RSAI-GSSI Summer Workshop
“The Geography of Craft Beer Brewing and Consumption: Local Entrepreneurialism and Tourism Development”

Gran Sasso Science Institute, Social Sciences Unit
July 5th-6th 2018, L’Aquila (Italy)

General Programme

Thursday 5th July
Main Lecture Hall, Gran Sasso Science Institute, Viale Francesco Crispi 7

14.00 – Registration

15.30 – Workshop Opening and Introduction
Institutional Welcome

14.45 – Keynote talk “Efficiency, Productivity and Community: How to Assess the Impact of the Craft Beer Movement”
Martin Stack (Rockhurst University)

15.15 – Keynote talk “Economic perspectives on craft beer: a revolution in the global beer industry”
Christian Garavaglia (Università degli Studi Milano- Bicocca)

16.00 – 16.15 Coffee Break

16.15 – Plenary Lectures
Craft Beer Tourism: Sampling Unique Beer in Unique Spaces
Neil Reid (University of Toledo, USA)
From Landscapes to Drinkscapes. Craft Beer Tourism in Peripheral/Rural Areas
Maria Giulia Pezzi (Gran Sasso Science Institute)

17.15 – Case Study Presentation
Luca Marcotullio (Owner of ANBRA: Anonima Brasseria Aquilana)

17.35 – Day 1 Wrap up Session

18.30 – Craft Beer Tasting Event
Auditorium, Rectorate Building, Gran Sasso Science Institute, Via Michele Iacobucci 2
**FRIDAY 6TH JULY**

Main Lecture Hall, Gran Sasso Science Institute, Viale Francesco Crispi 7

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<th>Time</th>
<th>Session 1</th>
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| 9.00-9.30 | From Legislative Loophole to Legitimate Industry: The Role of Tourism in Creating Greater Central Florida's Craft Beer 'Scene'  
Russell Edwards, University of South Florida, US |
| 9.30-10.00 | Sippin' Suds or Smokin' Buds: Potential Competition and Collaboration between Craft Beer and Recreational Cannabis  
Matthew R. Lehnert, University of Toledo, US |
| 10.00-10.30 | Local Entrepreneurialism and Product Innovation Hotspots in Craft Brewing as Indicated by Trademarks  
Jacob Douma, Arizona State University, US |
| 10.30-11.00 | How local entrepreneurs transform the beer industry toward sustainability: Exploring socio-spatial dynamics of knowledge creation and utilization in craft beer businesses  
Christopher Luederitz, University of Waterloo, Canada |

11.00-11.15 – Coffee Break

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| 11.15-11.45 | Territorial Knowledge Dynamics: insights from Craft Breweries at the US/Canadian cross border region  
Francesco Cappellano PhD, Western Washington University, US - Università “Mediterranea”, Reggio Calabria, Italy (via Skype) |
| 11.45-12.15 | Neolocalism and Quebec Craft Breweries, going beyond the label  
Alaïs Nevert, Université du Québec à Montréal, Canada |
| 12.15-12.45 | Fostering craft brewing tourism in Italy. A preliminary study on the Piedmont Region.  
Alberto Bertello, University of Turin, Italy |

12.45-14.00 – Lunch

CANTEEN: Individual payment, registration required.

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<th>Time</th>
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| 14.00-14.30 | Tourism, Authenticity, and Craft Beer: The Case of West Virginia  
Doug Arbogast, West Virginia University, US – with Jason Kozlowski  
Daniel Eades, West Virginia University, US |
| 14.30-15.00 | The growing craft beer culture in Plovdiv (Bulgaria)  
Elitsa Stoilova PhD, Plovdiv University, Bulgaria |
| 15.00-15.30 | Craft beer: an exploratory study of consumer preference in Mar del Plata (Argentina)  
Andrea Belmartino, Universidad Nacional de Mar del Plata, Argentina |
15.30-16.00 - **Craft Beer in Quebec: When Beer Labels Meet with Religious Symbols**  
SARA TEINTURIER PHD, UNIVERSITY OF SHERBROOKE, QC, CANADA (via Skype)

16.00-16.15 – **Coffee Break**

16.15 -17.35 – **Concluding Harvesting Session**

**SIDE EVENTS**

**WEDNESDAY 4TH JULY**

21.00: WELCOME DRINK AND FOLK MUSIC CONCERT WITH "SCIACUDDHUZZI"
Auditorium, Rectorate Building, Gran Sasso Science Institute, Via Michele Iacobucci 2 –