

IX

BEERONOMICS CONFERENCE

The Economics of Beer and Brewing

24 – 27 JUNE 2026

Bordeaux, France

ESSCA School of Management

FULL PROGRAMME

beeronomics2026.sciencesconf.org

Beeronomics Conference 2026

- Bordeaux, France -



Conference at a Glance

IX BEERONOMICS | BORDEAUX 2026

24–27 June 2026 • Bordeaux, France

Wednesday

24 June

16:00 Registration

17:00 Welcome Comments

17:30 Plenary Session 1

Barry Watts, Independent Brewers of Europe

19:30 Welcome Dinner

La Caseme B, Bordeaux

Thursday

25 June

09:00 Presentation of programme and venue

09:15 Session 1 (3 parallel tracks)

10:45 Coffee Break

11:15 Session 2 (3 parallel tracks)

12:45 Lunch Break

14:00 Business Round Table

Vivelys, Maison Nicolas, Ma Petite Française, Beer Consultant,
Beer Author

15:30 Coffee Break

16:00 Session 3 (2 parallel tracks)

19:30 Dinner – Hecto, Bordeaux

Friday

26 June

09:00 Session 4 (2 parallel tracks)

10:30 Coffee Break

11:00 Session 5 (2 parallel tracks)

12:30 Lunch Break

13:30 Session 6 (2 parallel tracks)

15:15 Break

15:30 Plenary Session 2

Stanislav Tripes, Nancy Hoalst-Pullen, Ignazio Cabras,
Christian Garavaglia

16:30 Closing Remarks

19:30 Gala Dinner – La Belle en Folie, Bordeaux

Saturday

27 June

09:00 Meet at ESSCA

10:00 Château de Rouillac

Vineyard & wine tasting

12:00 KM5 Brewery

Tour, sampling & lunch

15:00 Azimut Brewery

Tour & beer sampling

17:00 End of Day

Registration, Opening & Plenary Session 1

16:00–17:00

REGISTRATION

Registration & Welcome Desk

ESSCA School of Management, Bordeaux Campus

17:00–17:30

OPENING

Welcome Session & Conference Formal Opening

Opening remarks by Head of Campus, ESSCA Bordeaux and the Scientific & Organising Committees

17:30–18:15

PLENARY 1

Indie Breweries and Craft Beer in Europe

Barry Watts, Independent Brewers of Europe

18:15–19:00

Q&A

Questions, Discussion & Networking

19:30

DINNER

Welcome Dinner – La Caserne B.

La Caserne B, Bordeaux • Walking distance from venue 10 min

Sessions 1 & 2 (3 parallel tracks)

09:00– 09:15 Presentation of programme and venue

	Room A	Room B	Room C
<p>09:15 – 10:45</p> <p>Session 1</p>	<p>1A – General Regulations and Fiscal Rules</p> <p>Thomas Marsden, Ignazio Cabras, Ekaterina Shakina Measuring the Impact of Tax Reliefs on Small Breweries' Employment: Evidence from the UK</p> <p>Matthew T. Cole, Michael McCullough, Nathan Miller The Effect of Aluminum Tariffs on Beer Prices</p> <p>Ranjit Dighe When Did Beer Become Intoxicating? The Battles Over Alcohol Content in the US, 19th Century–Present</p> <p><i>Chair: Ranjit Dighe</i></p>	<p>1B – Impact of Beer on Society and Culture 1</p> <p>Paul Carruth, Jooho Lee Saloons and Speakeasies: Creating Value in the Early 20th Century United States</p> <p>Zoltán Bakucs, Kevin Y. Kovacs, Imre Ferto Brewing Local Growth: The Labor Market Impact of Microbreweries</p> <p>Robert Kenzo Falck Concepts of Beerscape</p> <p><i>Chair: Imre Ferto</i></p>	<p>1C – External Shocks and Trade in Beer Markets</p> <p>Aaron J. Staples Geopolitical Tensions and Agricultural Trade: Evidence from U.S. Wine Exports to Canada</p> <p>Nikolas Bublik, Sebastian Hess Global Beer Trade under Multiple Crises: Evidence from a Trade Network Perspective</p> <p>Mark W. Patterson, Nancy Hoalst-Pullen Last Call? Brewery Survival Dynamics and Closure Risks in a Maturing Craft Beer Market</p> <p><i>Chair: Eline Poelmans</i></p>

10:45 – 11:15 Coffee Break & Networking

	Room A	Room B	Room C
<p>11:15 – 12:45</p> <p>Session 2</p>	<p>2A – Beer Marketing, Branding and Market Structures</p> <p>Matthew McMahon More Than Wine? The Impact of AVAs on the Craft Beer Industry</p> <p>Capucine Dentraygues, Jon Hanf Talk Natural, Drink Conventional”: Why wine drinkers value naturalness but choose predictability?</p> <p>Paola Ometto, Serhan Kotiloglu, Bennett Cherry Market versus Craft Focus: Balancing Tensions Through Coopetition in the Craft Brewing Industry</p> <p><i>Chair: Stephan Gohmann</i></p>	<p>2B – Consumer Behaviour and Choice</p> <p>Aaron J. Staples, Trey Malone, J. Robert Sirrione Tradeoffs in Strategic Positioning: Evidence from Craft Beer Consumers</p> <p>Claudia Sartirana, Christian Garavaglia, Paolo Mariani Is It Worth the Price? An Empirical Analysis of Consumer Preferences for Craft vs Non-Craft Beer</p> <p>Kenneth G. Elzinga, Sreyash Sinha Factor Mobility in Craft Beer: Water as Terroir</p> <p><i>Chair: Christian Garavaglia</i></p>	<p>2C – Finance, Trade and Innovation in Beer</p> <p>J. François Outreville, Lara Agnoli Foreign Expansion of Multinational Firms in the World Beer Industry</p> <p>Sven Van Kerckhoven, Sean O' Dubhghail, Max Nagel Belgian Beers Abroad: From Sought After to Afterthought?</p> <p>Pierre Cotterlaz, Bastien Dufau, Cedric Gemehl Quality Upgrading Along the Beer Value Chain: The Role of Modern Hops in Global Trade</p> <p><i>Chair: Martin Stack</i></p>

12:45 – 14:00 Lunch Break

Business Round Table & Session 3 (2 parallel tracks)

BUSINESS ROUND TABLE • 14:00 – 15:30

New Trends in the Beer Industry Worldwide

Laurent Fargeton (Vivelys , Hops & Brewing Solutions), **Xavier Leclerc** (Maison Nicolas, Beer & Wine Distribution), **Garlonn Kergolay** (Beer Consultant), **Anais Lecoq** (Journalist, Author on Beer), **François-Charles Petit** (Ma Petite Française)

Moderated panel discussion with Q&A • All conference participants welcome

☕ 15:30 – 16:00 Coffee Break & Networking

Room A

3A – History, Entrepreneurship and Craft Beer Trends

André Sammartino Courage Before Craft: The Disruption That Reshaped Australian Beer

Jason E. Taylor, Robert E. Wright Distilling Differences: Contrasting the Returns of Legal Beer and Spirits after US Prohibition

Hyunsoo Kim, J.P. Eggers How Competition Dynamics Change as Industries Mature: Evidence from the U.S. Craft Brewing Industry

Robin Goldstein, Capucine Dentraygues The Price of Rebellion: Punk Aesthetics, Transgressive Label Design, and Premium Positioning in Craft Beverage Markets

Chair: Robin Goldstein

Room B

3B – No and Low Alcohol Beers

Victoria Wells, Sarah Forbes Enhancing the Visibility and Availability of NOLO in Hospitality Settings

Fergal O'Connor, Nadine Waehning, Zubair Kabir The Elasticities of Demand for Non-alcoholic Beer around the World: A 72-Country Panel Study

Nicla Mercurio, Lorenzo Devilla, Filomena Mazzeo, Mario Ruggiero 'Just Drink It': A Linguistic and Nutritional Analysis of Sports-Themed Marketing for NOLO Beers in France and Italy

Suzanne Altobello, Daniel J. Parisian, John A. O'Dell Effects of Legislation Awareness, Age, and Gender on Perceptions of THC Beverages as an Alcohol Alternative

Chair: Nadine Waehning

🍽️ 19:30 Dinner – Hecto, Bordeaux, • Walking distance from venue 20 min

16:00

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18:00

Session 3

Sessions 4 & 5 (2 parallel tracks)

Room A

Room B

09:00
–
10:30

Session 4

4A – Beer Market Structures and Industry Dynamics

Andrew Gates Political Polarization, Market Entry/Exit, and Product Quality: Evidence from the US Beer Market

Henric Häggqvist The Life and Death of Swedish Craft Beer: Entries and Exits of Breweries, 1993-2025

Jason E. Taylor, Eline Poelmans, Martin Stack Craft Brewing Meets Big Beer: The Economics of the Celis-Miller Partnership

Chair: Nancy Hoalst-Pullen

4B – Sustainability, Environment and Beer

Franziska Sohns, Lewis Walsh, Tom Stacey The Twin Transition in Brewing: A Systematic Review of Digitalisation and Environmental Sustainability

William Barnes, Sam Holloway, Martin Stack Lessons from Three Breweries in Managing Water Risk: Scale, Efficiency, and Strategy

Leonardo Talero, Katja Picaud Bello, Gabriel Weber, Ignazio Cabras The Environmental Justice of Beer Brewing

Chair: Ignazio Cabras

10:30 – 11:00 Coffee Break & Networking

Room A

Room B

11:00
–
12:30

Session 5

5A – Beer Markets: Spatial Dynamics and Consumer Choices

Francesco Licciardo, Dario Macaluso, Federica Cisilino, Pietro Chinnici, Katya Carbone Is Hop Cultivation Profitable? Structural Profiles and Economic Viability in Italy

Tomáš Maier Off-trade and On-Trade Development of Beer Consumption in Czechia

Andrew Gates, Alexandra Strick Consumer Choice Modeling: Price/Quality Trade-offs with Experimental and Behavioral Economics Insights

Chair: Andrew Gates

5B – Beer Consumers: Trends, Choices and Society

Bradley Rickard, Aaron Adalja, Florine Livat, Alex Susskind Peer Reviews and Within-Category Consumer Response in Alcohol Markets

Miroslav Gorný, Radovan Savova, Peter Šedík, Monika Březinová, Jakub Horák Inside Generation Z Beer Choice: Conjoint Evidence of Beer Attribute Preferences in Central Europe

Gergely Csurilla, Zoltán Bakucs Religiosity and Alcohol Consumption in Hungary: Evidence from a Nationally Representative Survey

Chair: Zoltan Bakucs

12:30 – 13:30 Lunch Break

Session 6, (2 parallel tracks), Plenary Session 2 & Closing Ceremony

Room A

Room B

13:30
–
15:15

Session 6

6A – Regulations, Resilience and Innovation

Henric Häggqvist Beer Legalization and Brewery Response: Three Historical Cases from Sweden

Teck-Yong Eng, Lin-Chih Wu Water Cost Investment and Operational Resilience: Evidence from Brewers and Distillers

Robert Kenzo Falck Territory, Gastronomic Tourism and Craft Beer: Hospitality and Commensality in Brazilian Brewing Establishments

Chair: Michael McCullough

6B – Impact of Beer on Society and Culture 2


Mauren S. Cárdenas Fontecha, Diego A. Vásquez Caballero, Leonardo H. Talero Sarmiento Moral Language in Beer Branding in Colombia

Ignazio Cabras, Matthew Shannon Measuring the Impact of Pubs on Local Economies and Supply Chains: Evidence from the UK

Dejan Zec Revival of Abandoned and 'Retrofication' of Existing Beer Brands as a Viable Marketing Strategy: The Case of Serbia

Sven Van Kerckhoven Michelangelo van Meerten Trappist Beers: the Dilemma of Exclusivity, Commercial Success and Accessibility

Chair: Martin Stack

 15:15 – 15:30 Break & Networking

PLENARY SESSION 2 • 15:30 – 16:30

Mapping the Evolution and Research Trajectory of Beeronomics

Stanislav Tripes, Nancy Hoalst-Pullen, Ignazio Cabras, Christian Garavaglia

CLOSING CEREMONY • 16:30 – 17:00

Closing remarks & Best Paper Award

 19:30 Gala Dinner – La Belle en Folie *Walking distance from venue 10 min*

Field Trip – Bordeaux Wine & Craft Beer

A full-day excursion combining Bordeaux's celebrated wine heritage with its vibrant craft brewing scene.

09:00	DEPARTURE Meet at ESSCA School of Management <i>Coach transport provided</i>
10:00 – 12:00	STOP 1 🏰 Château de Rouillac A prestigious Pessac-Léognan estate at the heart of Bordeaux's wine country. Guided tour of the vineyard and château, followed by a wine tasting.
12:00 – 15:00	STOP 2 + LUNCH 🍷 KM5 Brewery A leading independent Bordeaux craft brewery. Tour of the facilities and production process, followed by sampling and lunch at the brewery.
15:00 – 17:00	STOP 3 🍷 Azimut Brewery One of Bordeaux's most acclaimed craft breweries. Tour of the facilities, insight into the brewing process, and beer sampling.
17:00	RETURN Return to Bordeaux City Centre <i>Public Transport to the city centre</i>