Beeronomics 2017

The Fifth Beeronomics Conference

12-15 June 2017

http://beeronomics2017.org

Hosted by:
Copenhagen Business School
Aarhus BSS, Aarhus University

http://www.cbs.dk
http://bss.au.dk
# Monday, 12 June 2017

**Copenhagen Business School**  
Ovnhallen, Porcelænshaven 20, 2000 Frederiksberg, Denmark

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<th>Time</th>
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| 17:00 - 18:00 | **Registration**  
Registration and opening reception will take place in Ovnhallen at Copenhagen Business School, Porcelænshaven 20, 2000 Frederiksberg, Denmark |
| 18:00 - 18:30 | **Welcome**  
Welcome by Dean of Research, Peter Møllgaard, Copenhagen Business School; Conference Organizers professor mso Jens Gammelgaard, Copenhagen Business School and Erik Strøjer Madsen, Aarhus University. |
| 18:30 - 19:00 | **Keynote Speech**  
Professor Majken Schultz, Copenhagen Business School  
Always Burning: How the Brewing Industry Makes Use of Its History  
Abstract: Many breweries have a long and proud heritage and the rise of micro-breweries have pointed at the value of that heritage. This talk shows how one of the big established breweries, Carlsberg Group, has turned to its heritage to renew itself on numerous occasions. It provides insights into the activities that enable an authentic use of history and points at the agency of history. |
| 19:00 - 21:00 | **Welcome Reception**  

Tuesday, 13 June 2017
Carlsberg Academy
Gamle Carlsberg Vej 15, 1799 Copenhagen V, Denmark

08:30 - 09:00  Registration
J.C. Jacobsen's conservatory

09:00 - 09:30  Opening Session
Pompeii Hall  Chair: Erik Strøjer Madsen, Aarhus University
Welcome: Flemming Besenbacher, Professor and Chairman of Carlsberg Group & Carlsberg Foundation

Session 1, 2 and 3

Session 1A  9:30-11:00
Pompeii Hall  Chair: Klaus Salhofer, University of Natural Resources and Life Sciences Vienna

Production and Distribution of Beer
- Carlos Eduardo Hernandez, Universidad de los Andes
  Industrial Relocation and Private Trade Costs: How Brewing Moved West in the United States
- Kanako Kitayama and Christopher Williams, Durham University Business School; Seijiro Takeshita, University of Shizuoka
  Corporate Governance and Internationalization in Japanese Brewing Companies: The Cases of Suntory and Kirin Breweries
- Klaus Salhofer and Simon Pröll, University of Natural Resources and Life Sciences Vienna; Giannis Karagiannis, University of Macedonia; Magnus Kellermann, Bavarian State Research Center for Agriculture
  Markups and Advertising Expenditures in the German Brewing Sector
Session 1B  
9:30-11:00  
EuroScience  
Chair: Ignazio Cabras, Newcastle Business School

**Institution and Beer Consumptions**
- Eline Poelmans, KU Leuven; Jason E. Taylor, Central Michigan University
  *Institutional Explanations for Belgium’s Renowned Beer Diversity*
- Laura Birg, University of Göttingen; Jan S. Voßwinkel, Nürtingen-Geislingen University
  *The Reinheitsgebot and the Internal Market*
- Ignazio Cabras, Newcastle Business School; Jesus Canduela, Edinburgh Napier University; Steve Toms, Leeds University Business School
  *The Decline of Pubs and Its Effects on Local Authorities in Great Britain: a Longitudinal Study*

**11:00 — 11:30**  
**Coffee Break**  
J.C. Jacobsen's conservatory

Session 2A  
11:30 – 13:00  
Pompeii Hall  
Chair: Johan Swinnen, KU Leuven

**The Consumer Choice of Different Beer**
- Nadine Waehning & Keith Brighty, York St John University; Maria Karampela, Strathclyde University
  *Exploring the relative importance of consumer motives when purchasing craft and premium beer, and the ignored role of intermediaries: A preliminary analysis with British consumers*
- Stephan F. Gohmann and Jacob Burgdorf, University of Louisville
  *The Influence of Beer Ratings and Brewery Size on Brewery Survival*
- Johan Swinnen, KU Leuven
  *Why is Belgian Beer the Best in the World?*

Session 2B  
11:30 – 13:00  
EuroScience  
Chair: William Knudson, Michigan State University

**Production of Beer and the Environment**
- John Brauer, European Brewery Convention; Jan Lichota, Wrocław University of Life Sciences and Environment (Brewing technology) and Universidad Nacional de Educación a Distancia
  *The evolution of the European Brewing Convention Congress*
- Christian Kind and Theresa Kaiser, adelphi research
  *Exploring Economic Implications of Climate Change for the Value Chain of the Beer Sector*
- William Knudson, Michigan State University
  *Water Use Accounting and the Beer Industry*

**13:00 - 14:00**  
**Lunch**  
J.C. Jacobsen's conservatory
Session 3A  
14:00 – 15:30  
Pompeii Hall  
Chair: Erik Strøjer Madsen, Aarhus University  
**Market Strategy in Brewing**  
- Isabelle Nilsson, University of North Carolina; Neil Reid and Matthew Lehnert, University of Toledo  
  *Geographic Patterns of Craft Breweries at the Intra-Metropolitan Scale*  
- Ruxandra Steriu and Christopher Williams, Durham University Business School  
  *Using Heineken to Re-think Internationalization: What Can We Learn from 2002-2012?*  
- Erik Strøjer Madsen, Aarhus University  
  *Branding and Performance in the Global Beer Market*

Session 3B  
14:00 - 15:30  
EuroScience  
Chair: Neil Maltby, St. Francis Xavier University  
**Performance and Financing of Craft Breweries**  
- Nancy Hoalst-Pullen and Mark W. Patterson, Kennesaw State University  
  *US Craft Brewery Characteristics: An Examination of Sustainability Attitudes and Actions*  
- Mark MacIsaac, Neil Maltby and Jennifer Alex, St. Francis Xavier University  
  *North American Publicly-Traded Small-Cap Brewers*
Wednesday, 14 June 2017
Carlsberg Academy
Gamle Carlsberg Vej 15, 1799 Copenhagen V, Denmark

Session 4 and 5

Session 4A
9:00 – 10:30
Pompeii Hall
Chair: Michael McCullough, Cal Poly

Health and Social Demand of Craft Beer
- Øystein Myrland, Sverre Braathen Thyholdt and Anita Michalsen, The Arctic University of Norway
  A Beer is a Beer, but is it a Craft Beer? Retail Demand for Craft Beer
- Ignazio Cabras and Katie Ellison, Newcastle Business School; Stratis Koutsoukos, Leeds Beckett University
  The Impact of Craft Beers and Beer Festivals on Local Economies and Tourism: The Case of York (UK)
- Richard Volpe and Michael McCullough, Cal Poly; Michael Adjemian, USDA Economic Research Service
  Craft Beer Expenditures and Health Outcomes: A Difference-in-Difference Approach

Session 4B
9:00 – 10:30
EuroScience
Chair: Richard White, University of Alabama in Huntsville

Regulation of Beer Drinking
- Eline Poelmans, KU Leuven; Samuel Raisanen and Jason E. Taylor, Central Michigan University
  Beeronomics 1933: An Analysis of 3.2 Percent Beer Legalization before the End of Prohibition in the United States
- Jacob Burgdorf, University of Louisville
  Mandated Exclusive Territories and Beer Franchise Laws - Evidence from scanner level data
- Richard White, University of Alabama in Huntsville
  “To Prohibit Forever the Open Saloon and to Prevent the Return of the Saloon Atmosphere” — Section 23 (c) of the Alabama Beverage Control Act “No draft or Keg beer or Malt beverage sold or dispensed within Alabama”

10:30 – 11:00
Coffee Break
J.C. Jacobsen's conservatory
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<td>Chair: Christian Garavaglia, University of Milano-Bicocca and Bocconi University</td>
<td>Chair: Jens-Peter Loy, Christian-Albrechts-University</td>
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<td>Pompeii Hall</td>
<td><strong>Development of the Craft Brewing</strong></td>
<td><strong>Brand Loyalty of Consumers</strong></td>
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<td>• Imre Fertó, Hungarian Academy of Sciences; József Fogarasi, Research Institute of Agricultural Economics</td>
<td>• Blazenka Knezevic, Petra Skrobot and Mia Delic, University of Zagreb</td>
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<td><em>Productivity and exit in Hungarian beer industry</em></td>
<td><em>Brand Loyalty of Younger Adults in Beer Retail Shopping - Case of Croatia</em></td>
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<td>• Martin Stack and Rich Wagner, Rockhurst University</td>
<td>• Robin Goldstein, University of California</td>
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<td><em>From Bland to Grand: the (re) Emergence of Craft Beer in the US</em></td>
<td><em>Do Premium and Generic Prices Diverge Over Time? Evidence from Beer, Wine, and Marijuana</em></td>
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<td><em>The Recent Advent of Micro Producers in the Spanish Brewing Industry</em></td>
<td><em>Spatial and Temporal Retail Pricing on the German Beer Market</em></td>
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<td><strong>New Research Frontiers in the Brewery Industry</strong></td>
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<td>• Johan Swinnen, KU Leuven</td>
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<td>• Jens Gammelgaard, Copenhagen Business School</td>
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<td>• Paul T. Scott, New York University, Stern School of Business</td>
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Book Presentation
The Craft Beer Revolution:
A Global Economic Perspective

15:00 – 17:00
Pompeii Hall
Editors: Christian Garavaglia, University of Milano-Bicocca and Bocconi University & Johan Swinnen, KU Leuven

- Christian Garavaglia, University of Milano-Bicocca and Bocconi University; Johan Swinnen, KU Leuven
  *The Economics of the Craft Beer Revolution*

- Eline Poelmans, Johan Swinnen: KU Leuven
  *Belgium: Craft Nation?*

- Lutz Depenbusch and Malte Ehrich, Georg-August-University of Goettingen; Uwe Pfizenmaierc
  *Craft Beer in Germany – New Entries in a Challenging Beer Market*

- Fertő Imre¹, József Fogarasi², Anita Major, Szilárd Podruzsík; ¹: Hungarian Academy of Sciences; ²: Research Institute of Agricultural Economics
  *The Emergence and Survival of Microbreweries in Hungary*

- Christian.Garavaglia, University of Milano-Bicocca and Bocconi University

- Aleksandra Chlebicka, Jan Falkowski, Jan Lichota
  *From Macro to Micro: The Change of Trendsetters on the Polish Beer Market*

- Ján Pokrivčák, Drahaslov Lančarič, Radovan Savov and Marián Tóth: Slovak University of Agriculture
  *The Brewing Industry in Slovakia and the Rise of Craft Breweries*

- Ignazio Cabras, Newcastle Business School
  *Beer On! The Evolution of Micro and Craft Brewing in the UK*

- André Sammartino, University of Melbourne
  *The Emergence and Evolution of Craft Brewing in Australia, 1979-2015*

- Mari Ninomiya: Fukuoka University
  *Government Regulations and Microbreweries in Japan*
PhD Workshop

15:00 – 17:00
EuroScience

Chair: Jens Gammelgaard, Copenhagen Business School

- Jarrett D. Hart, University of California
  *Scraping the Bottom of the Beer Barrel: Consumer Preferences for Localness and Responses to Brewery Acquisitions*

- Luke Corbin, Australian National University
  *Myanmar’s Ferment: Beers, Brewing and Anthropological History*

- Bryce Casavant, University of Connecticut
  *I’ll Have a Pint. How On Premise Beer Sales Affect Microbreweries*

17:15

Visiting Carlsberg Museum

Valby Langgade 1, 2500 Valby, Denmark

18:30

Gala dinner

Jacobsen Brewhouse & Bar

Gamle Carlsberg Vej 11, 1799 Copenhagen V, Denmark
Thursday, 15 June 2017
Visiting local breweries (optional)

10:00 – 17:00 Visiting Nørrebro Bryghus and Mikkeller

You will have a great opportunity to visit two local microbreweries Nørrebro Bryghus and Mikkeller (Mikkeller Refshaleøe and Warpigs) in Copenhagen Denmark. For more information about these two breweries, please go through their office websites.

Nørrebro Bryghus:  http://www.noerrebrobryghus.dk/en
Mikkeller:  http://mikkeller.dk/

Initial schedule:

09:30  Departure for Nørrebro Bryghus from pick-up points
10:45  Arrival at Nørrebro Bryghus
11:00 – 12:00  Beer tasting
12:00 – 12:30  Speech on History and Strategy of Nørrebro Bryghus by CEO Henrik Vang
12:30 – 13:30  Lunch with free Beer in the brewery

14:00  Arrival at Refshaleøe, Mikkeller,
14:15 – 14:45  Speech on Mikkeller’s History and Internationalization Processes, by Jacob Gram Alsing
14:45 – 15:15  Beer tasting
15:15 – 15:45  Transport to Warpigs
15:45  Visit brewing, beer tasting with snacks
17:00  Trip finishing, returning to pick-up points