



AARES
AUSTRALASIAN AGRICULTURAL &
RESOURCE ECONOMICS SOCIETY



The Australasian Agricultural and Resource Economics Society (AARES),
the University of Adelaide's Wine Economics Research Centre (WERC),
and the American Association of Wine Economists (AAWE)

Pre-AARES Conference Workshop on

Wine Globalization: Past and Prospective

Adelaide Convention Centre, Adelaide CBD, South Australia, on

Tuesday, 6 February 2018

08.30 – 08.50 Registration

08.50 – 09.00 Welcome and introduction

09.00 – 10.30 **Session I**

1. Wine's globalization since 1860: lessons and implications (+ launch of CUP's *Wine's Evolving Globalization* and *Global Wine Markets, 1860–2016*)
Kym Anderson and Vicente Pinilla

2. French wine exports, 1850 to 1938
Vicente Pinilla

3. Trade structure and globalization of the Catalan wine industry between the 18th and 20th centuries: from brandy to wine and Cava
Llorenç Ferrer-Alos

4. A globalized wine market? South African exports, 1906 to 1961
Jennifer Regan-LeFebvre and Haley Dougherty

10.30 – 11.00 Tea/coffee

11.00 – 12.30 **Session II**

1. A general (historical) model of wine regulations
Jo Swinnen and Giulia Meloni
2. National wine trade regime differences: The USA and Germany
Henrich Brunke, Rolf Mueller, Jim Lapsley and Daniel Sumner
3. Regulatory costs in the wine and beer industries
Michael McCullough, Timothy Delbridge and Lynn Hamilton
4. Evolving consumption patterns, regulations and industrial organization of the global alcohol market
Kym Anderson, Giulia Meloni and Jo Swinnen

12.30 – 13.30 Lunch

13.30 – 15.00 **Session III**

1. Are there too many appellations of origin? The case of Bordeaux wines
Florine Livat, Jean-Marie Cardebat and Julian Alston
2. How country-of-origin brands compete and grow
Giang Trinh, Armando Corsi and Larry Lockshin
3. Premiumization and country-of-origin branding in the US and China, 2015-16
Robin Goldstein
4. A speculative bubble in the market for superstar wines 2003–16?
Tor Tolhurst

15.00 – 15.30 Tea/coffee

15.30 – 17.15 **Session IV**

1. Bulk wine: past trends and future prospects
Stefano Corsi, Paola Corsinovi and Davide Gaeta
2. What determines the success of 'New World' wine producers?
Osiris Jorge Parcero and Emiliano Villanueva
3. How alcoholic beverages are *really* purchased: A multi-country, multi-panel analysis
Armando Corsi, Larry Lockshin et al.
4. Beer versus wine?
Julian Alston and Robin Goldstein

17.15 Close

List of program contributors in the pre-AARES conference workshop on

Wine Globalization: Past and Prospective

Adelaide, South Australia, 6 February 2018

Convenors: Kym Anderson (University of Adelaide and ANU), Julian Alston (University of California, Davis), Vicente Pinilla (University of Zaragoza, Spain) and Karl Storchmann (New York University)

Julian Alston	University of California, Davis, USA
Kym Anderson	University of Adelaide and ANU
Henrich Brunke	University of Namur, Belgium
Jean-Marie Cardebat	University of Bordeaux, France
Armando Corsi	University of South Australia
Stefano Corsi	University of Milan, Italy
Paola Corsinovi	Geisenheim University, Germany
Timothy Delbridge	California Polytechnic State University
Haley Dougherty	Trinity College, Hartford CT, USA
Llorenç Ferrer-Alos	University of Barcelona, Spain
Lynn Hamilton	California Polytechnic State University
Florine Livat	University of Bordeaux, France
Davide Gaeta	University of Verona, Italy
Robin Goldstein	University of California, Davis, USA
Jim Lapsley	University of California, Davis, USA
Larry Lockshin	University of South Australia
Michael McCullough	California Polytechnic State University
Giulia Meloni	University of Leuven, Belgium
Rolf A.E. Mueller	University of Kiel, Germany
Osiris Jorge Parceró	University of St Andrews, Scotland
Vicente Pinilla	University of Zaragoza, Spain
Jennifer Regan-LeFebvre	Trinity College, Hartford CT, USA
Daniel A. Sumner	University of California, Davis, USA
Johan Swinnen	University of Leuven, Belgium
Tor Tolhurst	University of California, Davis, USA
Giang Trinh	University of South Australia
Emiliano Villanueva	Eastern Connecticut State University, Willimantic USA and OIV, Paris