

American Association of Wine Economists (AAWE)



FIFTH ANNUAL CONFERENCE
BOZEN / BOLZANO
SÜDTIROL / ALTO ADIGE, ITALY

JUNE 22 – 25, 2011

ORGANIZATION

Local Team

Prof. Günter Schamel	Free University of Bozen-Bolzano
Alessandra Volpato	Free University of Bozen-Bolzano
Loris Vigna	Free University of Bozen-Bolzano
Thomas Augschöll	EOS Chamber of Commerce Bolzano
Helmuth Zanotti	Konsortium Südtiroler Wein

AAWE Team

Dr. Pete Parcels	Whitman College
Dr. Karl Storchmann	New York University

PROGRAM

JUNE 22, 2011

14.00-17.30

REGISTRATION and PRE-CONFERENCE SYMPOSIUM

Free University of Bozen-Bolzano, Main Building

Universitätsplatz 1 Piazza Università, 39100 Bolzano, Italy

18.00-21.30

WELCOME RECEPTION

Castel Mareccio, Schloss Maretsch

Via Claudia de' Medici-St. 12, 39100 Bolzano, Italy

**Selected local wineries will present their wines for tastings
This event is sponsored by EOS Chamber of Commerce Bolzano**



JUNE 23, 2011, Morning
Free University of Bozen-Bolzano, Main Building
Universitätsplatz 1 Piazza Università, 39100 Bolzano, Italy

8.00 - 9.00

REGISTRATION

9.00 – 11.00

Room D101

Session #1A Wine Trade
Chair: Nick Vink, University of Stellenbosch

Mariusz Rybak (Humboldt U Berlin)	De gustibus non disputandum est? The EC-Australia Wine Trade Agreement and national preferences
Kym Anderson (U of Adelaide), Signe Nelgen (U of Adelaide)	Wine's Globalization: New Challenges New Opportunities.
Franziska Thiemann (Christian-Albrechts-U Kiel), Stefan Güttler (Christian-Albrechts-U Kiel), Rolf A.E. Müller (Christian-Albrechts-U Kiel)	Discrepancies in Wine Trade Data: A serious cause for concern?
Jean-Marie Cardebat (U Bordeaux 4), Jean-Marc Figueat (U Bordeaux 4)	Does the Euro-Dollar exchange rate matter for French Wine Exports?
Alessandro Olper (U of Milano), Daniele Curzi (U of Milano), Valentina Raimondi (U of Milano)	Home bias and wine trade across European countries
Sebastián Castillo Valero (U de Castilla La Mancha), Carmen García Cortijo (U de Castilla La Mancha)	Competitiveness modelling of Spanish wine exports in the international market. General Model of System Dynamics

9.00 – 11.00

Room D102

Session #1B: Wine Judging
Chair: Mike Veseth, University of Puget Sound

Robert T. Hodgson (Fieldbrook Winery)	How to improve wine judge consistency using the ABS matrix
Dom Cicchetti (Yale U), Arnie Cicchetti (San Anselmo)	As Wine Experts Disagree, Consumers' Taste Buds Flourish: The 2004 Bordeaux Vintage
Ömer Gökçekus (Seton Hall U), Dennis Nottebaum (U of Münster)	The buyer's dilemma – Whose rating should a wine drinker pay attention to?
Jing Cao (Southern Methodist U), Lynne Stokes Southern Methodist U)	What We Can Do to Improve Wine Tasting Results?

Aldo L. Biondolillo (Tempus Alba Winery,
National U of Cuyo, Argentina)

National Wine Contests: Who are the
winners, who are the losers?

Giovanni Caggiano (U of Padova)
Matteo Galizzi (London School of
Economics, U of Brescia), Leone Leonida
(Queen Mary U of London)

Who is the Expert? On the Determinants
Of Quality Awards to Italian Wines

9.00 – 11.00

Session #1C: Supply Chain

Room D103

**Chair: Mahmood Hussain, San Francisco State
University**

Leorey Marquez (CSIRO Australia),
Jonathan Campbell (Orlando Wines),
Caslon Chua (Swinburne U), Simon
Dunstall (CSIRO Australia)

A Study on the Impact of Routing and
Seasonality on Container Temperatures

Flavio Boccia (U di Napoli Parthenope),
Eugenio Pomarici (U di Napoli "Federico
II"), Daniela Catapano (U di Napoli
"Parthenope")

The wine distribution systems over the
world: an explorative survey

Alejandro Mac Cawley (Georgia Institute
of Technology, Catholic U of Chile) John
Bartholdi III (Georgia Institute of
Technology), Simon Dunstall (CSIRO
Australia), Esbeth van Dyk (CSIR, South
Africa), Raymundo Forradellas (National
U of Cuyo), Martin Marchetta (National U
of Cuyo), Leorey Marquez (CSIRO),
Sergio Maturana (Catholic U of Chile)

Temperature in the Wine Supply Chains
from the Southern Hemisphere to the US

Alejandro Mac Cawley (Georgia Institute
of Technology, Catholic U of Chile) John
Bartholdi III (Georgia Institute of
Technology), Simon Dunstall (CSIRO
Australia), Esbeth van Dyk (CSIR, South
Africa), Raymundo Forradellas (National
U of Cuyo), Martin Marchetta (National U
of Cuyo), Leorey Marquez (CSIRO),
Sergio Maturana (Catholic U of Chile)

Wine transportation: transit time and
variability analysis

Sergio Maturana (Catholic U of Chile),
Alejandro Mac Cawley (Georgia Institute
of Technology, Catholic U of Chile)

To stock or not to stock: How to fill the
orders on time and at minimum cost?

9.00 – 11.00

Session #1D: IO & Innovation

Chair: Susan Cholette, San Francisco State University

Room A101

J. Francois Outreville (U de Montréal)
Michael Hanni (UNCTAD)

Multinational firms in the world wine industry

Vasco Boatto (U of Padova), Luigi Galletto (U of Padova), Luca Rossetto (U of Padova), Stefano Scaggiante (U of Padova)

Innovation Patterns in Wine Firms: The Case of Three Wine Producing Systems in Northeastern Italian Regions

Ivan Coydan (U of Quebec, Montréal)

Technology Transfer and Learning in the Wine Industry: The Case of Argentina, Canada and Chile

Paul Merton (New York, USA)

Creating Value for Family Owned Champagne Houses through Strategic Risk Management

Susan Cholette (San Francisco State U), Christine Mauracher (Ca' Foscari U Venice) Maurizio Canavari (U di Bologna), Tatiana Bouzdine-Chameeva (Bordeaux Management School)

Postponement Practices in the Wine Industry: A Cross-Country Comparison of Adaptation and Attitudes.

11.00 - 11.30

Coffee Break in front of room D 102

11.30 – 12.30

Session #2: Official Welcome Plenary

Chair: Günter Schamel (Free U of Bozen-Bolzano)

Room D001

Orley Ashenfelter (Princeton U, AAWE), Karl Storchmann (New York U, AAWE)

Welcome to the 5th Annual Conference

Konrad Bergmeister (President, Free U of Bozen-Bolzano)

Welcome to the 5th Annual Conference

Maurizio Murgia (Dean, School of Economics, Free U of Bozen-Bolzano)

Welcome to the 5th Annual Conference

Heike Platter (Laimburg Research Centre for Agriculture and Forestry)

Südtirol – Alto Adige: An Introduction to the Region and its Wine

12.30

Lunch Break in front of room D 102

JUNE 23, 2011, Afternoon

**Free University of Bozen-Bolzano, Main Building
Universitätsplatz 1 Piazza Università, 39100 Bolzano, Italy**

13.45 – 15.15

**Session #3A: Experimental Economics
Chair: Orley Ashenfelter, Princeton University**

Room D101

Geoffrey Lewis (Melbourne Business School), Tatiana Zalan (U of South Australia)

Strategic Implications of the Relationship between Price and Willingness to Pay: Evidence from a wine tasting

Giovanni Mastrobuoni (Collegio Carlo Alberto), Franco Peracchi (U of Rome Tor Vergata)

Price and Landscape as Signals of Product Quality: Evidence Based on Random Signals in Wine Tastings

Michael Visser (U Paris 2, ERMES-CNRS and CREST)

Tennis Performance and Wine Consumption

Daniel Oberfeld (Johannes-Gutenberg-U Mainz)
Oded Lowengart (Ben Gurion U)

Effects of ambient color on the flavor of wine
The Effect of Blind and Non-blind Wine Taste Tests on Consumers Choice through Sensory Evaluation

13.45 – 15.15

**Session #3B: Environment
Chair: John Haeger, Stanford University**

Room D102

Kelly A. Grogan (U of Florida)

The Value of Added Sulfur Dioxide in French Organic Wine

Karl Forsyth (Australian Wine Research Institute, AWRI)

A Golden Example of Green Wine - The World's First ISO14044 Compliant Carbon Neutral Wine Brand

Lester Kwong (Brock U)

Eco-Labels and Consumer Informativeness

Simone Mueller (U of South Australia), Hervé Remaud (Bordeaux Management School), Yann Chabin (U Montpellier 2, CREGOR)

Consumers' willingness to pay for sustainable wine claims - An international comparison

13.45 – 15.15

Room D103

Session #3C: Finance and Wine Markets
Chair: Don Cyr, Brock University

Mike Veseth (U of Puget Sound)

This Time is Different: Wine Market Boom and Bust

Péter Erdős (Budapest U of Technology & Economics), Mihály Ormos (Budapest U of Technology & Economics)

Weak Form Efficiency of the Fine Wine Market

Maxime Althaus (Ecole Hôtelière de Lausanne), Philippe Masset (Ecole Hôtelière de Lausanne), Jean-Philippe Weisskopf (U of Fribourg)

Fine wine indices: A comparison of index construction techniques

Philippe Masset (Ecole Hôtelière de Lausanne), Vincent Deboccard (Ecole Hôtelière de Lausanne)

A study of the evolution of high-end wines in Switzerland

Ivo Jansen (Rutgers U), Lee Sanning (Whitman College), Amanda Arriola (Whitman College)

Financial Analysis of Wine Futures

13.45 – 15.15

Room A101

Session #3D: Alcohol and Society
Chair: Larry Coia, Outer Coastal Plain Winegrowers

Marcus Klemm (U of Bochum, Ruhr Graduate School)

Prosit! Heterogeneous drinking behavior in Germany

Jan Bentzen (Aarhus U), Valdemar Smith (Aarhus U)

Drinking habits: Analyzing relationships between life satisfaction indices and structural changes in the consumption of alcohol in OECD

Matteo Galizzi (London School of Economics, U of Brescia)

Are you what you eat (and drink)? Experimental Evidence on Health Habits and Economic Behavior

Maria Di Crescimanno (U of Palermo), Dario Siggia (U of Palermo), Viviana Natale (U of Palermo)

Analysis of wine consumption among Italian families and the onset of disease

15.15 - 15.30

Coffee Break in front of room D 102

15.30 – 17.00

Session #4A: Case Studies

**Chair: Stephen Chaikind, Gallaudet University and
Johns Hopkins University**

Room D101

Delphine Veissiere (Wine & Education Trust, London)

Why does Customer experience make the wine industry profit margin economically sustainable?

Pierre Mora (Bordeaux Management School), Florine Livat (Bordeaux Management School)

Does story telling add value? The case of Bordeaux 'Grands Crus'

Michael De Alessi (Stanford U)

Cultural and Economic Differences in the Winemaker's "Art" between Italy and California

Emily Trostel (U of Wyoming)

Vinofreaks. A qualitative case study of Colorado winegrowers and the neo-local movement

Stuart Mounter (U of New England), Bligh Grant (U of New England), Euan Fleming (U of New England)

Latecomers: Charting a Course for the Wine Industry in the New England Region of Australia

15.30 – 17.00

Session #4B: Marketing

Chair: Danielle Meulders, Universite Libre de Bruxelles

Room D102

Aurélie Deluze (U of Reims)

Comparative approach of economic performance in the French wine industry

Silvia Gatti (U of Bologna)

The importance of Designations of Origin for Italian wines for German consumers

Gianfranca Camussi (U de la República Montevideo), Daniela Padròn (U de la República Montevideo)

Wine distribution channels in Uruguay

Mahmood Hussain (San Francisco State U), Joachim Gläser, Patrick Ding (U of Applied Sciences Heidelberg)

Determinants of Wine Consumption of German Consumers: An Exploratory Econometric Analysis

15.30 – 17.00

Room D103

Session #4C: Applying Theory

Chair: Günter Schamel, Free University of Bozen-Bolzano

Stefano Castriota (U of Perugia), Marco Delmastro (Autorità per le Garanzie nelle Comunicazioni)

The economics of collective reputation: minimum quality standards, vertical differentiation and optimal group size

James Fogarty (U of Western Australia)

Optimal alcohol taxes for Australia

Jon Conrad (Cornell U), Miguel I. Gomez (Cornell U), Alberto Lamdrid (Cornell U)

Wine in Your Knapsack?

Don Cyr (Brock U), Martin Kusy (Brock U), Anthony Shaw (Brock U)

The Potential Use of Copula Functions in Modelling Critical Weather Variables in Viticulture: An Application to the Niagara Region of Canada

Günter Schamel (Free U of Bolzano), Stefan F. Schubert (Free U of Bolzano)

To Cut or not to Cut: Optimal Control in the Vineyard

15.30 – 17.00

Room A101

Session #4D: Wine Tourism

Chair: Linda Osti, Free University of Bozen-Bolzano

Benedetto Rocchi (U of Firenze), Manuela Gabbai (Associazione Nazionale Città del Vino)

Tuscany wine from a British perspective: a case study

David E. Hojman (U Liverpool Management School), Philippa Hunter-Jones (U Liverpool Management School)

Wine Tourism: Chilean Wine Regions and Routes

Justin Cohen (Ecole Supérieure d'Agriculture d'Angers), Eli Cohen, Ben-Nun Livnat (Ben-Gurion U)

What Influences Potential Wine Tourists?

Christine Mauracher (U Ca' Foscari Venice), Marta Disegna (U Ca' Foscari Venice), Isabella Procidano (U Ca' Foscari Venice)

Wine tourism demand in the Prosecco area

Roger Hanagriff (Texas A&M Univ
Kingsville), Olga Murova (Texas Tech
Univ)

Winery Tourism, Economic Values to a
State's Economy

18.00 – 23.00

**Self-guided tour of the Botanical Gardens of
Trauttmansdorff Castle and Touriseum.
Reception and wine tasting on the Sissi Terrace with
its stunning views of Val d'Adige. Casual conference
dinner held at the Restaurant Schlossgarten.**

**(Departure at 17.15
Piazza Domenicani)**

**Trauttmansdorff Castle
Sankt Valentin Str. 51
39012 Merano, Italy
<http://www.trauttmansdorff.it/>**

JUNE 24, 2011, Morning

**Free University of Bozen-Bolzano, Main Building
Universitätsplatz 1 Piazza Università, 39100 Bolzano, Italy**

9.00 – 10.30

Room D101

**Session #5A: Transition
Chair: Sonya Huffman, Iowa State University**

Ying Huang (Iowa State U), Wallace
Huffman (Iowa State U), Abebayehu
Tegene (United States Department of
Agriculture, ERS)

Impacts of Economic and Psychological
Factors on Women's Obesity and Food
Assistance Program Participation:
Evidence from the NLSY

Thomas Herzfield (Wageningen U), Sonya
K. Huffman (Iowa State U), Marian Rizov
(Middlesex U Business School)

The dynamics of the Russian lifestyle
during transition: Changes in food,
alcohol and cigarette consumption

Sonya K. Huffman (Iowa State U), Marian
Rizov (Middlesex U Business School)

Obesity and Labor Market Outcomes
during the Transition in Russia

Changbai Xiu (Inner Mongolia Ag U),
Guanghua Qiao (Inner Mongolia Ag U),
Ting Guo (Inner Mongolia Ag U), Kurt
Klein (U of Lethbridge)

Melamine Contamination in Chinese Milk
Products: A Case of Market and
Government Failure

9.00 – 10.30

Room D102

Session #5B: Wine Markets

Chair: Alessandro Corsi, University of Torino

Dorli Muhr (Wine Partners, Vienna, Austria), João Rebelo (U of Trás-os-Montes and Alto Douro)

Innovation in wine SME: the Portuguese case of the Douro Boys

Denton Marks (U of Wisconsin-Whitewater)

Wine as a Cultural Good in Central and Eastern Europe

Vera Teresa Foti (U of Catania), Manuela Pilato (U of Catania), Giuseppe Timpanaro (U of Catania)

Economic Aspects and Market of Sicilian Quality Wines

Merino Javier (Área del Vino, Mendoza)

Performance of the strategic groups in the Argentinean wine industry

9.00 – 10.30

Room D103

Session #5C: Market Research

Chair: L. J. (Bees) Butler, University of California, Davis

L. J. (Bees) Butler (U of California, Davis), Blake Pyle (Cal Poly State U), Marianne McGarry Wolf (Cal Poly State Univ), Ryan Magill (Cal Poly State Univ)

Comparing Millennial Wine Consumers' Attitudes toward Wine Closures with the Attitudes of Non-Millennial Wine Consumers: A Case Study

Lara Agnoli (U of Verona), Diego Begalli (U of Verona), Roberta Capitello (U of Verona)

Generation Y, Consumption Situations and Wine

Vasco Boatto (U of Padova), Luigino Barisan (U of Padova)

Evaluations of the foreign communication's efficacy of quality wines: the Italian wines case

Roger Hanagriff (Texas A & M Univ Kingsville), Olga Murova (Texas Tech Univ)

Measuring the Health of a State Branded Wine Product

9.00 – 10.30

Session #5D: Choice

Chair: Jan Bentzen, University of Aarhus

Room A101

J. Francois Outreville (U de Montréal)

Risk taking when buying wine

Maria Bonaria Lai (U of Cagliari),
Alessandro Cavicchi (U of Macerata)
Kyrre Rickertsen (Norwegian U of Life
Sciences)

Bag-in-Box or Bottle? What Do Norwegian
Customers Prefer?

Olga Murova (Texas Tech U), Roger
Hanagriff (Texas A&M U Kingsville)

Consumers' Decisions on Purchasing
Texas Wine

Christian Pinguelo (Int'l U of Applied
Sciences Bad Honnef-Bonn), Karl
Brandmeir (Int'l U of Applied Sciences
Bad Honnef-Bonn), Willy Legrand (Int'l U
of Applied Sciences Bad Honnef-Bonn)

The Emerging Wine Market in Mainland
China

10.30 – 11.00

Coffee Break in front of room D 102

11.00 – 12.30

Session #6A: Retail and Demand

**Chair: Henrich Brunke, Université Catholique de
Louvain**

Room D101

Richard Belzer (Regulatory Checkbook)

Leveraging Consumer Ignorance and
Information Search Costs to Maximize
Profits in USA Wine 'Flash Sales'

Julian Alston (UC Davis), Kate Fuller (UC
Davis), James Lapsley (UC Davis), Kabir
Tumber (UC Davis), George Soleas
(Liquor Control Board of Ontario)

Splendide Mendax: False Label Claims
about High and Rising Alcohol Content of
Wine

Jaeger David (U of Köln, CUNY), Karl
Storchmann (New York U)

Retail Price Dispersion on the U.S. Wine
Market

Simone Mueller (U of South Australia),
Larry Lockshin (U of South Australia),
Jordan J. Louviere (U of Technology
Sydney)

Effect of an excise tax increase on the
demand for low alcohol wine

11.00 – 12.30

Room D102

Session #6B: Regulation

Chair: Luigi Galletto, University of Padova

Diego Begalli (U of Verona), Paola Corsinovi (U of Verona), Davide Gaeta (U of Verona)

The CMO wine reform between pressure groups and national alliances: an approach through Public Choice analysis

Eglantina Di Mase

Stimulus and Response: the common market organization wine reform

Giulia Meloni (U of Leuven), Jo Swinnen (U of Leuven), Thijs Vandermoortele (U of Leuven)

The Political Economy of Quality Regulations in the European Wine Market

Mara Squicciarini (U of Leuven), Jo Swinnen (U of Leuven)

Women or Wine? Monogamy and Alcohol

Filippo Sgroi (U of Palermo), Giulia Nicoletti (U of Palermo)

Wine labelling and choices of consumers

11.00 – 12.30

Room D103

Session #6C: Theory and Auctions

Chair: James Fogarty, University of Western Australia

Stephen Chaikind (Gallaudet University and Johns Hopkins University, Washington, D. C.)

The Role of Viticulture and Enology in the Development of Economic Thought: How Wine Contributed to Modern Economic Theory

Kelley Ritchey (Mahidol U, Thailand)

The law of one price: a test on auctioned wine in Hong Kong and New York

Luca A. Panzone (U of Manchester)
J. Richard Tiffin (U of Reading)

A test for asymmetric information using revealed preference data

Luca A. Panzone (U of Manchester)

On the Informational Content of Prices

Marie Keep (Skinner Wine)

Second Life: Wine at auction. Where and Why Wine Comes to Auction

11.00 – 12.30

Room A101

Session #6D: Gastronomy and Food

Chair: Robert Plasman Universite Libre de Bruxelles

Larissa Drescher (Technical U Munich),
Ellen Goddard (U of Alberta), Jeewani
Fernando (Alberta Agriculture and Rural
Development)

Children's nutrition and food away from
home in Canada

Robert Bergmann (Curtin U Perth)

Pairing Vegetables and Wine –
Relationship between Taste and Lifestyle
with Marketing Strategies and Economic
Outcomes

Orley Ashenfelter (Princeton U), Robin
Goldstein (Fearless Critic Media), Craig
Riddell (U of British Columbia)

Wine awards for restaurants--what do
they indicate?

Maria Di Crescimanno (U of Palermo),
Dario Siggia (U of Palermo), Antonio
Galati (U of Palermo)

The Consumption of Olive Oil of Students
in Berlin

12.30 – 13.30

Lunch Break in front of room D 102

JUNE 24, 2011, Afternoon

Free University of Bozen-Bolzano, Main Building

Universitätsplatz 1 Piazza Università, 39100 Bolzano, Italy

13.45 – 15.15

Room D101

Session #7A: Profitability

Chair: Pete Parcels, Whitman College

Robert T. Hodgson (Fieldbrook Winery)

How to Make a Little Money in the Wine
Business

Mario D'Amico (U of Catania), Giuseppe
Di Vita (U of Catania), Gioacchino
Pappalardo (U of Catania), Gabriella
Vindigni (U of Catania), Alfonso Silvio
Zarbà (U of Catania)

The Profitability of wine grape growing in
the European Union

Gaetano Chinnici (U of Catania),
Salvatore Bracco (U of Catania), Mario
D'Amico (U of Catania), Giuseppe Di
Vita (U of Catania), Gioacchino
Pappalardo (U of Catania)

Economic evaluation of quality wine
grapes (PDO) sector in Sicily

Leonardo Casini (U of Florence),
Armando Corsi (U of South Australia),
Carlo Daniele (U of Florence), Nicola
Marinelli (U of Florence), Enrico Marone
(U of Florence), Gabriele Scozzafava (U
of Florence)

Cost Accounting and the Sustainability of
the Wine Sector: The Case of Chianti
Classico DOCG

13.45 – 15.15

Room D102

Session #7B: Beer

Chair: Julian Alston, University of California at Davis

Carlo Caltagirone (U of Rome Tor
Vergata), Pasquale L. Scandizzo (U of
Rome Tor Vergata, Rome), Sara
Savastano (U of Rome Tor Vergata),
Massimiliano Oliveri (U of Palermo)

Rational versus Emotional Behavioral
Responses in Wine Tasting: a Transcranial
Magnetic Stimulation Experiment

Ludwig Theuvsen (U of Göttingen),
Matthias Heyder (U of Göttingen),
Christoph Niederhut-Bollmann (LU
Lohnunternehmer Service)

Strategic Groups and Firm Performance:
Empirical Results from Germany

Jo Swinnen (U of Leuven), Liesbeth Colen
(U of Leuven)

Beer Drinking Nations. The Determinants of
Global Beer Consumption

Koen Deconinck (U of Leuven), Jo
Swinnen (U of Leuven)

From Vodka to Baltika: A Perfect Storm in
the Russian Beer Market

13.45 – 15.15

Room D103

Session #7C: Pricing Models

Chair: Lee Sanning, Whitman College

Francesco Marangon (U of Udine), Laura
Pagani (U of Udine), Stefania Troiano (U
of Udine), Gian Pietro Zaccomer (U of
Udine)

The Hedonic Price of Quality Wines in
Italy: a Multilevel Analysis for the Friuli
Venezia Giulia case

Kavita Dattani (Cork, Ireland)

Analysis of the Consumption of Bordeaux
Wine using the Hedonic Pricing Model: A
Cross Country Study of Auctions

Andreas Huber (Vienna U of Economics
and Business), Christoph Weiss (Vienna U
of Economics and Business)

Quality, Reputation and the Price of
Austrian Wine

Francesco Caracciolo (U of Naples
Federico II), Luigi Cembalo (U of Naples
Federico II), Eugenio Pomarici (U of
Naples Federico II)

Price determinants and market
segmentation of basic wine consumption
in Italy: a quantile regression estimation

13.45 – 15.15

Room A101

Session #7D: IO and Other Topics
Chair: Denton Marks, University of Wisconsin, Whitewater

Britta Niklas (U of Bochum), Nick Vink (U of Stellenbosch), Karl Storchmann (New York U)

Is there a price premium on South African BEE wines in South Africa and Europe?

João Rebelo (U of Trás-os-Montes and Alto Douro), José Caldas (U of Trás-os-Montes and Alto Douro)

The Douro Wine Region: A cluster approach

Radu Mihailescu (Stenden U), Karen Hecht (Stenden U)

Evaluating the demand for introducing quality labeling in the South African wine industry

Giulio Malorgio (U of Bologna), Cristina Grazia (U of Bologna), Carla De Rosa (U of Bologna)

A typology of Italian AOs wine bottling companies: the role of structural characteristics, vertical relationships and quality differentiation strategies

Michael Lau (Sam Houston State U)

Using Social Media for Supply Chain Management in Viticulture

15.15 – 15.30

Coffee Break in front of room D 102

15.30 – 17.00

Room D102

Session #8: Closing Plenary
“Wine and Economic Crisis” and Outlook AAWE 2012
Princeton
Chair: Orley Ashenfelter, Princeton University

Kym Anderson (University of Adelaide, Australia)

Impact of the Economic Crisis on the Global Wine Market

Discussants

Johan Swinnen (University of Leuven, Belgium)

Nick Vink (University of Stellenbosch, South Africa)

Julian Alston (University of California, Davis, USA)

Javier Merino (Área del Vino, Mendoza, Argentina)

18.00 – 23.00

(Departure at 17.15
Piazza Domenicani)

Pre-dinner reception in the panoramic tasting room with breathtaking vineyard views. Tour of local vineyards and/or the brand new winery in Tramin.

Gala Dinner in the Cellars of Tramin Winery
Tramin (BZ)

<http://www.cantinatramin.it>

JUNE 25, 2011

Post-Conference Tour of South Tyrolean Wineries

Please get your voucher at the registration desk on Friday 24!

08.45

Buses depart from Piazza Domenicani next to the Main University Building



BUS DEPARTURE

Program Participant Locator

Session assignments are listed following each participant's name:

1A, 1B, 1C, 1D on Thursday morning
 2 Welcome Plenary Thursday morning
 3A, 3B, 3C, 3D on Thursday afternoon
 4A, 4B, 4C, 4D on Thursday afternoon
 5A, 5B, 5C on Friday morning
 6A, 6B, 6C, 6D on Friday morning
 7A, 7B, 7C, 7D on Friday afternoon
 8 Closing Plenary Friday afternoon

~A~

Agnoli, (5C)
 Alston, (6A, 7B, 8)
 Althaus, (3C)
 Anderson, (1A, 8)
 Arriola, (3C)
 Ashenfelter, (2, 3A,
 6D, 8)

~B~

Barisan, (5C)
 Bartholdi III, (1C, 1C)
 Begalli, (5C, 6B)
 Belzer, (6A)
 Ben-Nun, (4D)
 Bentzen, (3D, 5D)
 Bergman, (6D)
 Bergmeister, (2)
 Biondolillo, (1B)
 Boatto, (1D, 5C)
 Boccia, (1C)
 Bouzdine-Chame,
 (1D)
 Bracco, (7A)
 Brandmeir, (5D)
 Brunke, (6A)
 Butler, (5C, 5C)

~C~

Caggiano, (1B)
 Caldas, (7D)
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~S~

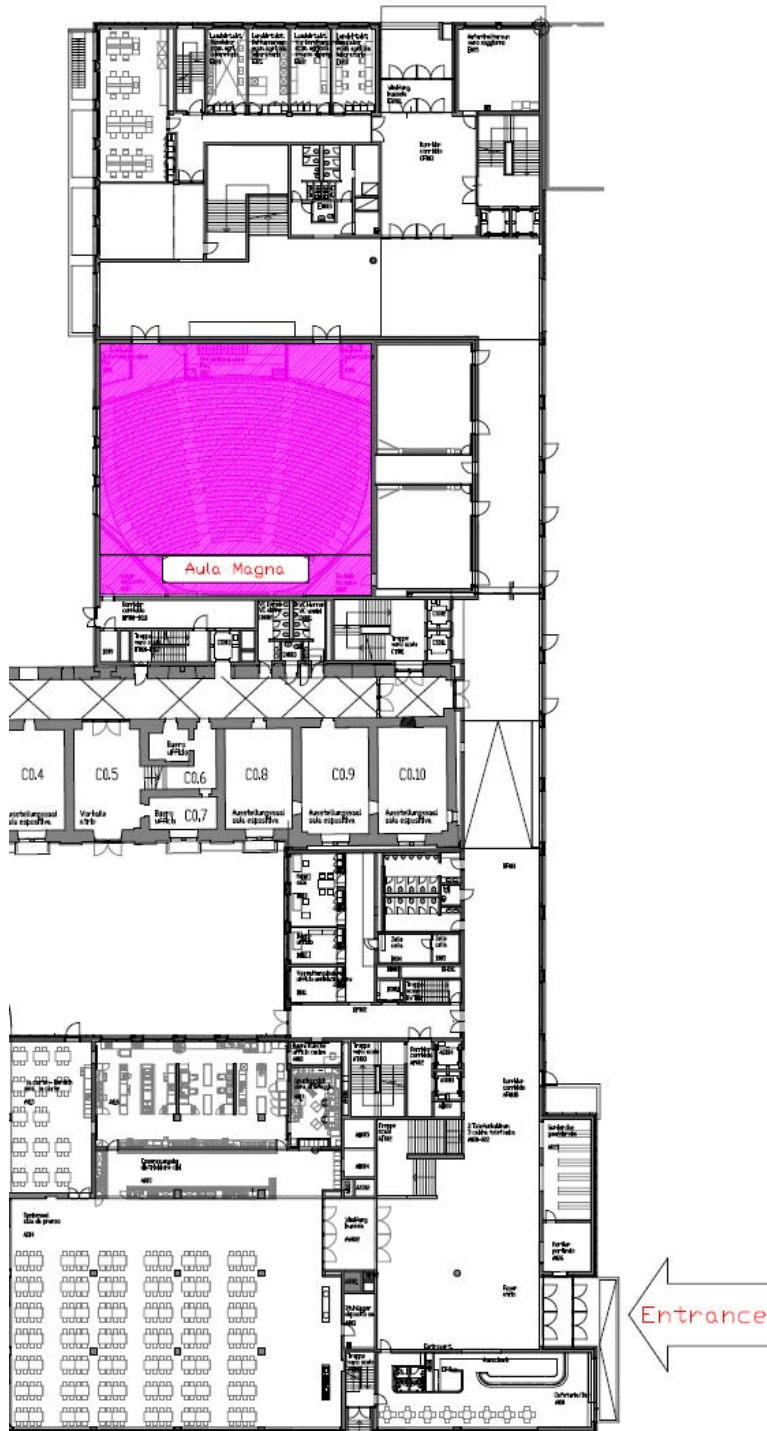
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