

FOOD, CULTURE & SOCIETY

Editorial

Editor's note

Amy Bentley

261

Articles

Taking humor seriously in contemporary food research

Peter Jackson and Angela Meah

262

Narrating *terroir*: the place-making of wine in China's southwest

Xiangchun Zheng

280

Challenges of building alternatives: the experience of a consumer food co-operative in Istanbul

Özlem Öz and Zuhre Aksoy

299

New Nordic men: cooking, masculinity and nordicness in René Redzepi's *Noma* and Claus Meyer's *Almanak*

Jonatan Leer

316

The political dimension of consumption work, or political consumption as work: how French households do gatekeeping on the food market

Marie Plessz and Marie-Clémence Le Pape

334

The contradictions of a superfood consumerism in a postfeminist, neoliberal world

Tina Sikka

354

Book Reviews

376