



VIII Beeronomics Conference

University of Milan-Bicocca (Italy)

Department of Economics, Management and Statistics

June 19-22, 2024

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PARALLEL SESSIONS

Final Version

All presentations are 30 minutes: approx. 20 min of presentation and 10 min of Q&A

The * indicates the presenter

Thursday, 20 June, h: 10.00-11.30

SESSION 1 A (Room U7-15)

General Regulations and Fiscal Rules

Chair: *Ignazio Cabras*

- Towards more coherent rules for alcohol labelling in the European Union
Tilman Reinhardt and Dario Cotterchio*
- “Non-Intoxicating”. The Legacy of 3.2 Beer Laws after the End of Prohibition
Jason E. Taylor and Eline Poelmans*
- Measuring the impact of tax reliefs on small breweries: evidence from the UK
Thomas Marsden-Stillborn, Ignazio Cabras, Ekaterina Shakina*

SESSION 1 B (Room U7-14)

Impact of beer on society and culture

Chair: *Laura Prosperi*

- One of the Boys: Beer and Populism in Contemporary British Politics
*Amy Rankine**
- Manifesto of the European Beer Consumers Union, 10 years after its release. Goals achieved or still uncovered items?
*Jan Lichota**
- Alcoholic calories in history: a comparison between beer and wine
*Laura Prosperi**

Thursday, 20 June, h: 14.00-15.30

SESSION 2 A (Room U7-15)

External Shocks to Beer Markets

Chair: *Mark W. Patterson*

- Does Brexit means Beer-Exit? How leaving the European Union affects UK craft breweries.
Ignazio Cabras and Franziska Sohns*
- Organisational resilience against dual external shocks – evidence from beer industries in Wales, Ireland, and Denmark
Jesper Lindgaard Christensen, Sharon Mayho, Nick Clifton, Poul Houman Andersen and Ciarán Mac an Bhaird*
- The Covid Hangover: Brewery Vulnerability and Survival in the Great Lakes Region
Mark W. Patterson, Jay D. Gatrell, and Nancy Hoalst-Pullen*

SESSION 2 B (Room U7-14) - organised in collaboration with

CISEPS (Center for Interdisciplinary Studies in Economics, Psychology and Social Sciences)

Chair: *Paolo Tedeschi*

Not Just Beer: Wine Session

- Drivers of Italian consumer’s behavior towards “New” food & wine variates
*Simona Romeo Lironcurti, Federica Demaria, Felicetta Carillo, and Federica Morandi**
- What is natural wine?
Robin Goldstein and Magalie Dubois*
- Conquering international markets: Italian wine between the end of the 20th century and the new Millennium
Paolo Tedeschi and Manuel Vaquero Pineiro*

Thursday, 20 June, h: 17.00-18.30

SESSION 3 A (Room U7-15)

Advertising, Marketing and Brand Management

Chair: Robin Goldstein

- Speeding Towards Sobriety? The Transformation of Beer Branding in Formula 1
Massimo Ruberti and Andrea La Martina*
- Brewing Up Tradition: How Czech Craft Breweries Leverage Heritage for Competitive Advantage
*Stanislav Tripes and Mojmír Sabolovič**
- Hide the Label, Hide the Difference? A theory of Veblen attributes, with experimental evidence from a beer experiment
*Robin Goldstein**

SESSION 3 B (Room U7-14)

Not Just Beer: Coffee, Marijuana, Water and Hops

Chair: Giulio Mellinato

- Sin goods in a basket-based choice experiment: Understanding cross-category bundling of alcohol and cannabis
Aaron J. Staples, Valerie Kilders and Vincenzina Caputo*
- New luxury drinks: San Pellegrino and Spa waters
Andrea M. Locatelli and Paolo Tedeschi*
- EU legislation update for the common market organisation for hops. More of the same or a major change?
*Jens Karsten and Jan Lichota**
- The other way for drinking Italian: the global success of the Italian-style coffee
*Giulio Mellinato**

SESSION 3 C (Room U7-17)

Finance and Trade

Chair: Martin Stack

- Beer - a Financial Tranquilizer? An Empirical Analysis of Brewery Equity Return and Risk 2010-23
Torun Fretheim, Ole Gjolberg and Marie Steen*
- From Craft to Imports (and Beyond): The Unexpected Transformation of the US Beer Industry, 1980 – present
Martin Stack, Trey Malone and Myles Gartland*
- Survival of local product exports. Evidence from the Hungarian beer industry
Gergely Csurilla, Zoltán Bakucs and Imre Fertő*

Friday, 21 June, h: 9.15-10.45

SESSION 4 A (Room U7-15)

History and Entrepreneurship in the Beer Industry

Chair: Eline Poelmans

- The British Are Coming: a study of the UK entrepreneurs involved in the consolidation of the brewing industry in the United States 1886-1919
*Martyn Cornell**
- Pompous, pretentious and widely available: Trappist beers navigating the global market
*Sean O'Dubhghaill and Sven Van Kerckhoven**
- The Unraveling of State-Level Alcohol Prohibitions in the USA
Eline Poelmans, John Dove, Jason Taylor and Ranjit Dighe*

SESSION 4 B (Room U7-14)

Craft Beer and Breweries

Chair: Lucia Dalla Pellegrina

- A Slow Beer Movement: How Craft Brewers Can Become More Profitable by Tapping the Brakes
Samuel S. Holloway, André Sammartino, William Barnes and Benedetto Cannatelli*
- Production Capacity, Mergers and Acquisitions, and the Changing Value of Craft Beer in the U.S.A.
Richard Volpe, Michael McCullough and Xiaowei Cai*
- Behavioral Beeronomics: An Overview of Behavioral Economics Concepts and their Applications to the Craft Brewing Industry & Customer Experiences
*Alexandra Strick and Andrew Gates**
- Community Development on Tap: Local Breweries as Creative Community-Centered Spaces and Economic and Social Capital Incubator
Craig Talmage, Caitlin Bletscher, Matthew Mars and Joshua Newton*

SESSION 4 C (Room U7-17)

Behavioural Analysis Across Beer Markets

Chair: Stanislav Tripes

- From Pint to Perception: A Social Semiotic and Bourdieusian Framework
*Amy Rankine**
- How do people budget for beer? Based on monetary considerations, number of units purchased, or total volume consumed?
Sverre Braathen Thyholdt, Øystein Myrland and Eirik Heen*
- Understanding Consumer Preferences for Non-Alcoholic Beer in the Czech Republic: A Demographic, Psychographic, and Behavioural Study
*Stanislav Tripes**

Friday, 21 June, h: 13.30-15.00

<p>SESSION 5 A (Room U7-15) Spatial Dynamics <i>Chair: Giuseppe Perretti</i></p> <ul style="list-style-type: none">• The Geography of Craft Beer Scene in Budapest <i>Zoltán Bakucs* and Imre Fertő</i>• Local and national development of a new market: the Italian hop market <i>Stefano Fancelli*, Christian Garavaglia, Giuseppe Perretti</i>• The Impact of Craft Breweries on Local Economic Development: A North Carolina Case Study <i>Daniel J. Parisian*, Suzanne A. Altobello and John O'Dell</i>	<p>SESSION 5 B (Room U7-14) Sustainability, Environment and Beer <i>Chair: Tomáš Maier</i></p> <ul style="list-style-type: none">• Brewing Sustainable: Artisanal Entrepreneurship and Circular Bioeconomy in Craft Beer Production <i>Andrey Felipe Sgorla*</i>• Challenges of Rural Organic Brewing in the Scottish Highlands – A Case Study of Wasted Degrees <i>Elaine Collinson* and Ian Baxter</i>• Sustainability of Water in Brewing Industry <i>Tomáš Maier* and Olesia Maierová</i>
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Friday, 21 June, h: 15.00-16.30

<p>SESSION 6 A (Room U7-15) Beer Market Structures <i>Chair: Stephan F. Gohmann</i></p> <ul style="list-style-type: none">• Pour Policy: Economic Freedom and Brewery Startups <i>Stephan F. Gohmann*</i>• Hurdles to Hops: How Self-Distribution Laws Affect Craft Brewery Output <i>James Harrison* and Darrell Glaser</i>• Market Entry Equilibria with Strategic Acquisitions and Coordination Problems <i>Andrew Gates*</i>• Beeronometrics: Identifying the effect of market concentration at company level in consumption per capita of Beer across Nations <i>Camilo Santa Cruz* and Tom Kniepkamp</i>	<p>SESSION 6 B (Room U7-14) Beer Consumers: Trends and Choices <i>Chair: Victoria Wells</i></p> <ul style="list-style-type: none">• Beer Consumer Preferences and Beer Choice in Central Europe <i>Radovan Savov*, Drahošlav Lančarič, Michal Munk, Monika Březinová and Peter Šedík</i>• Fruitful brewing: revealing differences between producers' and consumers' attitude towards sustainable integration in brewing of local fruits and fruit by-products <i>Nazarena Cela*, Michele F. Fontefrancesco, Luisa Torri</i>• Examining and comparing international consumer drinking place preferences using a Q-sort methodology <i>Victoria Wells*, Nadine Waehning and Eline Poelmans</i>
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