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Leiden  
The Netherlands

## **Greek whisky : the localization of a global commodity**

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### **Citation**

Bampilis, T. (2010, February 10). *Greek whisky : the localization of a global commodity*. Retrieved from <https://hdl.handle.net/1887/14731>

Version: Not Applicable (or Unknown)

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# **GREEK WHISKY**

THE LOCALIZATION OF A GLOBAL COMMODITY

TRYFON BAMPILIS

Printed by Wöhrmann Print Service  
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ISBN 978-90-9025132-5

# **Greek whisky**

## **The localization of a global commodity**

### PROEFSCHRIFT

Ter verkrijging van  
de graad van doctor aan de Universiteit Leiden,  
op gezag van Rector Magnificus prof. mr. P.F. van der Heijden,  
volgens besluit van het College voor Promoties  
te verdedigen op woensdag 10 februari 2010  
klokke 15.00 uur

Door  
Tryfon Bampilis  
Geboren te Athene, Griekenland  
In 1978

**PROMOTIECOMMISSIE**

Promotor: Prof. Dr. P.Pels

Overige Leden: Prof. Dr. P. Geschiere (UVA)  
Prof. Dr. P. Spyer  
Dr. G. Agelopoulos (University of Macedonia, GR)  
Dr. P. ter Keurs

This research was financially supported by a PhD fellowship in social anthropology  
from the State Scholarship Foundation of Greece (IKY)

Για τη μητέρα μου και στη μνήμη του πατέρα μου

To my mother and the memory of my father



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## Acknowledgments

First of all I would like to thank my family and more specifically my mother, Anna, who was next to me during all this effort. My grandmother, Frosini Christodoulou has helped enormously by commenting on the ethnography of Skyros and by answering patiently all my queer questions. Without her, I cannot imagine what the progress of my work would have been. Many thanks also to my aunt Emmanuella Christodoulou for letting me stay in her place during my fieldwork and her sweet company and encouraging support. Michalis Christodoulou has also provided kind support and accommodation for this research.

I deeply acknowledge the kind economic and moral support of CNWS, which unfortunately ceased to exist as an institute during the end of this research. My beautiful working space with the amazing view to Hortus Botanicus became my home and a place of inspiration for more than three years. Without the warmth of Ilona Beumer who was almost a mother-like figure for everyone and the panacea for the cage of bureaucracy, namely Willem Vogelsang, my academic life in Leiden would have been difficult. Moreover the research institute became a web of significance and imagination in which I was lucky to have met many brilliant scholars in friendship and in love. Vincent Breugem, Dr. Alecos Lamprou, Dr. Els van Dongen, Dr. Umut Azak, and Özgür Gökmen have given me a lot of inspiration but above all a feeling of “communitas” during our liminal PhD candidacy, the rite of passage that bonded us all. Another source of inspiration and motivation in Leiden was the “group of young anthropologists”. I thank all the colleagues who participated in our discussions and especially those who read and commented on parts of this book like Maarten Onneweer and Dr. Martijn Wienia.

This research would not be complete without the priceless discussions and outings with my good friends in Athens, Nikos Kondynopoulos, Giannis Christopoulos, Christos Chrissoulis, Panagiotis Sotiropoulos, Vagelis Turloukis, Vicky Brousalis, Maria Kouloumbi and Anastasia Makri. In addition many thanks to Skyros islanders who kindly entrusted me with their memories and ideas and more specifically to the owner of Rodon bar, Takis Georgoudis, who unfortunately passed away before the completion of this book. A great loss for Skyros. The endless nights we shared in Rodon next to the wooden stove in an empty bar, full of music and *kefi* are the sparkles that keep my heart warm. May you rest in peace Taki. My kind regards to Giorgos Ekseltzes who provided a lot of precious information and to his father Vagelis, the owner of *Makedonia kafenion* who showed me a new Skyros. Many thanks to Aliki Labrou the folklorist as Skyrians call her for her inspiring interviews and the Greek coffee with syrup sweets. Giannis Vernardis, “the photographer of Skyros” has also contributed a lot with his lively discussions and beautiful photographs. I would also like to thank Anastasios Kavasis for accompanying me in several outings on Skyros during the cold winters and sharing our thoughts next to the fireplace. Stathis Katsarelias, Giannis Fergadis, Marco Beltrame, Christos Sakkas, the “Kokalenia” family, Dimitris Tsakopoulos, Maria and Giorgos Katsarelias, Nikos

Kritikos, Nikos Tsalapatanis, Giannis Mavrikos, Manolatsis in *trifadi* are only a few of the islanders who provided precious information. I thank them all. Erna Van den Berg has also helped with introducing me to various islanders and sharing information and insights.

In Leiden I wish to thank my flat mate and good friend Dr. Giorgos Portokalidis who was real fun with his great humor, the great parties and bbq's and the nightlife fever. His hospitality in Cambridge was also very warm. Special thanks to Guy Loth who gave me a lot of energy, inspiration and courage to carry on. The endless coffees we had with our focus on gender and sociology were very exciting. But my Leiden experiences would not be as rich if I had not met Dr. Aris Perperoglou. I wish to thank him for the moral support and the high quality entertainment we had together. Many thanks also to Laura Gonthier and to her parents for the wonderful time we had in Switzerland. They were very inspiring.

In London I am indebted to the warm hospitality of Nikos Tsaliamanis during the period I spent there. We had a fantastic time. In New York I wish to thank Prof. Dr. Christine Boyer and Anton for the kind hospitality as well as Dr. Dimitris Katsarelias and Vasilis for providing accommodation and introducing me to Manhattan.

This research would not have been possible without the economic support of the State Scholarship Foundation of Greece (IKY). The fellowship for social anthropology was an important source of funding for at least four years. I would also like to acknowledge the support of the department of cultural anthropology in Leiden. A one-year contract helped me with finishing this book. During the course of this research, Leids Universiteits Fonds (LUF) provided also support for participation in conferences and workshops.

I would also wish to thank those who read and commented on parts of this book and more specifically the unnamed entity who put in an enormous amount of work, my editor Miriam Lang who worked patiently on the main text, Prof. Peter Loizos gave me a lot of inspiration and very valuable comments, Dr. Giorgos Agelopoulos has supported this research from the beginning until the end, Dr. Charles Stewart has contributed with his discussions and support, Prof. Roger Just was interested in this work and kindly discussed my ideas, Dr. Lorraine Aragon read and commented on the proposal, Dr. A. Bakalaki read and commented on parts of the book and Dr. Eleni Papagaroufali supported the research through her position in IKY. I would also like to thank Prof. Patricia Spyer and Dr. Pieter ter Keurs for reading this book and giving excellent suggestions in order to improve the manuscript. Many thanks also to Prof. Peter Geschiere for reading with such passion on Skyros. I am sorry I was not there. Prof. Dimitra Gefou-Madianou also helped me with starting this research and read the proposal. She was the first to initiate me in cultural anthropology, a great teacher and an inspiring scholar.

Many thanks also to Dr. Andronikos Theoharidis for sharing the fieldwork experiences on Skyros and to Vincent Morris for designing the cover and the invitations. I would also like to acknowledge the support of the staff in the archive of the Association of Skyrians in Athens, the Marketing institute in Athens and the association of the Industry of alcoholic beverages In Greece.

Finally I wish to thank Dr. Amber Gemmeke who has been next to me during this endeavour and without her "soft character", the "magical" moments we shared and her sweet family that gave me an inside perspective to the social life in the Netherlands, life would be poor. The company of Zahra, Muffin and Cookie helped also in a lot of stress relief and brought creativity, enjoyment and warmth. With them the everlasting editing process became a "gezellige" experience.

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## Note on transliteration

The book has adopted a simplified method of transliteration, which makes the word recognizable and easily understood without losing the pronunciation. While most Greek keywords are written in Greek, this system of transliteration follows each word to make it easier for the reader to pronounce the language.

Consonants:

For this I follow the convention followed by most Greeks of attributing letters  $\gamma$  with g,  $\delta$  with d and  $\chi$  with ch.  $\xi$  is represented by ks. Similarly the phonetics  $\nu\tau$ ,  $\gamma\kappa/\gamma\gamma$  and  $\mu\pi$  are represented by d, g and b. However, the pronunciation of phonetics in the Greek language requires a good command of the language and the sounds cannot by any means be interpreted totally correctly with this transliteration system.

Vowels:

All vowels  $\iota$ ,  $\eta$ ,  $\upsilon$  and phonetics  $\omicron\iota$ ,  $\epsilon\iota$  are represented with i.  $\omicron$  and  $\omega$  are represented by o. Phonetics  $\alpha\iota$  and  $\omicron\upsilon$  are represented by e and u.  $A\upsilon$  and  $\epsilon\upsilon$  are represented by av and ev respectively, but their pronunciation changes depending on the word. All words indicated follow the *monotoniko* system of modern Greek.

All translations are my own.



