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Title of Research Project: Formal Wine Writing in Ireland: 1975 - 2005

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Brief overview of the Thesis topic: This research explores the facets and impacts of formal wine writing and wine criticism. It is broadly focused on a 30-year period which is bookended between the launch of *Decanter* magazine in the UK and the beginning of the first wine dedicated blogs on the internet. The specific question analyses formal wine writing in an Irish context and how it was informed by international wine criticism and by Ireland's history as a major importer and consumer of wine. The period coincides with the rise in human population, globalisation and the proliferation of wines from non-European countries. The language and semantics of wine are important as a tool for wine critics and as marketing strategies for retailers – wine writing informed much of this, and as such, impacted wine trends and the social and cultural capital of those consuming it.