

## **The Craft Beer Sector: Challenges and Potentialities**

**Session Chairs: Juliette Wilson and Maria Karampela, University of Strathclyde, Glasgow, UK**

### **Papers**

#### **Exploration of the Growth of the European Craft Beer Sector**

Sarah Dodd, Juliette Wilson, Maria Karampela, University of Strathclyde, United Kingdom; Mike Danson, Heriot Watt University, United Kingdom.

Presented by Juliette Wilson and Maria Karampela

#### **Investigating the demand for craft beer in a traditional wine consuming country: does the context matter?**

Roberta Capitello, Claudia Bazzani, Diego Begalli, Department of Business Administration, University of Verona, Via Cantarane 24, 37129 Verona, Italy; Riccardo Scarpa, Durham University Business School, Mill Hill Lane, Durham, DH1 3LB, United Kingdom.

Presented by Roberta Capitello and Claudia Bazzani

#### **Craft breweries in Norway: Growth and innovation**

Natalia Maehle and Amund Stamrud, Mohn Centre for Innovation and Regional Development – Western Norway University of Applied Sciences, Norway.

Presented by Natalia Maehle

#### **Too Small for A Too Large Global Marketplace? An Exploratory Investigation into Micro-Firms' Internationalization Initiation and Processes in The Context of The British Craft-Brewing Industry**

Maria Karampela, University of Strathclyde, United Kingdom, Nadine Waehning, York St John University, United Kingdom

Presented by Maria Karampela and Nadine Waehning

Each presenter has agreed to register for the conference and to present the paper if the proposal is accepted.

None of the papers has been submitted to other conference tracks and none have previously been presented at EMAC.

## **The European Craft Beer Sector: Challenges and Potentialities**

### **Abstract**

The craft beer industry is a high-growth sector, which is ‘anarchistically’ challenging the dominant oligopolistic position of consolidated large-scale industrial producers. Europe is the world’s second largest producer of beer, after China and is thus an excellent context for studying this sector, offering a range of national research sites where consumers continue to respond very positively to the diversity, quality, and camaraderie of craft brewing. This Special Session presents findings from current research in the sector; discussing challenges and opportunities for the European sector as a whole and also detailed discussion of key areas of importance within individual countries within Europe.

The first paper: “Exploration of the Growth of the European Craft Beer Sector”, by Sarah Dodd, Juliette Wilson, Maria Karampela and Mike Danson, reports on an action learning study, carried out with 44 participants from the world of craft breweries, drawn from Scotland, the wider UK, and 8 other European countries. It argues that craft brewing should be recognized as a key contributor to the cultural, creative food sector. Informed commentary and analysis from representatives of European craft beer producers have confirmed a generation of innovative and growing enterprises that are both challenging the dominant oligopolists as a competitive fringe, but also cooperating and applying wider resources to generate space for dynamic growth at individual and sectoral level.

The second paper: “Investigating the demand for craft beer in a traditional wine consuming country: does the context matter?”, by Roberta Capitello, Claudia Bazzani, Diego Begalli, focuses on an investigation of the demand for craft beer in Italy and the role that context and price play on consumer’s choice. Specifically, the research aims at analyzing the relationships of substitution between craft beer and commercial beer, and between craft beer and wine products, i.e. commercial and craft wine, in different out of home consumption contexts. The research explores consumer’s habits and perception towards craft versus commercial beer and craft beer versus wine.

The third paper: “Craft breweries in Norway: Growth and innovation”, by Natalia Maehle and Amund Stramrud examines the factors affecting growth in Norwegian craft breweries. It uses a qualitative case study methodology and in-depth interviews with three Norwegian craft breweries discussing craft breweries’ business model, marketing strategy, growth ambitions and innovative efforts. Findings are that the craft breweries’ growth is linked to their innovation capability.

Finally, the fourth paper: “Too Small for A Too Large Global Marketplace? An Exploratory Investigation into Micro-Firms’ Internationalization Initiation and Processes in The Context of The British Craft-Brewing Industry”, by Maria Karampela and Dr Nadine Waehning is an exploration of internationalization strategies of small UK breweries. In depth interviews were conducted with owners/managers of micro-breweries in Yorkshire and Scotland. Preliminary findings provide empirical evidence that managerial perceptions about the factors that facilitate and inhibit the initiation of micro-firms’ internationalization do not necessarily align with the assumptions of past research on medium-sized firms’ internationalization.