discovery that fermented grain turned into a "fizzy intoxicating" liquid that was eventually developed into the beer man drank only water. Author Standage ties the advent of beer to a pivotal point in the history of mankind. Hunter/gatherers had turned to farming and abandoned their nomadic lifestyle. Since grains could be stored for long periods of time without going rancid it was impetus for the formers to stay put. The storage of grain is what led to fermented grains and to the first beer. Thus, the author adeptly intertwines the discovery of beer to a dramatic paradigm shift in man's advancement.

## Vocabulary

fermentation, nomadic, Paleolithic period, primordial, turbulence, diastase enzymes, mead, capricious, sedentary, impetus, hallmark, fallible, mundane, ziggurats, cuneiform, hieroglyphs

## Part 2: Wine in Greece and Rome

### Summary

King Ashurnasirpal II of Assyria built a grand palace in 870 BCE to celebrate his military victories. He ordered an elaborate feast for the people which lasted ten days. That there was as much wine served as there was beer made the event a standout. Prior to this feast, wine had been available in Mesopotamia but only in small amounts because it was imported from the wine-growing lands to the north and the cost of transporting it was exorbitant. Wine had been enjoyed by the elite and used chiefly in religious ceremonies. The King's ability to serve this expensive drink in great quantities was a testament to his wealth and power.

Wine's exact time of creation is lost in prehistory but there is evidence that it first appeared in the Neolithic period between 9000 and 4000 BCE in the Zagros Mountains in a region that is modern-day Armenia and Northern Iran. Three factors made the production of wine possible: the availability of wild Eurasian grapes, plenty of food reserves to support wine-making communities and the invention of pottery to make and store wine in.

Word of this popular drink spread quickly to Greece, Turkey and throughout the Middle East. Egypt began producing its own wine. Vines were introduced in Crete and mainland Greece in 250 BCE. Eventually, robust production caused the cost of wine to drop and became available to a wider range of the populace.

Greek philosophers laid the groundwork for Western civilization. They advocated advancements that resulted from a debate of contrasting ideologies. Many cultural innovations emerged including the concept of democracy, the basis for the modern legal system and a new openness to science and philosophy. Wine was heartily consumed at symposia where Greeks displayed their intellectual prowess and superiority over "barbarians" who drank unsophisticated beer or didn't drink wine "properly." Wine was seen to be in part responsible for the eradication of barbarism from the Mediterranean.

Although the Greeks believed that Dionysus made wine available to Greeks of all status, it was actually the terrain and climate of Greece that fostered the widespread production of wine in that country. The Greeks were the first culture to produce wine on a large-scale commercial basis. They made important advancements in the process of wine-making. Wine became a main export of the Greeks and a viable commodity for trading. Wine's impact on the economy was underscored by images of the drink used on ancient Greek coinage.

Wine connoisseurs began making distinctions between wines, ranking them by where they were produced and by their age. A direct connection was made between the wine a person drank and how cultured he was. A Greek practice was to mix wine with water





before drinking; to not do so was considered barbaric. Greek men gathered for drinking parties called “symposia” some of which devolved into orgies or violence.

Greeks believed that drinking did away with inhibitions and therefore exposed truth. The Greek philosopher Eratosthenes remarked that, “Wine reveals what is hidden.” In numerous literary works, characters are depicted drinking wine while discussing important topics. Plato believed that wine was a “good way to test a man’s character” acknowledging that emotions like anger, love and pride were unleashed by indulgence in wine. Plato felt wine was given to man to engender modesty, health and strength.

The widespread distribution of Greek wine and the nation’s cultural influence is evidenced by the discovery of vast numbers of Greek wine jars used to import wine into other countries and regions including France, Egypt and the Crimean Peninsula. Wine replaced beer as the most sophisticated drink. It maintained that status over time due to its close association with the intellectual advancements of Ancient Greece.

By mid-2nd century BCE, Romans had replaced Greeks as the dominant power in the Mediterranean. They embraced many aspects of Greek culture as their own. Rome’s influence and cultural impact had greater reach than that of the Greeks. Thousands of clay amphorae containing Italian wine were transported on large freighters from one part of the Mediterranean to another. The Italians bridged the gap between what they viewed as Roman practicality and Greek excess through simple Italian farmers who cultivated wine grapes. The life of the farmer was humble, yet the product they nurtured was the drink of gods. The Italian peninsula became the top wine-producing region in 146 BCE.

Wine was drunk by Caesar and slave, alike although the class of a person was determined by the quality of the wine he drank. The finest Italian wine was Falernian which was grown in a small region on the slopes of Mount Falernus near modern Naples. The most famous Falernian vintage was produced in 121 BCE. It was known as Opimian Falernian and was drunk by Julius Caesar among other Roman luminaries. Wines were served to banquet guests according to their social standing.

The Roman Empire began to crumble to the Germanic tribes from the north; first to the Visigoths in 410 CE and finally to the Vandals in 455 CE. The northern beer-drinking tribes did not discard Italian wine in favor of their brew of choice. Many elements of Roman life were swept away save that of wine-making. A Visigothic law was enacted that made it a crime to damage a vineyard. Another factor that continued wine’s societal importance was its relationship to Christianity. Jesus Christ had transformed water into wine. The New Testament made multiple references to wine: it was drunk at the Last Supper; wine was used in sacred communion rituals; priests and monks drank wine during masses.

The founder of Islam, the prophet Muhammad, was born circa 570 CE. By 632 CE Islam became the dominant religion in most of Arabia and parts of Europe. Muslims were required to pray frequently, tithe and stay away from alcoholic drinks. The most compelling reason that Muslims rejected wine was because it was embraced by



Christians. Spanish Muslims were the exception. They violated religious laws by continuing to produce wine. They justified drinking wine by stipulating that they did not overindulge in the drink and that they drank only heavily diluted wine.

The Battle of Tours in 732 marked the highpoint of Arab influence in Europe and the resurgence of European Culture with the crowning of Charlemagne as Holy Roman Emperor in 800 CE. Wine became scarce in England and in northern Europe. A pattern emerged that distinguished northern Europe beer-drinking nations from southern European wine-drinking communities. That motif exists to this day. In today's world, wine-drinking is considered more cultured than beer-drinking. The choice of wine is an important task for anyone hosting an elite gathering.

## Analysis

This part covers sections on “The Delight of Wine” and “The Imperial Vine” and traces the discovery, development and relevance of wine in ancient cultures and in modern times. Wine was more expensive to make and transport than beer and was initially considered a drink of the elite. Many cultures made religious connections to wine and it was an important element of everyday life. In antiquity, wine was considered more sophisticated than beer and that comparison has lasted through the centuries and many modern-day wine drinkers find this belief to still have standing.

The author fast-forwards from the beer makers, the pioneers of man-made drink, to the Mesopotamian and Egyptian cultures that were among the first to embrace wine-drinking as part of their everyday life. Guided by his premise of telling the history of the world through its drinks of choice, the author devotes the largest section in his book to the advent of wine and its impact on the cultures of yore. There was a major difference in the impacts that wine and beer had on early cultures. Wine was considered more sophisticated than beer; beer drinkers were referred to by some wine-drinkers as barbarians.

While there was no apparent sign of hubris arising from the discovery of beer, an classism emerged in wine-drinking cultures. It was considered a drink of the elite and sophisticated. The wealthy and privileged drank the best wine, leaving the dregs for the poor and under classes. The elitism that developed in early wine-drinking cultures stands in stark contrast to the camaraderie among early beer drinkers who literally drank from the same vessel. Readers can relate to the fact that these characterizations have transcended time. 'Generally, modern-day beer drinking parties can be aptly characterized as friendly and open, while parties where wine is served have a more sedate sophisticated air.

## Vocabulary

obelisk, convergence, rhetorical, adversarial, viticulture, amphora, vintage, pathogens, hedonism, curmudgeon, paradoxical, interminable, egalitarian, charismatic

## Part 3: Spirits in the Colonial Period

### Summary

Cordoba, the capital of Arab Andalusia (modern-day Spain), was the most cultured city in Western Europe at the end of the first millennium AD. Cordoba had advanced facilities and services for its citizens and some 70 libraries, the largest of which contained 500,000 books. The city was one of the great learning centers of the Arab world where advancements were made in math and science. They also discovered the distillation technique that led to a new type of drink.

“Al-koh’l” was the word used for purified antimony, an ingredient used in cosmetics. Alchemists used the same term in referring to other highly purified substances including liquids. Distilled wine came to be known in English as “alcohol of wine.” New drinks emerged using this process in the Age of Exploration during which distilled drinks were transported by ship. Arabs looked at distilled drinks as medicinal fixes. When they arrived in Europe they were consumed as drinks of pleasure.

IN 1386, Charles II of Navarre, the ruler of a small kingdom in northern Spain, fell ill and was given a medicine that was reputed to have miraculous healing impact. It was actually distilled wine and was called aqua ardens or “burning water” because it could be set on fire. It was also known as “aqua vitae” or “water of life” because of its healing powers. Although the drink burned all the way down, after the initial unpleasantness it created an invigorating feeling of well-being. Aqua vitae had a reputation for supernatural healing, preserving youth, improving memory and many other amazing feats. Charles II was wrapped in sheets soaked with distilled wine. Instead of curing him, the sheets accidentally caught on fire and he burned to death.

During the 15th century, distilled wine lost its medicinal status and became a drink of pleasure. It was still touted as a medicinal treatment by some but for most it was an intoxicating recreational drink. These drinks became popular in northern regions where grape wine wasn’t easily cultivated. It quickly became a popular drink in Ireland. In England it was called brandy and in Germany branntwein or “burnt wine.”

European exploration led to the spread of distilled wine to Africa and the Americas. The use of slaves in sugar production grew after the discovery of the New World by Christopher Columbus. Colonists began importing slaves from Africa because slaves from South America were not able to withstand Old World diseases. The African slavers accepted products in exchange for slaves, the most popular of which was strong alcoholic drinks. Drinking imported alcohol elevated the status of African slave traders.

In 1647 Englishman Richard Ligon sailed into Barbados in the Caribbean. The island was suffering from an outbreak of the plague. Ligon wound up staying three years instead of the few days that he had planned. During his stay, sugarcane emerged as the island’s number one crop. Slaves were needed to make the industry successful. Slaves



were not allowed to convert to Christianity because having slaves were against the religion, so the religious law was bypassed by not allowing African slaves to convert.

The sugar planters on Barbados learned how to ferment their by-products and distill them into a powerful alcoholic drink which the Portuguese called brandy. Ligon wrote that the drink, also known as “kill-devil” was not very pleasant to taste but that some people drank a lot and passed out. This drink ultimately became known as “rumbullion” or simply “rum” and its popularity spread throughout the Caribbean. By 1721, rum was the most effective bartering currency on the coast of Africa – more desired than gold. Rum was an international drink that resulted from people, materials and processes all over the world.

The English hoped that Virginia would be the land of plenty but it was impossible to cultivate the olives and fruit there that had been grown in the Mediterranean. The harsh conditions in the colonies and the ongoing conflicts with Indians made life a struggle in the colonies. Alcohol became an important commodity. However, there were dry spells because the only source of alcohol available to the early colonies was imported by ship.

Colonists tried to make beer from corn since the harsh climate was not ideal for growing European grains. The introduction of European vines also failed. Initially, the colonists settled on importing wine and brandy and malted barley to make beer. However, rum soon became the favorite drink of the colonists because of its easy access and low cost. In the last 17th century, merchants in New England began importing raw molasses from French settlements in the Caribbean and producing rum themselves. At one point it was the most profitable item produced in New England.

To protect British sugar producers, England enacted the Molasses Act which levied a heavy duty on molasses imported into the colonies from the French. However, the British sugar farms did not produce enough molasses, so the colonists ignored the law and smuggled molasses from the French. Rum distillers in the colonies grew from eight to sixty-three in just twelve years. The colonists felt empowered by their success in ignoring the Molasses Act. It was the first act of rebellion that led to revolts against other laws including the Sugar Act, the Stamp Act, the Tea Act, and ultimately to the American Revolution. Paul Revere stopped for a rum toddy before his famous ride.

After the war, many citizens moved westward and abandoned rum in favor of whiskey which was fermented from cereal grains. Settlers found that cereal grains were easier to grow in the inland region of the new nation. Whiskey was used as currency and traded for other commodities. It became a part of everyday life in the newly forming country. An outcry arose when Alexander Hamilton, Secretary of the Treasury, imposed an excise tax on the production of distilled drinks to raise funds to pay for the war. This unrest led to the Whiskey Rebellion of 1794. Federal militiamen easily defeated the revolt. The excise tax eventually failed and was repealed a few years later. It was a defining moment in American history. It demonstrated that unlike British laws, U.S. laws would be enforced. In Kentucky, whiskey was made from corn and was called bourbon for the county it was made in. The new nation associated whiskey with independence and it became America's drink.



Colonists used distilled drinks to exploit and control the Indians. The Native Americans' desire for alcoholic drinks may have come from a belief that drinking whiskey in excess bestowed supernatural powers upon them. Colonists exploited this belief by plying the Indians with large quantities of alcohol when trading goods or land with them. Distilled drink, firearms and infectious disease helped establish the colonists as the rulers of the New World.

## Analysis

This part covers sections on “High Spirits, High Seas” and “The Drinks that Built America,” and describes how hard liquor - particularly whiskey - was discovered in the colonies and the importance that it held for the new Americans. Many colonists identified with whiskey because it was a “democratic” drink. No matter how rich or poor or young or old, whiskey was drunk by everyone.

The author moves the focus from Africa and the Middle East to the New World. The pioneering spirit of the colonists who fled from England and Europe to find religious independence faced unexpected challenges. The unsettled land was filled with uncertainty and dangers. There were battles with Native Americans over land and conflicts with England who seemed to levy new taxes at the drop of a hat. It all led to stresses and strains that made the colonists realize that what they needed was a good stiff drink. They liked wine and beer but their supply of those drinks were dependent on sporadic and unreliable shipments from Europe. They didn't have the means or equipment to make their own wine or beer and for a while turned to rum from the Caribbean Islands to sate their thirst. But the colonists needed something else, something uniquely their own.

When the colonists moved inland, they found fertile ground for farming and began growing rye and corn and other grains. Just like the hunter/gatherers before them, these New World pioneers turned to farming and discovered that they could make a potent drink from fermented grain. They called it whiskey. The author demonstrates the resourcefulness of man. The colonists needed a steady supply of drink to help them face their challenges, and they found a way to create it. Whiskey was a uniquely American drink, and to the colonists it was symbolic of the freedom and independence they sought. Readers can relate this early American ingenuity to the many innovations and discoveries Americans have made since the discovery of a truly American drink.

## Vocabulary

debauchery, quintessence, panacea, insidious, indigenous, inexorably, palatable, fallacy, victuals, nascent, subjugation, mescal



## Part 4: Coffee in the Age of Reason

### Summary

The spirit of rational inquiry borne of the Scientific Revolution spread into Western thought resulting in a movement known as the Enlightenment. Great minds turned from the wisdom of the ancients toward the possibility of new ideas and approaches. Old World limitations were expanded and former authorities for philosophy, politics and religion were exchanged for tolerance, criticism and freedom of thought. A new drink called coffee was introduced in the 17th century and became popular because it was thought to provide the mind with sharpness and clarity. It became the favorite drink of European scientists and intellectuals. Coffee was a safe alternative to alcohol and an antidote for inebriation. It symbolized the revolt against the Old World. Wine, beer and whiskey had been discovered by the ancients. Coffee belonged to the modern world.

Coffee originated in the Arab world, first popular in Yemen in the mid-15th century. Coffee spread to Mecca and Cairo by 1510 where it became a social drink. Some Muslims considered it a legal alternative to wine and beer since they were banned from drinking alcohol. Other Muslims thought it was intoxicating and should be banned. A local governor in Mecca found it to be intoxicating and banned it. It was confiscated from homes and cafes until Cairo overturned the ruling and coffee was once again deemed legal.

Coffee did not fit the profile of an intoxicating drink which was defined as causing absent-mindedness and confusion. Cairo did not approve of the cafes where people gathered to consume coffee, deeming them venues for gossip and rumor. Pope Clement VIII gave his seal of approval for the consumption of coffee by Christians and soon coffeehouses opened in Europe. Culturally, coffeehouses were considered more respectable and intellectual than taverns. In England in the 1650s and 1660s, they became centers of political debate. It was thought that the restoration of the monarchy and the accession of Charles II to the throne may not have come to pass had it not been for the debates taking place in coffeehouses. The first coffeehouse in England was established in 1652 by Pasqua Rosee, an Armenian servant of an English merchant who traveled in the Middle East and acquired a taste for coffee. Tavern keepers complained to the lord mayor about his success. Rosee was forced out of the country, but coffeehouses increased in popularity and by the end of the century there were hundreds of coffeehouses.

Some doctors believed coffee to be tantamount to poison. Some hated the taste. Pamphlets were issued touting all sides of the debate. King Charles II was dubious about the free speech that coffeehouses allowed and issued a proclamation declaring them evil. The King's edict was ignored. Not even a king could dampen the popularity of coffee. Doctors in France working on behalf of wine merchants decried coffee as unhealthy. Similar movements occurred in Germany and Holland but all to no avail.



Through the end of the 17th century, the Middle East was the world's biggest supplier of coffee. European countries were concerned about their dependency on the Arab nations for coffee. In the 1690s the Dutch established coffee plantations in Java. The French followed suit and set up coffee plantations in the West Indies. Coffee gained a worldwide acclaim as a positive alternative to alcoholic drinks. What made coffee stand apart from all other drinks developed by mankind was the popular coffeehouses it engendered which created a new venue for intellectual and political debate.

Seventeenth century businessmen frequented coffeehouses to hear the latest business news and political gossip. European coffeehouses doubled as information exchanges for writers, businessmen, politicians and scientists. Editors of newspapers and magazines associated themselves with specific coffeehouses. Runners would dash from one coffeehouse to another with breaking news. Discussions both formed and reflected public opinion. There were rules specific to coffeehouses that were expected to be followed. No "toasting" was allowed and social differences were to be left at the door. Political and philosophical discourse took place at the coffeehouse, but its main function was being a hub for news and gossip. In general, European coffeehouses were the Internet of the Age of Reason.

The first coffeehouse in Western Europe was opened in Oxford by a Lebanese man named Jacob in 1650 two years before Pasqua Rosee's London house. The opening of a coffeehouse in the university town established coffee's connection with academia which still holds true in modern times. Some scholars feared that the coffeehouse would distract students from their studies but the opposite was true. The coffeehouse promoted academic and intellectual discourse. Christopher Wren, scientist and architect of St. Paul's Cathedral, often met with other scientists at the coffeehouse where important information was exchanged.

Toward the end of the 17th century, a series of lectures were held at the Marine Coffee House. The idea caught on and coffeehouses became popular venues for lectures on science, math and business. The exchange of ideas between scientists and entrepreneurs led to the Industrial Revolution. Science and commerce became enmeshed in coffeehouse. Coffeehouses also served as stock markets. When the government placed restrictions on trading within the formal exchanges brokers revolted and turned to coffeehouses to make their deals. The Financial Revolution was fostered by the intellectual environment and spirit of speculation that was part of the coffeehouse environment.

France was coping with its own brand of revolution. Coffeehouses in Paris were also meeting places for the intellectuals and fostered Enlightenment thought but stood in stark contrast from the coffeehouses in London in one important respect. In England, unregulated discussions took place, while in Paris discussions at coffeehouses and the literature distributed there were under tight government control. Since only the printed word was under the government's scrutiny, intellectuals and scholars took to writing news, gossip and theories in longhand and disbursing them. Anyone caught speaking out against the government risked imprisonment.



France was in deep financial peril chiefly from its support of the American Revolution. The wealthy were exempt from taxes so the debt burden fell on everyone else. Discussions in coffeehouses contrasted reality with how things could be. Revolutionary thought was sparked by debate in the coffeehouses. On July 12, 1789, a young lawyer named Camille Desmoulins launched the French Revolution from a coffeehouse called the Café de Foy. Desmoulins leaped on an outside table and shouted, "To arms, citizens! To arms!" Chaos ensued.

Coffee has become so common that it's difficult to imagine its impact when it was first introduced and the hunger for free speech that was apparent with the advent of the coffeehouse. The spirit of the coffeehouses of old lives in modern-day coffeehouse chains like Starbucks. Coffeehouses are still associated with the intellectual exchange of ideas and knowledge and the sharing of news.

## Analysis

Coffee evolved at a time when there was concern about the impact of alcoholic drinks. This section covers "The Greatest Soberer" and "The Coffeehouse Internet" which describes the cultural importance that resulted with the discovery and wide popularity of coffee. Coffee quickly became the drink of intellectuals in London. Coffeehouses sprung up where scientists and scholars would gather to discuss important matters and debate political and newsworthy events. It was the precursor of chains like Starbucks where intellectuals still gather to drink coffee and debate important issues.

The author abandons alcoholic drink to demonstrate that a non-alcoholic drink can have as large an impact and become as popular as wine or beer or whiskey. Coffee emerged as a popular drink just at the time it was most needed when there was widespread concern about the consumption of alcohol. It makes sense that coffee came to prominence in the Age of Reason and Enlightenment. Just as reason was dawning on the people, it was also dawning on them that the overindulgence of alcoholic drinks might not be the best idea.

It seemed natural to drink coffee while chatting with others. There was a social ambience that was associated with coffee drinking. It was the logical next step, therefore, that coffeehouses became popular spots for drinking coffee and visiting with others. Coffeehouses offered a public venue for the expression of ideas, the exchange of information and for the debate of politics and current events. Almost immediately the coffeehouse were frequented in the most part by scientists, scholars and influential men and became known as gathering places for intellectuals. Today's reader has no problem connecting those early coffeehouses with today's popular coffeehouses that are still associated with intellects and the exchange of information. The author demonstrates how some things really never change.



## Vocabulary

denunciation, empirical, dogmatic, antithesis, imam, vinters, purloined, commodious, cosmopolitan, serendipitous, esoteric, entrepreneur, empiricism



# Part 5: Tea and the British Empire

## Summary

The British Empire was so enormous that Sir George Macartney referred to it as a “vast empire on which the sun never sets.” Even with the loss of the American colonies, it still boasted a worldwide domain and overwhelming influence. A new drink emerged during the Industrial Revolution that was forever linked to the British. Tea was the product that opened up European trade with the East. Tea began as a luxury drink but soon was consumed by everyone. It was the perfect drink for the British who saw themselves as both civilized and industrious.

Tea was first made from the dried leaves of an evergreen bush from the jungles of the eastern Himalayas. It was used as a medicinal remedy in southwest China. Buddhist and Taoist monks were instrumental in introducing tea into Chinese society. Lao-tzu, the founder of Taoism, believed it was the “elixir of life.”

By the 1st century BCE, tea had become a common domestic drink in China. It was considered safer than rice and millet beer. Tea has a medicinal value. The tannic acid in tea can kill bacteria that cause diseases such as cholera and typhoid. Boiling water to make tea purified the water and thus reduced the incidence of disease.

The first Europeans traveled to China in the early 16th century. The Chinese considered their country the greatest on earth. They also believed that China, also called the Celestial Empire, was literally at the center of the universe. Outsiders were barbarians or foreign devils. Portugal was the only European country able to establish a trade agreement with the Chinese. The robust trade of tea began in 1610 when the Dutch brought the first shipment to Europe. Tea was available in Europe before coffee but it didn't catch on because it was more expensive. Just like coffee, there were debates about its health benefits.

Europeans first added sugar to their tea and later added milk. Proponents of tea underscored that it was made healthy by the addition of milk. France and the Netherlands also indulged in tea but it did not gain the popularity in those countries as it did in England. By the 1700s, eleven thousand tons of tea were imported into England. There was a precipitous drop in price and everyone in England could afford to drink a couple cups per day. Beggars and laborers were spotted drinking their daily tea.

Tea first became fashionable in England following the marriage of Charles II to Catherine of Braganza, a Portuguese princess who included Chinese tea in her dowry. The British East India Company began to import small quantities of tea from the Netherlands. Over the next century the Company became the most powerful commercial entity in history. Their success was due in large part to enormous profits from their tea trade. The Company was able to stimulate trade with China in the early 18th century.



Tea gardens became popular in London. The gardens provided an elegant setting in which to drink tea and a respectable place to meet the opposite sex. Servants were given tea rations as part of their pay. Some thought the poor should use their limited means to purchase healthier food and wanted legislation passed supporting this concept. But in the end, no Brit could deny another Brit his tea. The popularity of tea was paralleled by the growth of Britain as a world power.

Britain became the world's first industrialized nation at the dawning of the Industrial Revolution. The workers in the new factories of the 18th century were given "tea breaks" because it was thought that tea kept workers alert. Most doctors agreed that tea consumption had led to a healthier nation. Tea and tea accoutrement comprised the foundation for consumerism. Britain was the cradle of industrialism and tea played an integral part in England's success. It kept workers healthy, happy and alert.

The political power that the British East India Company possessed gave it influence over British policies. In the 1770s, tea smuggling into Britain and the American colonies was at its height which represented great losses to the Company. It used its influence in the passage of the Tea Act of 1773 which included its right to ship tea from China to America. The Company would be duty free with this arrangement and argued that the colonists would enjoy cheaper prices for their tea.

The colonists did not pay the new taxes and boycotted British goods. Ultimately, America's dissatisfaction with the policy led to the Boston Tea Party of 1773 during which 342 chests of tea were tossed into the water. Further attempts to control the colonists and punish them only resulted in enraging them which ultimately led to the American Revolution in 1775. In essence, the dispute led to Britain's loss of the colonies.

The Company's influence was waning amid speculation of corruption by company officials. It was placed under government supervision and eventually lost its trade monopoly on Asian trade including China. It remained the top tea trader through its covert opium trade which was secretly sanctioned by the British government. The Company began trading in opium for tea due to the rising value of silver. In 1838, the Chinese emperor put an end to the opium trade which led to the Opium War of 1839-42. The British easily defeated the Chinese due to their military superiority. The Chinese were forced to sign a peace treaty that included the acquisition of Hong Kong by the British. Other wars with China were waged in an effort to force them to open up to foreign trade. Tea was integral in Britain's loss of America and victory over China.

After the Company lost their monopoly on Chinese imports, it decided to begin growing tea to ensure that there would be a constant supply. Tea cultivation held the promise of huge profits and new jobs for British and Indians alike. The Company learned that the tea bush was indigenous in Upper Assam.

The Company decided to allow others to establish and run the tea plantations. A group of London merchants established the Assam Company for that purpose. After a rocky few years, the new company started to show a profit. A tea boom followed with dozens



of new tea companies doing business in India. Within just a few years, China was no longer England's number one supplier of tea. India is presently the number one tea producer in the world. Britain is a minor producer of tea but consumes the most. Tea is symbolic of Britain's days of glory as the world's first imperial superpower.

## Analysis

Great Britain fell in love with tea. While coffee was more readily available, the English loved their tea and went to great lengths to have ready supplies of it. This section covers "Empires of Tea" and "Tea Power" which describe the process of the West's discovery of tea, the years of importing it from China and finally the West finding their own way to cultivate it. Although other countries imbibed in tea, no other nation held it to such great esteem as did England. They believed that every Brit had to have his daily tea no matter his station in life.

The author devotes this section to another non-alcoholic drink. Although tea had been around for centuries, it was late to come to prominence in the West. While the coffeehouses were popular in London, when tea became more readily available, England literally couldn't get enough of it. The author points out the difference between these two non-alcoholic drinks and their impact on English society. Coffee was a popular drink but it had a niche following that was associated with intellectuals and men (only men could visit coffee houses). Tea was for everyone of every class and station and life and every gender. The English fell in love with tea and that love affair has never ended. The British felt that tea represented the genteel nature and practicality of the people. The reader can make an easy connection between tea and England in today's world. Britain is still the largest consumer of tea in the world.

## Vocabulary

quintessentially, elixir, pastoral, shogun, impetus, manifestation, sporadic, prototype, automata, volatile, ostensibly, indigenous



# Part 6: Coca-Cola and the Rise of America

## Summary

Although Britain was the first success story of the Industrial Revolution, it was in the U.S. that achieved the greatest advances in industry. The Americans separated the manufacturing process from assembly which allowed for the mass production and marketing of consumer goods. Because of the specialized machines, the process didn't require skilled workers. The railway system and the telegraph created one market. Britain began importing U.S. machines for their factories. By the end of the 20th century, America was the world's only superpower which was fostered by their dominance in the Industrial Revolution.

The rise of America was paralleled by the success of Coca-Cola which became the most valuable and recognized brand in the world. Coca-Cola and all artificially carbonated soft drinks were preceded by a drink produced in Leeds around 1767. The fizzy drink was discovered by Joseph Priestly an English clergyman and scientist. Thomas Henry, who was a chemist and pharmacist in Manchester, was the first to offer the drink for sale in the early 1770s. He also produced sparkling water that was thought to have healing properties. During the 1790s, artificial mineral waters were placed for sale to the general public. Jacob Swebbe of Switzerland successfully produced mildly carbonated water in England.

Some of the artificial mineral waters were prepared with sodium bicarbonate, or soda, which is why the drink was eventually referred to as "soda." It was often prescribed by doctors for various treatments. Benjamin Silliman, a professor of chemistry at Yale University was instrumental in soda water's commercial development. Like other drinks before it, bottled soda water was first touted as a medicinal drink. In the 1830s, U.S. producers began flavoring the water with special syrups. The drink was served ice cold at soda fountains.

Businessman John Matthews developed special machines that automated every step of soda water production. Soda water was symbolic of America. It was a "democratic" drink that everyone – rich and poor alike – drank and enjoyed. In May 1886, John Pemberton, a pharmacist who developed quack remedies, stumbled onto a new drink while trying to develop a cure for headaches. He created a caramel colored liquid and combined it with soda water. The result was a sweet dark fizzy drink.

In the 1870s, Pemberton had gone broke trying to develop patented medicines that would make him rich. In 1884, he began experimenting with leaves of the coca plant. Chewing the coca leaves released small amounts of cocaine. Pemberton first infused coca in wine. His drink named French Wine Coca became popular. When talk of temperance gained strength, he decided to make a "temperance drink." In May 1886,



Pemberton created a formula that contained coca and kola (nut of the kola tree). A colleague suggested he call it Coca-Cola. Initially only syrup was sold to soda fountains but sales were driven higher when Coca-Cola was made available in bottles. A lucrative franchise business for bottling the soda was created which made Coca-Cola available in every town in America. Coca-Cola's iconic bottle was introduced in 1916.

Three challenges faced Coca-Cola in the 1930s: the end of Prohibition; the Great Depression; and the rise of Pepsi-Cola. The company worried whether adults would continue to drink Coca-Cola if they could have beer or wine, but the popularity of their drink continued to grow. The Great Depression did not dampen sales. Pepsi-Cola had become serious competition for Coca-Cola. Even though Pepsi undercut Coke prices, Coca-Cola was stronger than ever. It had conquered the nation and was poised to conquer the world.

During the second half of the 20th century, the U.S. was strongly self-identified with the fight for individual liberty. The country's values had a natural link to its favorite drink, Coca-Cola. The soft drink became a global presence after America emerged as a superpower after the war. When U.S. soldiers were dispatched all over the world, they brought Coca-Cola with them. Coca-Cola launched a high-profile campaign to keep the soldiers supplied with Coke throughout their tours of duty. It was a patriotic and generous gesture, but it was also good PR for the company.

In order to get the soda to the soldiers in an efficient manner, only the syrup was shipped overseas. Coca-Cola set up sixty-four military bottling plants around the world to bottle and distribute their drink. The company received thousands of letters from servicemen who looked at Coca-Cola as a direct link to their hometown. Coca-Cola symbolized what they were fighting for. The adoration for the drink wasn't limited to the infantry. General Eisenhower sent a telegram asking for three million bottled sodas and the equipment to bottle the same amount each month.

Not surprisingly, Germany and Japan disparaged the drink as American excess although it had already been sold in both countries. During the Cold War, Coca-Cola came to stand for freedom, democracy and capitalism. To the Russians, however, the soft drink represented everything that was wrong with America. The company expanded its overseas operations and by the 1950s, one-third of their profits came from abroad. Communist activists waged campaigns against the evil soft-drink in France and other European locales.

Coca-Cola abandoned plans in the late 1950s to set up a bottling plant in Russia. Since Pepsi did not have the high profile enjoyed by Coca-Cola, it was able to quietly set up bottling plants in Iron Curtain countries. But missing out on establishing itself in Soviet-Bloc countries ultimately worked to Coca-Cola's advantage. After the Berlin Wall came down, Coke was seen as a symbol of freedom and ultimately took over the top spot from Pepsi in former Soviet-Bloc nations.

Israel accused Coca-Cola of staying out of its country so it wouldn't offend the larger Arab market. Accusations of anti-Semitism soon followed resulting in boycotts against



the company in the states by Jewish organizations. When Coca-Cola licensed a franchise in Tel-Aviv, the Arab League led a boycott against the company. Coca-Cola stuck to their guns and lost the Arab market to Pepsi. Coke once again emerged as a symbol of democracy that directly linked to U.S. foreign policy. In 2003, Muslim youths poured Coke on the ground to protest U.S. policy. American troops were seen drinking Coke when they occupied Saddam Hussein's palace in Baghdad.

Coca-Cola symbolizes globalization since there is no other single product that is more representative of the process than Coke. Coca-Cola is in more than 200 territories worldwide. "Coca-Cola" is the second most understood phrase in the world after "Ok." The company is valued in excess of \$70 billion which is an impetus to protect its brand. When consumerism and democracy is spread into new regions, Coca-Cola is never far behind.

## Analysis

This part covers "From Soda to Cola" and "Globalization in a Bottle." The term "Coca-Cola" is the second most familiar phrase worldwide second only to "Ok." This part looks at the power of the dark fizzy soda water that took the country and then the world by storm. Coca-Cola was important to the soldiers in WWII from the infantryman to General Eisenhower. Coca-Cola became a symbol of democracy and an icon of globalization.

The author finishes his history of the world in drink with Coca-Cola. Whiskey had been America's drink, and the nation had taken to coffee more than to tea, but it was time for something else. While trying to create a medicinal drink, a pharmacist stumbled on to a formula that would become Coca-Cola. Just as the other major drinks created by man, Coke came at a time when it was needed. When it was discovered at the turn of the century, no one would have guessed the impact it would ultimately have.

Coca-Cola quickly became America's most popular drink. When World War II broke out, the company saw to it that every U.S. soldier had a steady supply of Coke during their tours of duty. It was very important to the soldiers who saw the drink as a symbol of home and what they were fighting for. The author doesn't have to go to great lengths to explain the impact and influence that Coke had on the country and the world. After it rose to become the most popular drink in the world, it has never lost that status.

Things have come full circle. Modernity has taken a long look backwards and connected with the hunter/gatherers. Water is now the drink of the day, of the elite but... if past is prologue, there will be other new drinks in the future that intersect with man's needs and history's most pivotal times.

## Vocabulary

consumerism, hegemony, mediocrity, effervescent, apothecary, prolific, genocide, annihilation, totemic, euphoria



# Important People

## Socrates

There are hints that Socrates was not like other Greeks in more than the obvious way. There are indications that he was not fond of wine and found it to have its downsides. Greeks held drinking parties, or symposia, where much wine was drunk and important issues discussed and debated. The participants at these gatherings were generally wealthy, elite and intellectual. The symposium was a venue for these individuals to demonstrate their brilliance and knowledge.

The most famous one of all was Plato's Symposium in which love, among other topics, was discussed. After an entire night of drinking, the last man standing was Socrates. Either the wine didn't impact him or he didn't drink as much as the others. While everyone else had passed out, Socrates was not effected and left to attend to his daily business.

Plato had portrayed Socrates as creating an imaginary brew that was tantamount to a "fear potion," a drink that struck fear in the hearts of those who drank it. It was apparently Socrates' theory that the more one drank of this imaginary brew the more fearless and courageous he would become. The rationale was that drinkers would be able to conquer fear as they increased their dosage.

Socrates was depicted as denouncing advocates of democracy as evil wine drinkers who encouraged guests to drink too much and become intoxicated by overindulgence in the "strong wine of freedom." Socrates was speaking metaphorically and equating wine with power and that both could be intoxicating. The underlying message from the great philosopher was to beware of too much drink and too much power.

## Robert Hooke

Robert Hooke was an English scientist who visited more than 60 coffeehouses in London during the 1670s and recorded his experiences in a diary. Debates, discussions and the exchange of ideas and the dissemination of news routinely took place at London coffeehouses. Hooke's diary entries indicate that he used coffeehouses for academic discussions, business negotiations and even for scientific experimentation.

A wide-range of subjects interested Hooke. Various entries include a note that tradesmen in the Indies practice holding things with their feet as well as with their hands; the height of the tallest palm trees; and the great flavor of queen pine apples. Hooke also had serious exchanges with other scientists including Christopher Wren, the architect of St. Paul's Cathedral, and Edmond Halley, the astronomer.

In one discussion, Hooke made the claim that he demonstrated an improved form of an astronomical quadrant at the Royal Society and repeated his demonstration at a





coffeehouse afterwards. He recorded that he exchanged formulae for medical remedies with another colleague. The Crown's astronomer, John Flamsteed, accused Hooke of exaggerating his achievements and knowledge.

Hooke's boasting unwittingly led to the publication of the greatest book of the Scientific Revolution. In January 1684, Hooke was discussing gravity with Halley and Wren. Hooke proclaimed that it was the inverse-square law of gravity that was responsible for the elliptical orbiting of the planets. Wren did not believe him and challenged him to prove it which never happened. Halley visited another colleague, Isaac Newton, who was able to prove the theory and was inspired to document his many findings from over his many years of his work. What resulted was the Principia (the mathematical principles of natural philosophy). It was a monumental work that provided the basis for modern physics. Hooke tried to take credit for the inverse-square law of gravity concept, but advancing an idea falls well short of proving it.

## **Akkad**

Akkad was a Sumerian ruler who united rival Sumer cities circa 2350 BCE. Documents from his reign refer to beer as part of the "bride price" or what would later be called a dowry. Records indicate that women and even children were paid in "sila" which was the Sumerian word for beer.

## **King Ashurnasirpal II of Assyria**

King Ashurnasirpal II of Assyria had a fabulous palace built at the center of the new city of Numrud around 870 BCE. It had seven halls with ornate wood and bronze doors and magnificent murals and was surrounded by beautiful grounds, canals and waterfalls. The palace was built to celebrate the King's military victories. To commemorate the palace's opening, a ten-day feast was held. Thousands attended the event. What was unusual about the feast was the King's choice of drinks. Surprisingly, he ordered that the same amount of wine as beer be served. It was one of the first high-profile appearance of wine.

## **Dionysus**

Dionysus was the Greek god of wine. In one legend, Dionysus fled to Greece to escape beer-drinking Mesopotamia. It was the belief of Greeks that Dionysus created beer for the people in countries where wine could not be produced. But for the Greeks, Dionysus created wine for everyone – rich and poor. The Greeks mixed water with wine. They believed that only Dionysus could drink unmixed wine without risk to his health.



## Pliny the Elder

Roman writer Pliny the Elder in 70 CE estimated that there were eighty viable wines produced in Rome. Italy had become the most powerful entity in the Mediterranean and had taken over the status of the world's number one wine producer from Greece.

## Thomas Jefferson

Thomas Jefferson was not like many of his fellow colonists. He was an advocate of wine and denounced whiskey as poison. He attempted - but failed - to cultivate interest in wine. However, wine was too expensive and it lacked the unpretentious quality of whiskey which to many was a symbol of liberty and independence. Jefferson took an interest in the medicinal properties of mineral waters.

## Dwight Eisenhower

When the future president was the Supreme Commander of Allied Forces in Europe during World War II, he had Coca-Cola on his mind. He requested that three million bottles of Coca-Cola be dispatched to North Africa. He also asked for the necessary equipment so that a Coca-Cola bottling line could be set up in the military post and enough raw materials for six million bottles. Coca-Cola was enjoyed by the soldiers and lifted their morale because it reminded them of home and what they were fighting for.

## General Georgy Zhukov

The Russian General Georgy Zhukov, who led his forces into Berlin to end the war, loved Coca-Cola but didn't want to be seen drinking something so American. His request for a colorless version of the drink that would resemble vodka was approved by President Truman and the company sent the General a supply of colorless Coca-Cola.

## Charles the Bad

Charles II of Navarre, the ruler of a small Spanish kingdom, was known as "Charles the Bad" because of his cruel and violent treatment of some of his subjects he chose to revolt. Charles fell ill with a fever and paralysis. His doctors decided to treat him with what was reputed to be a miracle cure: the distillation of wine.

## Catherine of Braganza

Catherine of Braganza was the daughter of King John IV of Portugal. Catherine married Charles II of England in 1662. She was a tea lover and brought a supply of tea with her in her dowry. She was singularly responsible for introducing tea into the English court. Tea soon became well on its way to becoming England's favorite drink of all time.



## Marcus Antonius

The very life of a Roman politician named Marcus Antonius was held in the balance by a servant's choice of wine. He was on the wrong side of a political debate and was being hunted down by a rival and took refuge at a colleague's home. A servant went to purchase wine for his master and his guest. Knowing that Antonius was an important politician, the servant felt compelled to purchase a high grade of wine. When the vintner became suspicious and asked who the wine was for, the innocent servant told him it was for Marcus Antonius. The vintner alerted Antonius' enemy who hunted him down and beheaded him. Had the servant opted for a lower-grade of wine, Antonius would have kept his head.

## Benjamin Silliman

Benjamin Silliman was a professor of chemistry at Yale University. On a visit to Europe in 1805 he was surprised with the popularity of soda water. When he returned to the states he began to make his own bottled soda water. At first he gave the water to friends and associates. In 1807, he began selling his bottled soda water in New Haven, Connecticut.

## John Pemberton

John Pemberton was a pharmacist who lived in Atlanta, Georgia. He was an experienced creator of patent medicines – some would call them “quack remedies.” In 1886, he was experimenting with the coca leaf and kola nut in an effort to create a new medicinal treatment. When he placed the mixture in soda water he created a dark, sweet fizzy drink that he ultimately recognized as a pleasure drink. A colleague suggested he call it Coca-Cola. The initial batches of the new drink contained traces of cocaine which were removed after the turn of the century.

## Pasqua Rosee

Pasqua Rosee opened the first coffeehouse in London in 1652. He was the Armenian servant of an English merchant who had traveled in the Middle East and grew fond of the taste of coffee. The venture was highly success, so successful that the local tavern keepers complained to the Lord Mayor about Rosee's success and Rosee was forced out of the country.

## Richard Ligon

Richard Ligon sailed from England in 1647 to Barbados. During the time he was there, sugar become the island's top export. The success of the plantations relied on slave labor. On one occasion, a slave asked Ligon if he could convert to Christianity. Ligon



learned that English laws held that a Christian could not be a slave. If the man were allowed to convert, he would have to be freed. The plantation owners couldn't afford to start that trend and denied the conversion of any slave.

## Alexander Hamilton

Alexander Hamilton who was Secretary of the Treasury in 1794 levied a tax on the production of distilled drinks to raise funds to pay off the war debt from the American Revolution. The Whiskey Rebellion was a result of the colonists' objection of the excise tax. Even though the federal military easily defeated the rebels, the tax was ultimately repealed.

## Eratosthenes

The Greek symposium could be likened to a modern-day "beer-drinking" party. The Greeks were ostensibly seekers of truth. They believed that the wine drunk at their symposia removed inhibitions and was a way to get to the truth. The Greek philosopher Eratosthenes captured this belief when he commented that, "Wine reveals what is hidden."

## Plato

Plato, the ancient Greek philosopher, viewed the Scythians and Thracians as lacking sophistication because they drank undiluted wine. Plato viewed Greek society through the lens of the structured symposium as ideal. Plato viewed Socrates as the "ideal" drinker" because he seemed unaffected by wine after drinking all night. In his book, "Laws" Plato argued that the wine drinking that took place at symposia was a method of testing one's character.

## Enkidu

Enkidu, a character in the "Epic of Gilgamesh," was initially portrayed as a wild man who is tamed after being introduced to civilization. "The Epic of Gilgamesh" is a work of the Mesopotamians in 3400 BCE and is considered the first great work of literature. The reason Enkidu first appeared "wild" was due to his unfamiliarity with "bread and beer." Once he had the chance to eat bread and drink beer he became human. The character represented the Mesopotamian view that beer-drinking was a hallmark of a cultured society.



# Objects/Places

## Paleolithic Period

Hunter-gatherers were predominant in the Paleolithic period, also called the Old Stone Age, that occurred some 50,000 years ago. About 12,000 years ago the hunter-gatherers gave up their hunting and gathering in favor of farming.

## Mesopotamia

The first evidence of the drink that modern man knows as beer appeared in Mesopotamia in 4000 BCE. Mesopotamia is modern-day Iraq. Man had evolved away from his hunter/gatherer persona by advancing on to farming and a settled way of living which led to the creation of beer from barley and wheat.

## The Fertile Crescent

The Fertile Crescent covers modern-day Egypt through the Mediterranean to the southeast corner of Turkey. The area was called the Fertile Crescent because of the dense growth of wild wheat and barley that grew robustly after the Ice Age ended. As it turned out, it was a perfect place to cultivate the grains used to make beer.

## Symposia

Participants at Greek symposia debated politics, the arts and philosophy at drinking parties that were called symposia. The participants at symposia drank wine diluted with water. The symposia were venues for participants to display their intellect and remind each other how much more civilized they were than the barbarians who drank beer. At Plato's Symposium, after an entire night of drinking and everyone else had passed out, Socrates emerge unaffected and took off for his day's tasks.

## Coffeeshouses

The first coffeeshouses were established in London after coffee became a popular drink. Coffee's popularity came at a time when there was concern about overindulgence in alcoholic drinks. Coffeeshouses became the venue for scientists, scholars and intellectuals to discuss the events of the day, exchange information, and discuss politics. The coffeeshouses of London were the precursors of modern day coffee shop chains like Starbucks.



## Tea Gardens

After Great Britain began its unending love affair with tea, tea gardens were opened up around London and other communities. These tea gardens had no resemblance to coffeehouses where intellectual exchanges and political debate took place. The gardens were lovely settings where tea was sipped and respectable places to meet the opposite sex. The first one, Vauxhall Gardens, was opened in 1732 in London.

## Molasses Act

The Molasses Act was passed in London in 1733. The act levied heavy duties on molasses imported into the colonies from foreign (specifically French) plantations. The colonists had been importing molasses from the French Caribbean for use in making rum. The British government had enacted the law in an effort to force the colonists to purchase their molasses from British sugar producers. The law was largely ignored resulting in the colonists smuggling the molasses from the French.

## Boston Tea Party

The colonists had been angered by the Sugar Act of 1764 in an effort to enforce and strengthen the Molasses Act. The colonists were angered by this and other attempts by the British government to control them and levy unfair taxes upon them. The penultimate conflict between the colonists and the Brits was sparked by the Tea Act of 1773 which resulted in the Boston Tea Party in which the colonists dumped three shiploads of British tea into Boston Harbor. This act of rebellion led directly to the final conflict – the Revolutionary War.

## Rumbullion

The preferred drink in Barbados in 1651 was “Rumbullion” also known as “Kill-Devoll. It was made from distilled sugarcanes and was a “hellish” liquor. Rumbullion was English slang for “a brawl or violent commotion” which is often what occurred after people drank too much of the brew. The name was shortened to rum and became a popular drink throughout the Caribbean. It was imported into the colonists and enjoyed by master and slave alike.

## Coca Leaf

Coca-Cola was created from a mixture of the coca leaf, the kola nut, and soda water. The formula was accidentally stumbled upon by a pharmacist who was attempting to develop a medicinal treatment. The coca leaf naturally released a small quantity of cocaine when chewed or mixed. The soda was first made with a trace of cocaine but it was removed from the mixture a short while later.

## The Distillation of Wine

Thought to be a miracle treatment, the distillation of wine was a mixture of strong wine with three parts salt. The mixture flamed up when set on fire. It was also called “aqua ardens” or burning water. Those partaking in the liquid experienced an unpleasant sensation that was followed by a sense of well-being.



# Themes

## Religion

Drinks played a role in the religions of various cultures over the history of mankind. Especially in the days of antiquity, drinks were directly linked to religion, worship and to the gods. Rituals of the Egyptians and Sumerians in Mesopotamia indicate that beer was an important part of their religious worship. They held the belief that beer was a gift from the gods which explains the many references to beer in descriptions of their religious rites.

Many cultures believed that alcoholic drinks contained supernatural properties. The American colonists exploited this belief that was common among the Native American tribes when the nation was just forming. In order to be at an advantage in dealings over products or land, Americans would ply the Native Americans with whiskey to dull their wits and reduce the effectiveness of their negotiating skills.

The Native Americans believed that whiskey, like hallucinogenic plants found in the woods, possessed supernatural powers from the spirits that could only be transferred to the individual partaking in the drink if he overindulged and became completely intoxicated. Obviously, the colonists had found their Achilles heel and were able to take advantage of the tribesmen because of their vulnerability and chemical dependency to alcohol - a problem that exists among their descendants to this day.

The Greeks believed that wine was a gift from Dionysus, the god of wine. The Greeks were arrogant about their importance to the god believing that Dionysus created beer for other nations but created wine, a more desirable and refined drink, for the Greeks. When the Romans rose to domination in the Mediterranean, they believed that their elite Falernian wine had divine origins. They believed that the wandering wine god Bacchus had covered Mount Falernus with grapevines because a local farmer had been kind to him. Bacchus also turned the farmer's milk into wine.

There is a strong connection between Christianity and wine. Jesus turned water into wine. It was drunk at the Last Supper and is used in modern-day masses and communion. In 1100 Benedictine monks received a daily ration of wine. The connection between drink and religion is not limited to alcoholic brews. Both Buddhist and Taoist monks found that drinking tea aided their meditation.

## Racism

Throughout the history of the world, racism has been and remains a societal issue that has been difficult to address much less resolve. Looking at the history of mankind through its preferred drinks is no exception; racism is interspersed throughout this perspective of mankind's history.





Slavery wasn't an exclusive sin of Europeans and colonists. Arabs had established sugar plantations in the Atlantic islands of the Azores and the Canaries. The Arabs relied on slaves brought in from East Africa to work the plantations. Europeans confiscated many of the Arab plantations during the Crusades and needed more manpower to run them. The Portuguese began to ship black slaves from the west coast of Africa. They at first "stole" the slaves but later agreed to purchase them.

Christian Europeans ran into an uncomfortable dilemma. Religious doctrine forbade the enslavement of one man by another. However, a work force was needed for the plantations, and it was too tempting for the Europeans to pass up free labor. They were hypocritical in their decision to ignore doctrine and purchase slaves for their selfish purposes. They convinced themselves that they were not disobeying religious laws with arguments like black Africans weren't fully human and, therefore, could be enslaved. After becoming introduced to Christianity, some slaves asked their masters to allow them to convert. Such requests represented more problems for slave owners. If a slave converted to Christianity, he could no longer be a slave and would be free to leave the plantation. The slave owners couldn't take the risk of losing their workers and refused to allow any slave to convert to Christianity.

The colonists in the New World were in constant conflict with the Native Americans. The colonists were, of course, far more civilized, sophisticated and savvy than the tribesmen. The colonists learned that Native Americans were extremely vulnerable to alcoholic beverages. In fact, the Native Americans believed that the spirits only transferred the supernatural powers of alcohol to those who drank it if they became completely intoxicated by it. Knowing this about the tribesmen who they had frequent negotiations with over land and other properties, the colonists plied them with alcohol so that they would have the advantage over them in their dealings. The colonists not only stole land from the Native Americans, they set them on a path to alcoholism that their descendants still struggle with to this day.

## **Elitism/Classism**

When beer was discovered and developed it was at a time when there was equality among the people. The people of the Paleolithic Age were hunter/gatherers and farmers. Everyone was more or less had the same status. They were working hard with the goal of surviving. They all drank the same beer. Fast forward to the ancient cultures of Mesopotamia, Sumer and Egypt when wine was discovered and developed and societies had changed.

There were kings and leaders, politicians and officials, soldiers and workers, and there were slaves. They were early cultures that adapted class systems. Unlike beer, wine was a more expensive drink because wine grapes were not indigenous to all areas and transport was often required to attain it. Since there were such stark class distinctions between these cultures of antiquity, it follows that the poor could not enjoy the same wine as a king or even a high official. In fact, in Mesopotamia only the very wealthy and elite had access to the drink at all.



The Greeks lived in a climate that was ideal for cultivating wine grapes. They felt that wine was a gift from Dionysus, the god of wine. The Greeks felt they were blessed in that Dionysus gifted all Greeks with wine even though it was not a classless society. The Greeks were arrogant about their wine as they were about their intellect. The Greeks had drinking parties called symposia that provided the Greeks a venue to boast about their intellect and about their good fortune in having a limitless supply of wine. Their elitism is most obvious in their view of beer drinkers whom they considered lowly barbarians.

The colonists selected whiskey as their drink of choice. Part of its appeal was that they considered whiskey a “democratic” drink in that it was available to everyone. To the colonists, it symbolized liberty and independence capturing the spirit of the new nation. Of course the colonists had their own issues. There was certainly enough elitism and classism to go around considering the slaves that were brought into the country and the way the Native Americans were treated by the occupiers.

## Symbolism

The drinks of choice that cultures and regions have chosen through the years often are symbolic of the culture or times. The colonists selected whiskey as their drink of choice. To these pioneering folks whiskey represented independence and liberty which were at the very heart of the new nation. The Greeks felt they were the highest state of humanity and felt blessed that Dionysus, the god of wine, had blessed them with an unlimited supply of wine. While the hunter/gatherers-turned-farmers didn't find great symbolism in beer, making the beer changed their lives from a nomadic way of life to a settled one that fostered villages and cities.

Great Britain was the first Western nation to make coffee a prominent drink. People loved to discuss the news and politics over coffee. It was natural that coffeehouses sprung up around London where people could gather to drink coffee and talk. The venues were dominated by intellectuals, scholars and scientists who exchanged ideas and shared knowledge. The coffeehouses symbolized the curiosity, thirst for knowledge and need for freedom of expression of the intellect.

Although England enjoyed its coffee, it took second place to tea when it became available. To the Brits, tea represented the genteel life and practicality of the English. England fell in love with tea and that love has never wavered.

There was never a drink more identified with a culture than Coca-Cola. The company made it available to the U.S. soldiers during World War II, and soldiers wrote the company to thank them for the drinks that symbolized home to them and reminded them what they were fighting for.



## Medicinal Treatments

All of the six drinks discussed in “A History of the World in Six Glasses” were at one time or the other considered to have medicinal properties– even Coca-Cola. An Egyptian inscription found urged women to supply their school boys with beer to maintain their health. Both the Mesopotamians and Egyptians used beer as a medicinal application. In Egypt it was used as a mild sedative.

In the 13th century, distilled wine was being touted as a miraculous medicine called aqua vitae or water of life. It could be applied externally or as a drink. Beyond being used as cure for disease, aqua vitae was believed to have the powers to preserve youth and improve memories. By the 15th century, aqua vitae was no longer considered a medicine but had become a recreational drink. Aqua vitae was the precursor of whiskey which was also thought to have medicinal value.

Coffee came to the West just at the time concern was rising about drinking alcoholic beverages. There were health experts who claimed that coffee was unhealthy. However, there were proponents of the newly popular drink that believed coffee could cure sore eyes, headaches, dropsy, gout and scurvy. When tea was first introduced in the West, it began as a medicinal drink in the Netherlands where there was debate about its healing properties. Research has shown that the tannic acid contained in tea does have some medicinal value.

Thomas Jefferson was interested in medicinal abilities of mineral waters which was later used in soda water. Coca-Cola was discovered by a pharmacist who was attempting to create a medicinal drink. He mixed the coca leaf with the kola nut and soda water. The result was a dark fizzy drink that quickly involved into the soft drink that took the nation and the world by storm.



# Styles

## Structure

“A History of the World in Six Glasses” by Tom Standage is separated into six main parts which correlate with the “six glasses” referenced in the title. The first part is Beer in Mesopotamia and Egypt; the second part is Wine in Greece and Rome; the third part is Spirits in the Colonial Period; the fourth part is Coffee in the Age of Reason; the fifth part is Tea and the British Empire; and the sixth part is Coca-Cola and the Rise of America.

This historical work is told in a mainly chronological order. Within each part, the discovery and evolution of the drink in question is laid out chronologically. However, the discovery and popularity of the six drinks at times overlap one another because they were emerging at the same or near the same time. The impacts that the drinks have on the various cultures is intertwined with the story of the development of the drinks.

There are numerous drawings that depict the historical events being discussed. Since this is a work of history, although from an unusual perspective, it is a highly sourced work and references and resources are noted at the back of the book. There is an Appendix entitled, “In Ancient Drinks” that follows the book. The author explains where readers can find some of the ancient drinks that still are produced in modern times for taste tests.

## Perspective

“A History of the World in Six Glasses” by Tom Standage is a non-fiction work told from the perspective of the author who conducted exhaustive research for this book as evidenced by the extensive references and resources he lists in “Notes” and “Resources.” He used the material he gathered in the compilation of this history of the world as seen through the emergence of popular drinks at pivotal times in history.

Standage has an interest in the link between human advancement and human invention and resourcefulness. Other books by Standage include “The Neptune File,” “The Turk” and the “Victorian Internet.”

In his next book “Writing on the Wall, Social Media, The First 2,000 Years” Standage traces the ways in which people shared information through the centuries. From papyrus letters written by Cicero that conveyed the latest news to Roman statesmen all the way to 24-hour cable news and the Internet, Standage gauges man’s advancement with his methods of communication and information sharing. The new book promises to be reminiscent of “A History of the World in Six Glasses” in which Standage touches upon the importance of coffeehouses for serious debate and the exchange of information, concepts and news.



Standage is obviously an avid fan of the history of man and the circumstances, innovations and mores that have fostered his advancement.

## Tone

“A History of the World in Six Glasses” by Tom Standage is a book about six of the world’s favorite and most important drinks, drinks that seemed to emerge at pivotal times in the history of man. Although the title could hint that the book is a light, fun look at history, it is actually a serious work that is supported by voluminous references, research and resources.

The overall tone of the book is a scholarly one that approaches the history of mankind from what at first blush seems to be a narrow perspective... that of man’s drink of the choice through the centuries. But that perception couldn’t be further from the truth. Rather than presenting a narrow viewpoint, author Standage actually opens up this account of mankind’s development through the lens of the various drinks created by man and connects them to pivotal historic times.

Man’s reflection of himself in the drinks he developed attached a profound emphasis on their import and resultant social implications. The elite status of the upper class in Mesopotamia was confirmed to them because they drank wine while barbarians drank beer. The English intellectuals were delighted that coffee led to a venue for expression and the exchange of ideas. In the end, the English chose tea as their favorite drink because it reflected their gentility and practicality and everyone, not just the intellectuals, could enjoy it. The audacious colonists decided to create their own stiff drink; whiskey represented their pioneering spirit. Coca-Cola was discovered by accident but became something so American and well known that the phrase, “Coca-Cola” was the second most recognized term after, “Ok.”



## Quotes

Fermentation and civilization are inseparable.

-- John Ciardi (Page 9 paragraph 1)

**Importance:** This says it all... this is the entire premise of the book captured in a quote from Ciardi, an American poet (1916-86).

... although the origins of this ancient drink inevitably remain shrouded in mystery and conjecture, there is no question that the daily lives of Egyptians and Mesopotamians, young and old, rich and poor, were steeped in beer.

-- Tom Standage (Chapter 2 paragraph Page 23)

**Importance:** It is the author's conclusion from the evidence available that beer was an integral part of the cultures of the first great ancient civilizations.

To rich and poor alike hath he granted the delight of wine, that makes all pain to cease.

-- Euripides (Page 48 paragraph 1)

**Importance:** The Greeks connected wine with the Gods. In his comment, playwright Euripides makes a reference to Dionysus, the god of wine, who made wine available to everyone - not just the wealthy.

With its carefully calibrated social divisions, its reputation or unparalleled cultural sophistication, and its encouragement of both hedonism and philosophical inquiry, wine embodied Greek culture. These values went along with Greek wine as it was exported far and wide.

-- Tom Standage (Page 61 paragraph 2)

**Importance:** This passage captures the complexity of Greek society and the great impact that it had on other cultures. Greek wine was closely associated with Greek's advanced civilization and came to symbolize it.

As wine production intensified at the heart of the Roman world, consumption spread on its fringes. People adopted wine drinking, along with other Roman customs, wherever Roman rule extended and beyond.

-- Tom Standage (Page 66 paragraph 1)

**Importance:** During the pinnacle of Roman dominance in the Mediterranean, Roman customs were dispersed throughout the Empire along with the distribution of their wine. Wine served as a kind of Trojan Horse that opened the door to other nations and allowed the influence of Rome to enter in behind it.

It is not too much of an exaggeration to say that almost nobody in Britain drank tea at the beginning of the eighteenth century and nearly everybody did by the end of it.

-- Tom Standage (Page 82 paragraph 2)



**Importance:** Tea became wildly popular in England. Other countries indulged in the drink, but the English were mad about their tea.

In our opinion, Coca-Cola could be classified as one of the essential morale-building products for the boys in the Service.

-- U.S. Soldier (Page 93 paragraph 1)

**Importance:** A military officer wrote to the Coca-Cola Company during World War II expressing his hope that the company continue to supply U.S. soldiers with the soft drink. The company vowed to keep the soldiers supplied with Coke throughout the war. The company was being patriotic but it also was taking advantage of the good PR it gave them.

Ligon ran into the religious logic used to justify slavery when a black slave... asked if he could convert to Christianity, 'for he thought that to be Christian was to be ended with all those knowledges he wanted.' Ligon relayed this request to the slave's master and was told that slaves were not allowed to convert – since 'by the Lawes of England... we could not make a Christian a slave' – so any slaves who were allowed to convert would have to be freed.

-- Tom Standage (Page 96 paragraph 2)

**Importance:** This passage illustrates the hypocrisy of sugar plantation owners on Barbados. English law forbade a Christian to become a slave. Therefore, slaves could not be converted to Christianity because they'd have to be freed. The sugar producers didn't want to lose their workforce so they refused to let them convert.

Coffee had come to worldwide prominence as an alternative to alcohol, chiefly favored by intellectuals and businessmen. But of ever greater significance than this new drink was the novel way in which it was consumed: in coffeehouses, which dispensed conversation as much as coffee. In doing so, coffeehouses provided an entirely new environment for social, intellectual, commercial, and political exchange.

-- Tom Standage (Page 135 paragraph 2)

**Importance:** This quote describes how coffee had become an important part of society and that it had fostered the establishment of coffeehouses that allowed serious discussions, intellectual exchange and the exchange of ideas and news. Coffee had a direct and indisputable impact on society that is still viable in today's world.

The progress of this famous plant has been something very like the progress of truth; suspected at first, though very palatable to those who had the courage to taste it; resisted as it encroached; abused as its popularity spread; and establishing its triumph at least, in cheering the whole land from the palace to the cottage, only by slow and resistless efforts of time and its own virtues.

-- Isaac Disraeli (Page 177 paragraph 1)



**Importance:** The English historian compared the popularity of tea with truth. Though people first resist it, in the end it won over the people and was just what they needed.

The African slavers who supplied the Europeans with slaves accepted a range of products in exchange, including textiles, shells, metal bowls, jugs, and sheets of copper. But most sought-after by far were strong alcoholic drinks.

-- Tom Standage (Page 191 paragraph 2)

**Importance:** In the dubious business of slave trading, the most desired method of payment was whiskey. It became common practice for Europeans to gift the traders with large quantities of alcohol before negotiations began to put themselves at an advantage. The Europeans purchasing slaves were exploiting the slave traders who were exploiting the Africans that they had captured.

Coca-Cola is unquestionably the drink of the twentieth century, and all that goes with it: the rise of the United States, the triumph of capitalism over communism, and the advance of globalization. Whether you approve of the mixture or not, you cannot deny the breadth of its appeal.

-- Tom Standage (Page 240 paragraph 1)

**Importance:** Coca-Cola is a symbol of democracy and freedom. Wherever democracy is spread, the sweet fizzy drink is never far behind.





# Topics for Discussion

## Topic 1

What major change caused the hunter/gatherers to abandon their nomadic lifestyle? How did it eventually lead to the development of beer? Why was the life-shelf of grain important to this development? (Part 1)

## Topic 2

Where does the modern ritual of clinking glasses in a toast originate from? Describe the signs that beer was an important element of the Egyptian and Mesopotamian societies. How did both cultures view drunkenness? (Part 1)

## Topic 3

What three factors made the production of wine possible? How was wine associated with intellectuals in Greece? What were symposia and what took place at them? (Part 2)

## Topic 4

Why was wine considered a drink of the elite and why did wine connoisseurs look down on beer drinkers? Why did the Greeks believe that wine “exposed” the truth and what evidence exists that supports their views? (Part 2)

## Topic 5

Why were slaves not allowed to convert to Christianity? What were the motivations for slave owners to keep them from converting? (Part 3)

## Topic 6

What was the Molasses Act, and what impact did it have on the colonists? Describe what transpired after the Molasses Act was enacted and what it ultimately led to. (Part 3)

## Topic 7

What were the two sides of the debate about coffee? Why was King Charles II uncomfortable with coffeehouses? Describe the difference between the activities in London coffeehouses and those in Paris. (Part 4)



## Topic 8

Describe the difficulties and complexities that the Brits dealt with in trading with China for tea. Why did Britain become involved in opium trade? What war resulted from opium trade what was the outcome of the conflict? (Part 5)

## Topic 9

How was Coca-Cola discovered? In what form was the product initially distributed across the United States?

(Part 6)

## Topic 10

What action did Coca-Cola take during World War II that poised the company for world-wide dominance in the bottled soda market? How did soldiers feel about Coca-Cola and what did it represent to them? (Part 6)