

**AMERICAN ASSOCIATION OF WINE ECONOMISTS  
FIRST ANNUAL MEETING, May 23-26, TRIER  
PROGRAM**

general wine food

**WED, MAY 23**

5.00-8.00pm

**Welcome Reception, Registration**

Wine Tasting, Bischofliche Weinguter  
Aula, Priesterseminar Trier  
Jesuitenstraße, 13  
D-54290 Trier

**Scientific Meeting**

**University of Trier, Campus II, Behringstrasse, Building H**

**THU, May 24**

8.15-9am

**Registration, Coffee**

9-10am

Opening Speeches  
Dieter Sadowski, University Trier  
Steffen Schindler, German Wine Institute

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10.30am-12pm

**Global Warming**

**Chair: Orley Ashenfelter**

1

Climate Change Adaptation Strategies in Viticulture  
M. Stock, T. Kartschall and M. Wodinski (Potsdam Institute for Climate Impact Research)

2

Identification of Stochastic Processes for an Estimated Icewine Temperature Hedging Variable  
D. Cyr and M. Kusy (Brock University)

3		Wine and Global Warming in Alsace: Evidence from the Little Ice Age K. Storchmann (Whitman College)
4		Using a Hedonic Model of Solar Radiation to Assess the Economic Effect of Climate Change O. Ashenfelter (Princeton University) and K. Storchmann (Whitman College)
5	12-12.30pm	Wine and Rural Development: The Example Walla Walla Steve van Ausdle (President, Walla Walla Community College)
	12.30-2pm	Lunch, University
	2-3.30pm	<b><u>Tasting and Evaluation</u></b> <b><u>Chair: Bernd Frick</u></b>
6		Assessing the Reliability of Wine Tasting: Differentiating Levels of Clinical and Statistical Meaningfulness D. Cicchetti (Yale University)
7		Standards for Quality and the Coordinating Role of Critics G. Hsu (UC Davis), P. Roberts (Emory University) and A. Swaminathan (UC Davis)
8		Identifying Different Influences of the Evaluation of Wine G. Szolnoki (Research Institute Geisenheim)
9		Tracing International Wine Marketing Research - a Three Ways Assessment R. Arnold (University of Heilbronn)
	4-5.30pm	<b><u>Critics and Reputation</u></b> <b><u>Chair: TBA</u></b>
10		The Cost of Ignorance: Reputational Rents in the Market for Tuscan Reds K. G. Persson (University of Copenhagen)
11		Reputation and Firm Survival in a Competitive Environment: Empirical Evidence from the German Wine Industry B. Frick (University of Witten/Herdecke)
12		Critical Exposure and P-Q Relationships for New World Wines in the U.S. Market P. Roberts (Emory University) and R. Reagans (Carnegie Mellon University)

13		A Live in Wine: Ernest Gallo (1909-2007) T. Lima (CSU East Bay) and N. Schroder (Blue Weasel Productions)
6-7.30pm 7.30pm open end		Guided Tour Through Karl Marx House Dinner in Viehmarktthermen Ruins of Ancient Roman Bath
<b>FRI, MAY 25</b>		
9-10am		<b><u>Quantitative Gastronomy</u></b> <b><u>Chair: Victor Ginsburgh</u></b> <b>Keynote Speech:</b> Is Breakfast Really Free? Evidence from French and Italian Hotels G. Johnson (University of Michigan)
14		
15	10.15am-12pm	Reading the Plate N. Dudek (Israel)
16		Portuguese Menus in the 19th Century I. Drumond Braga (University of Lisbon)
17		What are <i>bollicine</i> good for? Experimental evidence on individual preferences on food-wine matching M. Galizzi (University of Brescia and New York University)
18		Explaining the Determinants of Price in Top European Restaurants F. Warzynski (University Carlos III Madrid and Aarhus School of Business)
19		Quality Evaluation by Experts and Consumers: Evidence from a Sample of New-York City Restaurants O. Gergaud (University of Reims), K. Storchmann (Whitman College) and V. Verardi (Free University of Brussels and University of Namur)
12-2.30pm		Lunch, Staatsweingut Domaene Avelsbach
2.30-4pm		<b><u>Market Structure</u></b> <b><u>Chair: TBA</u></b> Overview of the German Wine Market: Situation and Business Challenges J. Hanf (Leibniz Institute for Agriculture Development) and E. Schweickert (KIRBIS)
20		
21		The New Structure of the California Wine Industry

	T. Lima (CSU East Bay) and N. Schroder (Blue Weasel Productions)
22	Corporate Strategies under Economic Regulations R. Kuehl (University of Giessen) and E. Schweickert (KIRBIS)
23	Storage Based Financial Engineering in German Wine Business E. Schweickert (KIRBIS) and J. Hanf (Leibniz Institute for Agriculture Development)
24	An Assessment of State Sponsored Agriculture Commodity Programs: The Case of the Texas Wine Marketing Assistance Program R. Hanagriff, M. Lau, S. Rogers (Sam Houston State University)
4.30-6.30pm	<b><u>Society and Politics</u></b> <b><u>Chair: Karl Storchmann</u></b>
25	Balancing Between Tradition and Innovation. French Wines from the Bordeaux and the Languedoc-Roussillon Regions S. Castellano and O. Ivanova (EDHEC Business School)
26	Bowling Alone, Drinking Together P. Buonanno (University of Bergamo) and P. Vanin (Univ of Padua and Pompeu Fabra University)
27	New Wines in Old Wineskins? Is Globalization Good for Wine Drinkers in the United States? O. Gokcekus and A. Fagnoli (Seton Hall University)
28	An Econometric Analysis of a Wine Import Function for Brazil S. Schommer (IMPA, Brazil)
29	New Wines in Old Bottles? The Case of Quality Wines and Distillation Measures in the EU E. Salies (OFCE) and B. Steiner (University of Alberta)
6.30pm-open end	Reception and Dinner at Vereinigte Hospitien Trier (United Hospices) Germany's Oldest Wine Cellar (300 AD)

## SAT, MAY 26

9.15am-7.30pm	<b><u>Leisure Program</u></b> Bus and Boat Tour 9.15am      Meeting at Porta Nigra in Trier
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	Bus to Bernkastel
11am	Arrival in Bernkastel
2pm	Boat to Traben-Trarbach
4pm	Picnic and Wine Tasting in Puenderich
7.30pm	back in Trier