

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

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

Session 5A
11:00 – 12:30
Pompeii Hall

Chair: Christian Garavaglia, University of Milano-Bicocca and Bocconi University

Development of the Craft Brewing

- Imre Fertő, Hungarian Academy of Sciences; József Fogarasi, Research Institute of Agricultural Economics
Productivity and exit in Hungarian beer industry
- Martin Stack and Rich Wagner, Rockhurst University
From Bland to Grand: the (re) Emergence of Craft Beer in the US
- Christian Garavaglia, University of Milano-Bicocca and Bocconi University
The Recent Advent of Micro Producers in the Spanish Brewing Industry

Session 5B
11:00 – 12:30
EuroScience

Chair: Jens-Peter Loy, Christian-Albrechts-University

Brand Loyalty of Consumers

- Blazenka Knezevic, Petra Skrobot and Mia Delic, University of Zagreb
Brand Loyalty of Younger Adults in Beer Retail Shopping - Case of Croatia
- Robin Goldstein, University of California
Do Premium and Generic Prices Diverge Over Time? Evidence from Beer, Wine, and Marijuana
- Jens-Peter Loy, Christian-Albrechts-University; Thomas Glauben, Leibniz Institute of Agricultural Development
Spatial and Temporal Retail Pricing on the German Beer Market

12:30 – 13:30

Lunch

J.C. Jacobsen's conservatory

Plenary Session

13:30 – 14:30
Pompeii Hall

Chair: Ignazio Cabras, Newcastle Business School

New Research Frontiers in the Brewery Industry

- Johan Swinnen, KU Leuven
- Jens Gammelgaard, Copenhagen Business School
- Paul T. Scott, New York University, Stern School of Business

14:30 – 15:00

Coffee Break

J.C. Jacobsen's conservatory

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 Ehrlich, Georg-August-University of Goettingen; Uwe Pfizenmaier
Craft Beer in Germany – New Entries in a Challenging Beer Market
- Fertő Imre †, József Fogarasi ‡, Anita Major, Szilárd Podruzsik; † Hungarian Academy of Sciences; ‡ 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 Fałkowski, Jan Lichota
From Macro to Micro: The Change of Trendsetters on the Polish Beer Market
- Ján Pokrivčák, Drahoš 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 Refshaleø 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:

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|---------------|---|
| 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 Refshaleø, 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 |