Soft Soil, BLACK GRAPES
The Birth of Italian Winemaking in California

Simone Cinotto
Teaches history at the University of Gastronomic Sciences in Pollenzo, Italy. He also taught at NYU as “Tiro a Segno” Visiting Professor in Italian American Studies.

Cinotto is the author of Soft Soil, Black Grapes: The Birth of Italian Winemaking in California (New York University Press, 2012), a fresh, fascinating account of the ethnic origins of California wine. From Robert Mondavi to Ernest and Julio Gallo and Francis Ford Coppola, Italians have shaped the history of California wine. More than any other group, Italian immigrants and their families have made California viticulture one of America’s most distinctive and vibrant achievements.

Skillfully blending regional, social, and immigration history, Soft Soil, Black Grapes takes us on an original journey into the cultural construction of ethnic economies and markets, the social dynamics of American race, and the fully transnational history of American wine.

But how did a small group of nineteenth-century immigrants plant the roots that flourished into a world-class industry?

Was there something particularly “Italian” in their success?

Join us in welcoming Simone Cinotto on Tuesday, February 12th, where you will learn first-hand answers to these questions.

To register for this unique opportunity:
www.RobertMondaviInstitute.ucdavis.edu

February 12, 2013
5:30pm to 7:30pm
Silverado Vineyards Sensory Theater
Robert Mondavi Institute

REGISTRATION
Public ($15)
Friends of the RMI, UC Faculty, Staff ($10)
Students ($5)
Tracy Diesslin
tdiesslin@ucdavis.edu
(530) 752-5233

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