



University College Dublin  
Ireland's Global University



*Spatial  
Dynamics  
Lab*



Trinity College Dublin  
Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin

# The VII<sup>th</sup> Beeronomics Conference

University College Dublin and Trinity College Dublin

Trinity Business School

20-23 June 2022

<http://beeronomics2022dublin.org/>

## LOCAL ORGANIZERS

Giulio Buciuni (TCD)

Ron Davies (UCD)

Dieter F. Kogler (UCD)

Paul Ryan (TCD)

MEET IN   
**IRELAND**

---

---

# The Beeronomics Society

---

---

The International Association for the Economics of Beer and Brewing

---

---

## PROGRAMME OVERVIEW

Monday June 20		
Registration	2:00	<a href="https://g.page/TrinityBusinessSchool?share">https://g.page/TrinityBusinessSchool?share</a>
Welcome Comments	4:00	Ron Davies, Dieter Kogler, Paul Ryan & Giulio Bucioni (Local Organizers)  Michael McCullough & Ignazio Cabras (Beeronomics Society)
Plenary A	4:30	Steve Ziliak: <b><i>How To Get Large G-values: Ten Principles of Guinnessometrics</i></b>
<i>Dinner at Brewdog</i>	7:00	<a href="https://goo.gl/maps/Y1RQ1KNKqZBMsDcG8">https://goo.gl/maps/Y1RQ1KNKqZBMsDcG8</a>
Tuesday June 21		
Session 1	9:30	
<i>Coffee</i>	10:30	
Session 2	11:00	
<i>Lunch at Beer Temple</i>	12:30	<a href="https://goo.gl/maps/3te8Z5AkAgaq9LY9">https://goo.gl/maps/3te8Z5AkAgaq9LY9</a>
Session 3	2:30	
<i>Coffee</i>	4:00	
Plenary B	4:30	Stef Adriaenssens & Eline Poelmans: <b><i>Does prohibition induce violence?: An alternative case to test the effect of prohibition on violent crime</i></b>
<i>Dinner at Urban Brewing</i>	7:00	<a href="https://g.page/ubrewingdublin?share">https://g.page/ubrewingdublin?share</a>
Wednesday June 22		
Session 4	9:30	
<i>Coffee</i>	11:00	
Session 5	11:15	
<i>Lunch at Pavilion Bar</i>	12:45	<a href="https://goo.gl/maps/SoBCCZMauMwv9pd19">https://goo.gl/maps/SoBCCZMauMwv9pd19</a>
Business Roundtable	2:00	Caoimhe O'Brian, Noel Anderson & Jonathan McDade; moderated by Will Keating: <b><i>From Grain to Glass: The Future of Beer in Ireland</i></b>
<i>Coffee</i>	3:00	
Session 6	3:30	
Closing remarks	5:00	
<i>Dinner at St. James Gate</i>	7:30	<a href="https://g.page/opengatebrewery?share">https://g.page/opengatebrewery?share</a>
Thursday June 23		
Excursion	9:00	
Return to Dublin	6:00	

## DETAILED PROGRAMME

All presentations are 30 minutes, including Q&A. The last presenter in each group is the respective session chair.

---

### Opening Remarks: Monday 4:00pm @ DARGAN Theatre

---

#### Plenary A: Monday 4:30pm @ DARGAN Theatre

Steve Ziliak

*How To Get Large G-values: Ten Principles of Guinnessometrics*

---

#### Session 1: Tuesday 9:30am

---

##### Environmental Issues (Room: 334)

Jarrett Hart, Scott Somerville, Daniel Sumner  
Nicholas Tyack, Milan Scasny

*Brewery and Winery By-Product Markets: Environmental and Economic Benefits*  
*Wine Lovers, Fruit Trees and Bohemian Hops: A Discrete Choice Experiment Approach to Valuing Czech Crop Diversity*

##### Beer and Other Markets (Room: 435)

Eric Le Fur, Lara Agnoli, Martin Cloutier,  
Jean-François Outreville  
Richard White

*Synergies and complementarities between the beer and cider economies*  
*The Integration of Cannabis into the U.S. Beer Market*

##### Pricing Strategies (Room: Maharry Theatre)

Matthew Cole, Michael McCullough

*The California Beer Market: Lessons in Size and Scope from the Golden State*

Robin Goldstein, Jarrett Hart

*Is beer cheaper by the keg? An investigation of quantity discounts in the U.S. retail beer market*

---

#### Session 2: Tuesday 11am

---

##### Beer and Culture (Room: 334)

Amy Rankine

*A Very Pale Ale: Beer and Masculine Identity in the Film 'Blue Velvet'*

Sverre Braathen Thyholdt, Eirik Heen, Rune Millian Derås  
Frank Stephenson

*Factors affecting beer consumption on an outdoor music festival*

*Tapping the Tourists: The Great American Beer Festival and Hotel Occupancy in Denver*

##### Geography I (Room: 435)

Alexander McGlothlin, Kenneth Elzinga

*Craft Beer in the United States: History, Numbers, and Geography, a Re-appraisal*

Zoltán Bakucs, Imre Ferto

*Location of Hungarian microbreweries. An analysis on three territorial aggregation levels*

Simon Loretz

*Determinants of brewery location in the UK: Have they changed over time?*

##### Microbreweries (Room: Maharry Theatre)

Mojmir Sabolovic, Stanislav Tripes  
Gergely Csurilla, Zoltán Bakucs

*Craft Breweries Brand Names Meaning*

*Does online presence determine the size and existence of microbreweries? Evidence from Hungary*

Aaron Staples, Thomas Krumel

*The Paycheck Protection Program and Small Business Performance: Evidence from Craft Breweries*

---

**Session 3: Tuesday 2:30pm**

---

**Local Effects of Brewing (Room: 334)**

Lester Jones

*A Review of Policy and Market Impacts on the United States Beer Market Using High Frequency Data*

Oishi Kazi, Trey Malone, Steven Miller

*A Two-Stage Modeling Approach for Estimating the Economic Contributions of Local Beverage Markets*

Suzanne Altobello, Daniel Parisian, John O'Dell

*Towns, Gowns, and Brews: Exploring the Effects of Local Breweries on College Enrollment in North Carolina*

**International Trade and Beer (Room: 435)**

Tibor Besedes, Thomas Prusa

*An Anatomy of Trade in Beer*

Sven Van Kerckhoven, Michelangelo Van Meerten, Casey Wellman

*Brexit: Impact on British and EU beer markets*

Imre Fertó, Gergely Csurilla

*The impact of markups on export behaviour: Firm level evidence from Hungarian beer industry*

**National Patterns (Room: Maharry Theatre)**

Pavlina Jasovska, Samuel MacAulay, André Sammartino

*Brewers for hire: Understanding disreputable exchange in the Australian craft beer industry*

Stanislav Tripes, Katerina Klimsova

*What is the Czech beer consumer really able to evaluate?*

Victoria Wells, Nadine Waehning, Ignazio Cabras

*A foraging examination of pub and beer choice behaviour*

---

**Plenary B: Tuesday 4:30 pm @ DARGAN Theatre**

---

Stef Adriaenssens and Eline Poelmans

*Does prohibition induce violence?: An alternative case to test the effect of prohibition on violent crime*

---

**Session 4: Wednesday 9:30am**

---

**Preference Formation (Room: Bol)**

Nadine Waehning, Fergal O'Connor

*What drives on versus off-trade beer consumption Internationally? - A Panel Analysis of 107 countries*

Tereza Číderová, Milan Ščasný

*Estimating beer-wine-spirits demand elasticity for on-trade and off-trade consumption*

**Branding (Room: KPMG)**

Andrey Felipe Sgorla

*Narratives of Craft and Authenticity in the Formation of the Brazilian Craft Beer Market*

Ryan Hynes, Dieter Kogler

*Geography and Branding in the Craft Beer Movement*

Stanislav Tripes, Mojmir Sabolovic

*Czech craft breweries logo design*

**History (Room: 435)**

Martyn Cornell

*The Juggernaut of James's Gate: How a small family firm rose to become the biggest brewery in the world*

Gary Wagner, David Mitchell, Danny Hughes, Steve Gohmann

*Regulatory Incentives for Brewers and Distributors: More Alchian and Allen than Baptists and Bootleggers*

---

**Session 5: Wednesday 11:15am**

---

**Legal Ramifications of Beer (Room: BoI)**

Eline Poelmans, John Dove, Jason Taylor, Ranjit Dighe

*Barreling Along and Drying Out: Brewery Interests and Other Influences on the Timing and Type of State-Level Alcohol Prohibitions in the US, 1850-1919*

Christian Traxler, Julius Stoll, Carsten Burhop  
Ignazio Cabras, Ekaterina Shakina, Arpita  
Bhattacharjee, Gary Bosworth

*Beer and Crime: Evidence from Germany, 1882-1914*  
*The relationship between public houses and crime in Great Britain: a panel study*

**Innovation and Entrepreneurship (Room: KPMG)**

Paul Ryan, Giulio Buciuini, Vladi Finotto

*Assessing the Consolidation of Entrepreneurial Ecosystems in Low-Tech Industries: Evidence from the Craft Beer Sector*  
*Brewery Entry in 1933 and Factors Influencing these Breweries' Subsequent Longevity*

Jason Taylor, Evan Hayne

*Global contagion among pioneer firms and the development of a new market niche: the case of craft beer*

Christian Garavaglia, Andrea Belmartino,  
Santiago Manuel Kaderian, Erik Strøjer Madsen,  
André Sammartino

---

**Business Roundtable: Wednesday 2:30pm @ DARGAN Theatre**

---

Caoimhe O'Brian, Noel Anderson & Jonathan  
McDade; moderated by Will Keating

*From Grain to Glass: The Future of Beer in Ireland*

---

**Session 6: Wednesday 3:30pm**

---

**Geography II (Room: BoI)**

Nancy Hoalst-Pullen, Mark Patterson

*10 Miles from a Brewery: Population Demographics and Beer Consumption Patterns in the United States*

Jesper Lindgaard Christensen, Poul Houman  
Andersen

*The Black Swan: Why craft beer firms choose to not cluster geographically*

Bernardo Buarque, Ryan Hynes, Ronald Davies,  
Dieter Kogler

*Hops, Skip & a Jump: The Regional Uniqueness of Beer Styles*

**The Impact of Covid (Room: KPMG)**

Tomáš Maier, Olesya Zhytna

*Price Transmission for Beer sector in Covid Era: Case of Czechia*

Andre Sammartino, Sam Holloway, Will Keating

*Success Without Scale: Exploring Post-Pandemic Futures for the World's Smallest Breweries*

Richard Gray, Nicholas Tyack

*Crisis, Adaptation and Innovation: the Saskatchewan Craft Beer Industry during the times of Covid*

---

**Closing Remarks: Wednesday 5pm @ DARGAN Theatre**

---

---

**Excursion: Thursday 9am**

---

9:00 *Pick up at Trinity Business School*

9:30 *Tasting and Presentation by Whiplash Brewery, followed by tour*

1:00 *Lunch at Lock 13, including tasting and presentation*

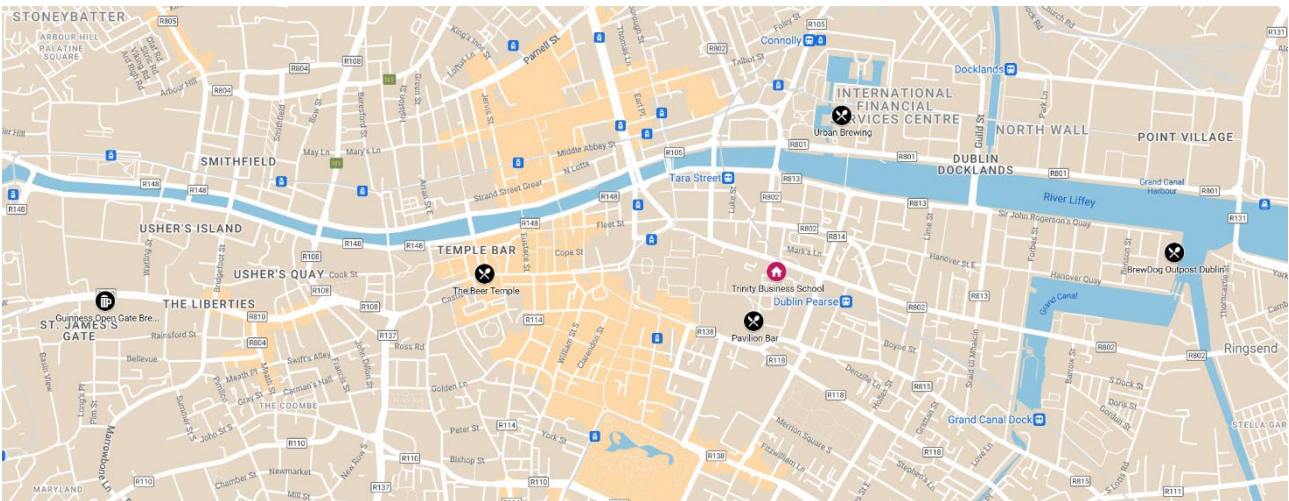
3:30 *Tasting and Presentation by Rye River Brewery, followed by tour*

6:00 *Return to Trinity Business School*

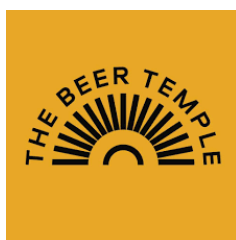
DUBLIN - IRELAND



BEERONOMICS 2022 DUBLIN ([link to online map](#))



SPONSORS



WHIPLASH