



Beeronomics

The economics of beer and brewing

Conference on the Economics of Beer and Brewing

Leuven, May 27-30, 2009

LICOS – Centre for Institutions and Economic Performance
Faculty of Business and Economics
Naamsestraat 69, Leuven
Belgium



www.beeronomics.org
www.econ.kuleuven.be/licos



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Conference Program

Leuven, May 27-29, 2009

The conference takes place at the Faculty of Business and Economics, Naamsestraat 69, Leuven. All sessions take place in rooms HOG 00.85 and HOG 01.85. Registration, coffee breaks and lunches will be organized in the Chapel (HOG 00.50).

Wednesday May 27

11:00-13:00 Registration

13:00-14:00 **Opening Session**

Keynote speakers

Prof. Jo Swinnen (LICOS, K.U.Leuven)

Prof. Filip Abraham (Vice-rector K.U.Leuven)

Prof. Jim Adams (University of Michigan)

14:10-15:25 **Parallel Sessions 1A - 1B**

15:50-17:05 **Parallel Sessions 2A - 2B**

17:15-18:00 **Plenary Session**

Dr. Frank Van Tongeren (OECD)

18:00-19:00 *Guided tour in Leuven*

19:00 *Welcome Reception at Town Hall with presentation of 'Beeronomics-beer', brewed by Centre of Malting and Brewing Science, Faculty of Bioscience Engineering, K.U.Leuven*

Thursday May 28

08:00-08:30 Registration

08:30-09:50 **Plenary Session**

Prof. Lisa George (Hunter College)

Prof. Jill McCluskey (Washington State University)

10:00-11:15 **Parallel Sessions 3A - 3B**

11:45-13:00 **Parallel Sessions 4A - 4B**

Lunch

14:00-16:30 **Business Panel (at AB InBev)**

16:30-19:00 *Visit of the AB InBev brewery, followed by a Reception*

19:30 *Dinner at Faculty Club, in the "Groot Begijnhof" of Leuven*

Friday May 29

09:00-09:30 Registration

09:30-10:20 **Parallel Sessions 5A - 5B**

10:50-12:30 **Plenary Session**

Prof. John Nye (George Mason University)

Prof. Steve Ziliak (Roosevelt University, Chicago)

Lunch (HOG 00.10)

14:00-21:30 *Visit of the Cantillon brewery in Brussels, an artisanal brewery founded in 1900, famous for its Lambic, Gueuze, Faro and Kriek with afterwards a beer tasting event in the centre of Brussels, led by an expert in the field.*

Saturday May 30

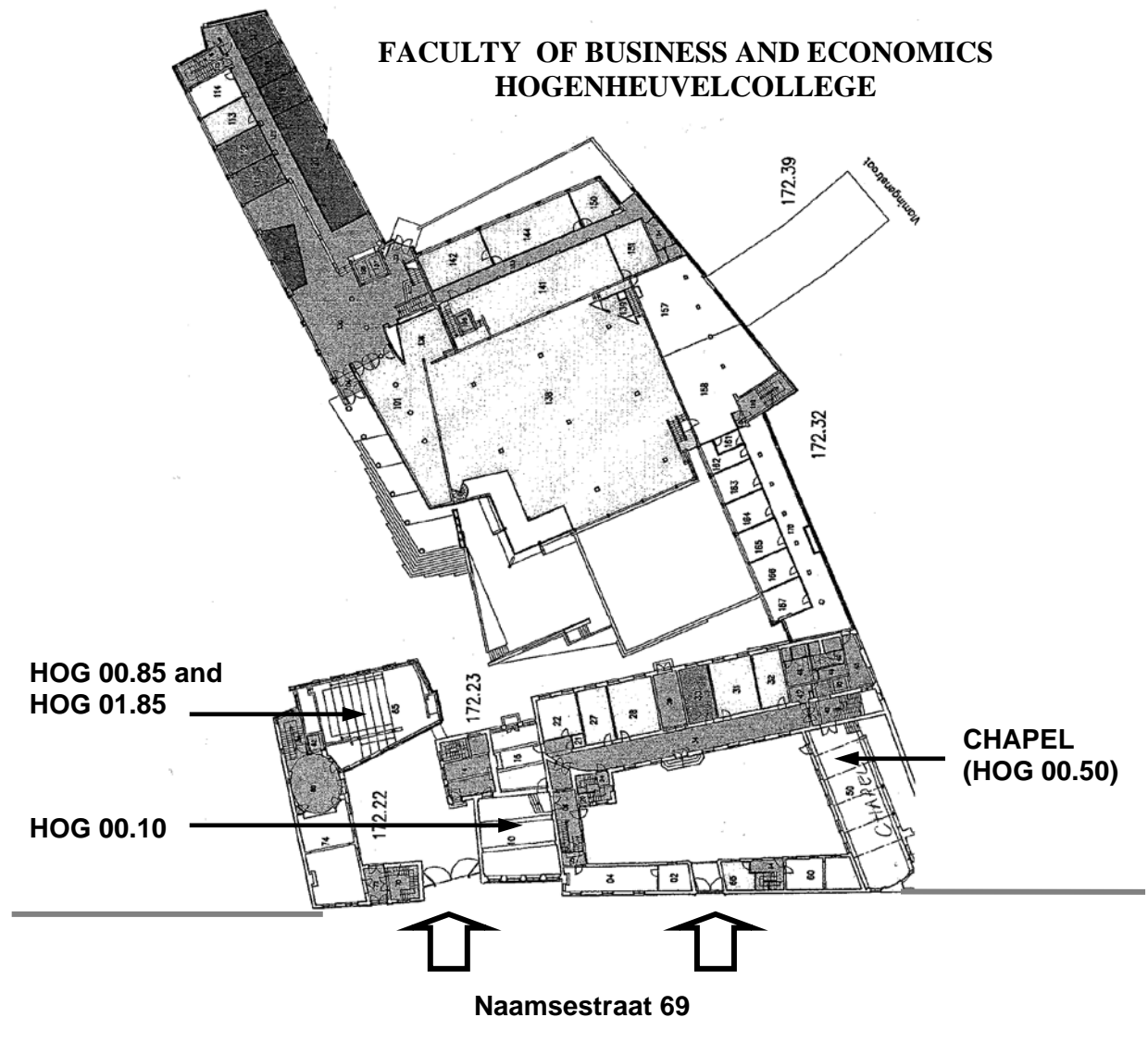
8:00-23.15 *Tour to the Ardennes*

Practical information

The conference takes place at the Faculty of Business and Economics, Naamsestraat 69, Leuven. All sessions take place in room HOG 00.85 and HOG 01.85. Registration and coffee breaks will be organized in the Chapel (HOG 00.50).

Please find on the following pages the program of the conference with details on the timing of the sessions, papers that will be presented and (presenting) authors. We provide 25 minutes for each paper in the parallel sessions (15 min. presentation, 10. min discussion).

The presenting author is indicated by an asterisk (*). The last presenter of each parallel session is asked to chair the session. May we ask the chairs to keep time during the session, keep the order of the presentation as printed, and organize the discussion.



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WEDNESDAY MAY 27

11:00	Registration (HOG 00.50)	
13:00	<p>Opening Session (HOG 00.85) <i>Chair: Thomas Heckelei</i> Welcome: Prof. Jo Swinnen (Director LICOS) Prof. Filip Abraham (Vice-rector K.U.Leuven) <i>Jim Adams</i> Beer Markets in Europe and the United States [DOWNLOAD]</p>	
14:10	<p>Session 1A (HOG 00.85) <i>Don Freeman</i> Beer in Good Times and Bad: A U.S. State-Level Analysis of Economic Conditions and Alcohol Consumption [DOWNLOAD] <i>Peter Van Der Hallen</i> Concentration in the Belgian brewing Industry and the Breakthrough of Lager in the interwar Years [DOWNLOAD] <i>Jo Swinnen, Kristine Van Herck*</i> Brewing Agricultural Subsidies</p>	<p>Session 1B (HOG 01.85) <i>Andrew Eckert*, Douglas S. West</i> Proliferation of Brewers' Brands and Product Clusters in Canadian Beer Markets [DOWNLOAD] <i>Adriano Profeta, Richard Balling, Ulrich Enneking, Klaus Salhofer*</i> The Importance of Region-of-Origin-Labeling and Country-Image in the in the German Beer Market <i>Matteo M. Galizzi*, Christian Garavaglia</i> Consumers' Preferences, Purchasing Decisions and Product Information: Evidence from a Beer Tasting Experiment</p>
15:25	Coffee (HOG 00.50)	
15:50	<p>Session 2A (HOG 00.85) <i>Jill McCluskey*, Patricia Kuzyk, Eivis P. Qenani, Sanatan Shreay</i> Effect of Culture on Preferences for Beer <i>Michael McCullough*, Thomas L. Marsh, Trenton G. Smith</i> Intertemporal Alcohol Dependency: Like Father, Unlike Son [DOWNLOAD] <i>Barry Anderson, Mirko Moro*</i> Depression Economics and Alcohol Consumption The Effect of Beer Consumption on Individual Happiness [DOWNLOAD]</p>	<p>Session 2B (HOG 01.85) <i>Bianka Kühne*, Xavier Gellynck</i> Innovation competence of SMEs in the brewery sector - a chain approach [DOWNLOAD] <i>Christian Garavaglia</i> Evolution of demand and recent dynamics of the brewing industry in Italy: beyond the resource-partitioning model <i>Martin Stack, Timothy Keane and Myles Gartland*</i> Strategy meets Consumer Preferences: how to reconcile international expansion with local tastes in the market for beer</p>
17:15	<p>Plenary Session (HOG 00.85) <i>Chair: Jill McCluskey</i> <i>Frank Van Tongeren</i> Standards, International Integration and Economic Development: A Historical Review of Beer Regulations/Reinheitsgebot</p>	
18:00	Guided tour in Leuven We gather in front of the Chapel (HOG 00.50), where the guide takes us for a historical tour of the city.	
19:00	Reception at the Town Hall offered by the city of Leuven, with presentation of 'Beeronomics-beer', brewed by the Centre for Malting and Brewing Science, Faculty of Bioscience Engineering, K.U.Leuven	

THURSDAY MAY 28

8:00	Registration (HOG 00.50)	
8:30	Plenary Session (HOG 00.85) <i>Chair: Tim Josling</i> <i>Lisa George</i> National Television and the Market for Local Products: The Case of Beer [DOWNLOAD] <i>Jill McCluskey</i> Beer, Race, and the Law: Measuring Racial Bias in Driving-Under-the-Influence Enforcement	
10:00	Session 3A (HOG 00.85) <i>Pauline Poel</i> Estimating the Economic Impact of the Brewing Sector <i>Günter Schamel</i> A Simple Hedonic Model of Beer Prices for Major Cities around the World [DOWNLOAD] <i>Philip Armour</i> The Price of Unique: Estimating Own-price Elasticities of Collectable Beer and Wine [DOWNLOAD]	Session 3B (HOG 01.85) <i>Hamish Gow*, William A. Knudson</i> Hopping Mad: The Impact of Hops Market Turmoil on the Specialty Beer Industry <i>Jikun Huang, Scott Rozelle*</i> Olympic Growth Below The Great Wall: How China became the world's biggest beer market in the 21st Century
11:15	Coffee (HOG 00.50)	
11:45	Session 4A (HOG 00.85) <i>Jason Hartell*, Leigh Maynard</i> Consumer-Level Determinants of Beer Purchases in Canadian Restaurants [DOWNLOAD] <i>Bert Weijters, Steve Muylle*</i> A Means-End-Chain analysis of pub visits in Belgium [DOWNLOAD] <i>Christophe Coquillat, Fabrice Galia, Bertrand Siro, Pierre Sonier, Angela Sutan* and Dominique Valentin</i> Drinking beer in consonant and dissonant environments: an experimental investigation of consumers' guessing abilities [DOWNLOAD]	Session 4B (HOG 01.85) <i>Steven Van Passel*, Erwin Wauters, Jo Swinnen</i> Vertical agreements: an empirical price analysis of beer [DOWNLOAD] <i>Jo Swinnen, Kristine Van Herck*</i> Beer and Transition: The Restructuring of the Brewery Sector and its Supply Chain in Eastern Europe <i>Erwin Wauters*, Steven Van Passel, Jo Swinnen</i> The more beers the better? Exploring the link between vertical integration in the brewery sector and beer diversity in pubs [DOWNLOAD]
13:00	Lunch (HOG 00.50)	
14:00	Bus/Walk to Inbev We gather in front of the Chapel (HOG 00.50) and go together to AB Inbev : by bus or walking (20 minutes)	
14:30	Business Panel at room "Den Thuis", AB Inbev	
16:30	Brewery Visit AB InBev	
19:00	Bus/Walk to Faculty Club in 'Groot Begijnhof' by bus or walking (20 minutes)	
19:30	Dinner at Faculty Club Restaurant in 'Groot Begijnhof'	

FRIDAY MAY 29

9:00	Registration (HOG 00.50)	
9:30	<p>Session 5A (HOG 00.85) <i>Snežana Šušteršič, Janez Šušteršič*</i> A Beer Market in Transition [DOWNLOAD] <i>Tomas Maier</i> Change in brand positioning in the Czech beer market in the period of 1998 – 2007 [DOWNLOAD]</p>	<p>Session 5B (HOG 01.85) <i>Ignazio Cabras*, Carlo Reggiani</i> Beer as a Social Propellent: A Study on Village Pubs in Cumbria [DOWNLOAD] <i>Matteo Bonfanti*, Franco Sangiorgi, Sara Savastano</i> “Made in Italy” in Beer Production: from Historical Family Business to Enthusiastic Microbrewers [DOWNLOAD]</p>
10:20	Coffee	
10:50	<p>Plenary Session (HOG 00.85) <i>Chair: Julian Alston</i> <i>John Nye</i> Tariffs and the British Beer Oligopoly <i>Steve Ziliak</i> Guinnessometrics [DOWNLOAD] Closing Word : Prof. Jo Swinnen</p>	
12:30	Lunch (HOG 00.10)	



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Business Panel

Leuven, May 28, 2009

THURSDAY MAY 28

BUSINESS PANEL AT AB INBEV

The Business Panel is hosted by AB Inbev, in room "Den Thuis", Vuurkruisenlaan 1, 3000 Leuven

14:00 Bus/Walk to AB Inbev We gather in front of the Chapel (HOG 00.50) and go together to AB Inbev by bus or walking (20 minutes)

14:30 Business Session

Introduction by Prof. Piet Sercu

Guy Brusselmans (Bain & Company)

Global Trends in the Beer Market

Michel Van Hemele (Duvel-Moortgat)

Trends in the Belgian Beer Market

Eric Lauwers (AB Inbev)

AB Inbev in Belgium: Innovation as a support for Cost-Connect-Win

15:25 Break

16:35 Panel Discussion

Chair: **Prof. Piet Sercu**

Prof. of International Finance, K.U.Leuven

Business Panel:

Michel Van Hemele

Board of Directors, Duvel-Moortgat Breweries

Eric Lauwers

General Director Benelux, AB Inbev Breweries

Guy Brusselmans

Bain & Company Consulting

Prof. Jan Delcour

Board of Directors, Lindemans Breweries

Philip Buisseret

Professional Association of Belgian Brewers

17:30 Visit of the AB Inbev Brewery followed by a Reception

19:00 Bus to Faculty Club

19:30 Dinner at Faculty club, in the 'Groot Begijnhof' of Leuven



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Social Program

Leuven, May 29-30, 2009

FRIDAY MAY 29

VISIT OF BREWERY AND BEER TASTING IN BRUSSELS

14:00 We gather in front of the Chapel (HOG 00.50) to go to the railway station (by bus or walking, 20 min).
14:37 Train to Brussel-Zuid / Bruxelles-Midi (final destination: Oostende)
15:30 Guided tour and tasting in Artisanal Geuze Brewery Cantillon
17:00 Metro 3 or 4, from 'Brussel-Zuid/Bruxelles-Midi' till 'Beurs/Bourse'
17:30 Beer tasting event at Bar 'de MONK'
19:00 Free
21:50 We gather in the main hall of the train station Brussel-Centraal/Bruxelles-Central
22:01 Train to Leuven (final destination Luik/Liège)
22:23 Arrival in Leuven

Those who want to return to Leuven earlier or later, are free to do so.

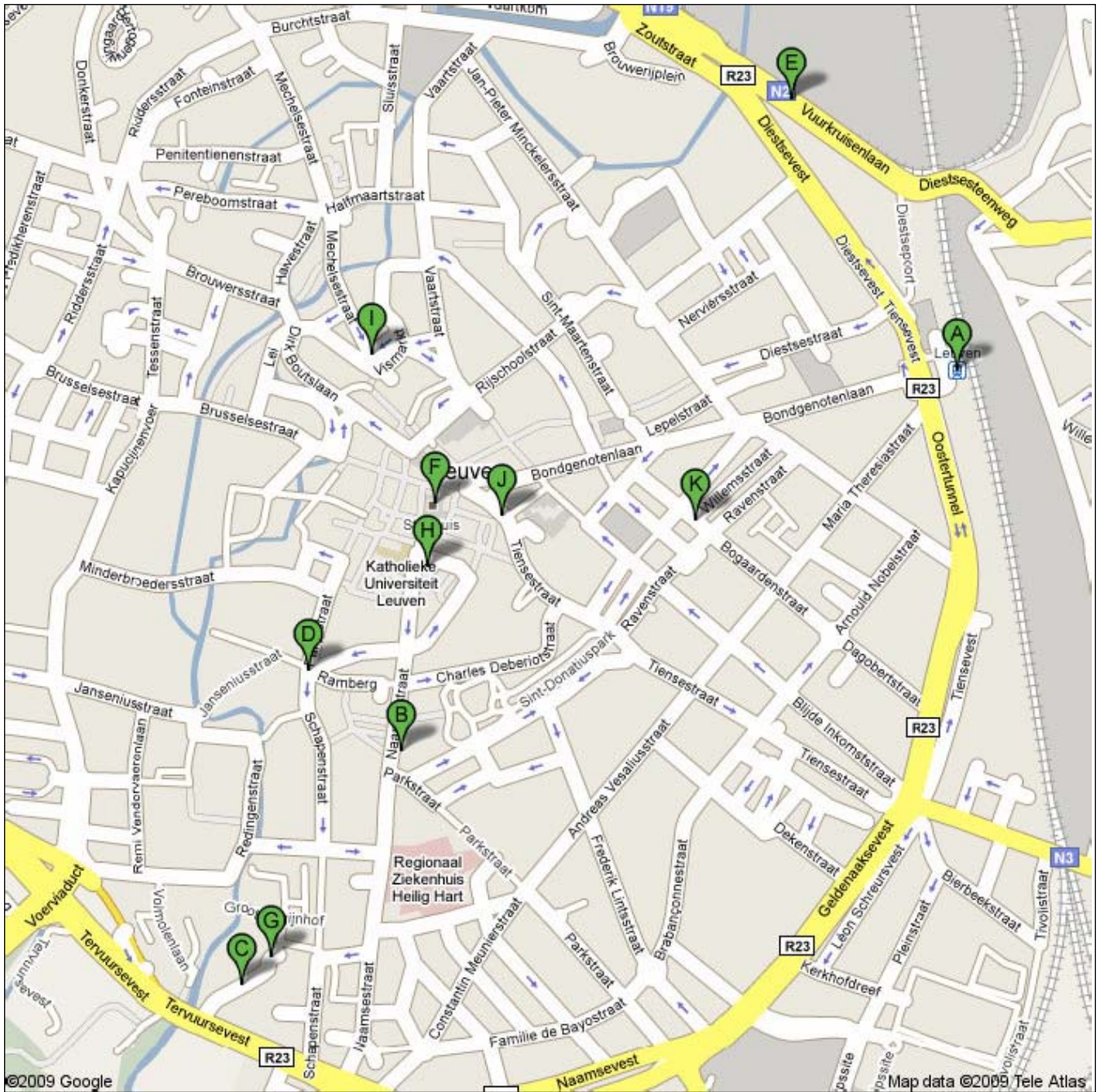
- Before 23h, trains to Leuven (final destination Luik/Liège) leave approximately every hour from Brussel-Centraal (...:01 and ...:32).
- After 23h, these are the last trains :
23:16 Brussel-Centraal – 23:52 Leuven
23:22 Brussel-Centraal – 00:05 Leuven
00:05 Brussel-Centraal – 00:27 Leuven.

SATURDAY MAY 30

VISIT OF TRAPPIST BREWERY ORVAL, BOUILLON AND ROCHEFORT

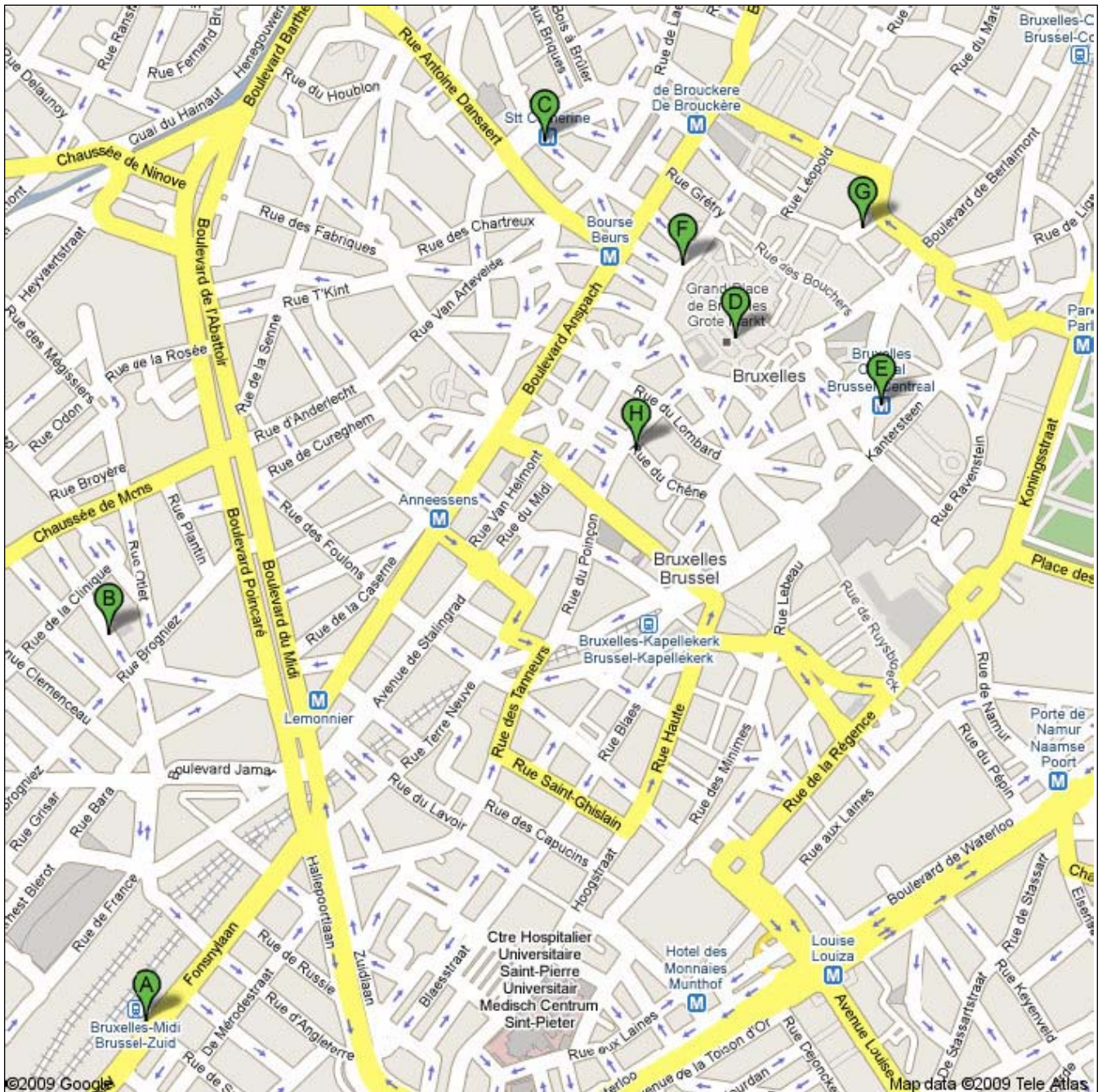
08:00 Bus in front of the Faculty Club Restaurant
10:30 Visit Orval Brewery
11:30 Visit Ruins of the Abbey of Orval
12:30 Lunch at restaurant L'Ange Gardien, Orval
14:00 Bus to Bouillon (we gather in front of the restaurant)
14:45 Visit Castle of Bouillon
18:00 Bus to Rochefort (we gather in front of the Castle of Bouillon)
19:00 Dinner at Moulin d'Eprave, Rochefort
21:00 Bus to Leuven
23:15 Arrival in Leuven

MAP OF LEUVEN



- A Leuven Train Station
- B Faculty of Business and Economics (Naamsestraat 69)
- C Begijnhof Congres Hotel (Groot Begijnhof 15)
- D Hotel New Damshire (Schapenstraat 1)
- E AB Inbev – “Den Thuis” (Vuurkruisenlaan 1)
- F City Hall (Grote Markt)
- G Faculty Club Restaurant (Groot Begijnhof 14)
- H Bar “De Blauwe Kater” (Hallengang 1)
- I Bar “De Blauwe Schuit” (Vismarkt 16)
- J Bar “Domus” (Tiensestraat 8)
- K Bar “Vliegend Varken” (Bogaardenstraat 24)

MAP OF BRUSSELS



- A** Train Station Brussel-Zuid/Bruxelles-Midi
- B** Brewery Cantillon (Gheudestraat, 56, Rue de Gheude, Anderlecht)
- C** Bar 'MONK' (Sint Katelijnestraat, 42, Rue Ste Cathérine)
- D** City Hall (Grote Markt, Grande Place)
- E** Train Station Brussel-Centraal/Bruxelles-Central
- F** Bar 'La Bécasse' (Taborastraat, 11, Rue Tabora)
- G** Bar 'A La Mort Subite' (Warmoesberg, 7, Rue Montagne-aux-Herbes Potagères)
- H** Bar 'Pochenellekelder' (Eikstraat, 5, Rue du Chêne)