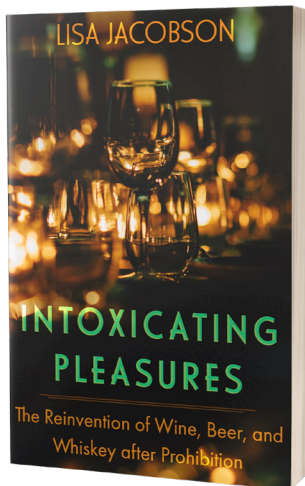


THE INTERDISCIPLINARY HUMANITIES CENTER SERIES:

HUMANITIES DECANTED

PRESENTING NEW FACULTY PUBLICATIONS
AND CREATIVE PROJECTS



LISA JACOBSON

Intoxicating Pleasures: The Reinvention of Wine, Beer, and Whiskey after Prohibition

(University of California Press: 2024)

Thursday, February 27 | 4:00 pm

McCune Conference Room, 6020 HSSB

Join us for a dialogue between **Lisa Jacobson** (History) and **Erika Rappaport** (History) about Jacobson's new book, *Intoxicating Pleasures: The Reinvention of Wine, Beer, and Whiskey after Prohibition*. In *Intoxicating Pleasures*, Jacobson shows how the alcoholic beverage industry, ordinary consumers, and military personnel shaped alcohol's cultural reinvention and put intoxicating pleasures at the center of broader debates about the rights and obligations of citizens. Refreshments will be served.

Lisa Jacobson is Associate Professor of History at the University of California, Santa Barbara, and author of *Raising Consumers: Children and the American Mass Market in the Early Twentieth Century*.

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