## Contents

## Introduction 1

- I | "Contrary to the Nature of the English": The Failure of Beer and Wine 5
- 2 | "That Damn'd Devil's Piss": The Rise of Rum 20
- 3 | Southern Drinking on the Eve of the Revolution 38
- 1 | Three Times Around the Horn: Madeira Emerges 50
- 5 | Revolutionary Spirits:
  An Interlude 60
- 6 | Rye Whiskey and Corn Liquor 65
- 7 | The Cocktail in Antebellum New Orleans 79
- 8 | The Mint Julep 90
- 9 | Madeira and the Creation of Connoisseurship 104
- 10 | The Whiskey Boom 111
- II | The Civil War 126
- 12 | By the Light of the Moon:
  The Rise of Illegal Whiskey
  Distilling During the
  Reconstruction Era 142
- 13 | The Golden Age of Whiskey 160

- 14 | The Golden Age of the Southern Cocktail 176
- 15 | Southern Punch: "The Killer of Time, the Destroyer of Bitter Memory, the Mortal Enemy of Despair" 190
- 16 | Southern Suds: The South Masters Brewing 200
- 17 | The South and Temperance 212
- 18 | National Prohibition 236
- 19 Four Roses and Rebel
  Yell: Rebounding from
  Prohibition 252
- 20 | King Pappy: The Decline and Rebirth of Southern Drinking 275

Acknowledgments 290

Bibliography 291

Image Sources and Credits 302

About the Author 303

Index 304