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 Global Brands: The Evolution of Multinationals in Alcoholic Beverages (review)
 Enterprise and Society, Vol. 11, Issue: 1, Date: March 10, 2010, pp. 166-168
 Pino, Paloma Fernandez de.

 Is alcopop consumption in Switzerland associated with riskier drinking patterns and more alcohol-related problems?
 Wüthrich, Matthias; Gmel, Gerhard; Kuntsche, Emmanuel; Rehm, Jürgen; Griffting, Esther
 ABSTRACT Objectives To examine (a) whether consumers of alcopops compared to consumers of other alcoholic beverages but not alcopops have riskier drinking patterns and more alcohol-related consequences (e.g. truancy, scuffles, problems with parents) and (b) whether the amount of alcopops consumed is associated independently with risky drinking patterns and alcohol-related consequences over and above those associated with the amount of other alcoholic beverages consumed ... 

 Electronic noses in the quality control of alcoholic beverages
 TriAC Trends in Analytical Chemistry, Vol. 24, Issue: 1, Date: January, 2005, pp. 57-66
 Martí, M. Pilar Busto, Olga Guesch, Josep Boque, Ricard
 In the last 20 years, there has always been research into electronic noses with the main aim of achieving an instrument that can differentiate samples according to their complete volatile composition, quickly and objectively, so that quality in industry can be ensured and controlled. The electronic noses developed so far can be classified into two groups on the basis of their detection systems: classical instruments, which are based on solid state gas sensors, and new instruments, which are...

 P08-222 - Alcoholic beverages in Nigeria: pum wine is not an alcoholic beverage conception
 European Psychiatry, Vol. 25, Issue: Date: 2010, pp. 1289
 Osaro, Welcome M.; Alekzoevich Perevezey, V.
Learning from the Debacle: It's the Institutions, Stupid

*Dissent*, Vol. 58, Issue: 1, Date: December 29, 2011, pp. 5-6

Kazin, Michael

Abstract: Whether or not organized labor is able to revive its fortunes in the private sector, white working-class men and women need new kinds of institutions that can speak to their discontents and offer compelling alternatives to the politics of anger and nostalgia. Some may sprout from current projects to rebuild old factory towns as centers of green industry or from local campaigns to force Wal-Mart and others...

Retail and wholesale market power in organic apples

*Agribusiness*, Vol. 27, Issue: 1, Date: Winter 2011, pp. 62-81

Richards, Timothy J; Acharya, Ram N; Molina, Ignacio

The demand for organic fresh fruits and vegetable continues to grow at a rate far higher than the rest of the produce industry. The cost of meeting organic certification standards, however, has meant that supply has been slow to adjust. With limited supply, the authors hypothesize that organic suppliers enjoy more market power in bargaining over their share of the retail-production cost margin for fresh apples. We test this hypothesis using random parameters, generalized extreme value demand...

Distinguishing dairy cooperatives from investor-owned firms in Europe using financial indicators

*Agribusiness*, Vol. 27, Issue: 1, Date: Winter 2011, pp. 34-46

Soboh, Rafat Ali Mosa; Ewaida, El-Emadi; Oude Lansink, Alborn; van Diijk, Gert

The European dairy industry is facing a number of challenges related to policy changes and global trends that add pressure on their economic performance. This study uses logistic regression to analyze differences in financial and performance indicators between European dairy cooperatives and investor-owned firms. The investigated indicators are profitability, debt, operational efficiency, equity growth, size, and country dummies. The empirical application uses data from 170 European dairy...
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**P03-222 - Alcoholic beverages in Nigeria: pogram wine is not an alcoholic beverage conception**

*European Psychiatry*, Vol. 25, Issue: Date: 2010, pp. 1289

Osain Welcome, M.; Alekseevich Pereverzev, V.

There are a number of alcoholic beverages in Nigeria. Pogram wine (also called pogram) is an alcoholic beverage obtained from the African pogram plant. It is a fermented sap of the pogram plant, and contains 11-16% of alcohol by volume. Over 80% of the general population according to current survey considers pogram wine as a non-alcoholic beverage. Data suggests that this wine contains significant amount of vitamin E, some ions, that are necessary for the normal functioning of the body. High consumption of...

**The global alcohol industry: an overview**

*Addiction*, Vol. 104, Issue: 1, Date: February 2009, pp. 6-12

Jernigan, David H.

ABSTRACT Aims To describe the globalized sector of the alcoholic beverage industry, including its size, principal actors and activities. Methods Market research firms and business journalism are the primary sources for information about the global alcohol industry, and are used to profile the size and membership of the three main industry sectors of beer, distilled spirits and wine. Findings Branded alcoholic beverages are approximately 38% of recorded...

**The Growth and Survival of Multinationals in the Global Alcoholic Beverages Industry**


Lopes, Teresa da Silva

**Alcohol industry sponsorship and hazardous drinking among sportspeople**


O’Brian, Kerry S.; Kypri, Kyprios

ABSTRACT Aims To examine the nature and extent of alcohol industry sponsorship of sportspeople, and its association with drinking. Methods A purposive sample of participants (n=1279) from various sporting codes were asked whether they personally, their team, or club received free and/or discounted alcohol or funding from an alcohol industry body (e.g. pub, brewery, wholesaler); how much they received; and whether they felt they should drink their sponsor’s product...

**Development of a suitable lexicon for sensory studies of the anise-flavoured spirits ouzo and tsipouro**


Tsachali, Marousssy Arnaoutopoulou, Archontia P.; Margomenou, Lilia Rouchedakis, Stylianos C.; Zabekalis, Ioannis

Ouou and tsipouro belong to the group of anise-flavoured spirits that are produced in countries around the Mediterranean Sea. Despite the high commercial value of these spirits, there has previously been no dedicated lexicon to describe their sensory properties. Six commercial
The global alcohol industry: an overview

Jernigan, David H.

ABSTRACT

Aims

To describe the globalized sector of the alcoholic beverage industry, including its size, principal actors and activities.

Methods

Market research firms and business journalism are the primary sources for information about the global alcohol industry, and are used to profile the size and membership of the three main industry sectors of beer, distilled spirits and wine.

Findings

Branded alcoholic beverages are approximately 38% of recorded alcohol consumption world-wide. Producers of these beverages tend to be large multinational corporations reliant on marketing for their survival. Marketing activities include traditional advertising as well as numerous other activities, such as new product development, product placement and the creation and promotion of social responsibility programs, messages and organizations.

Conclusions

The global alcohol industry is highly concentrated and innovative. There is relatively little public health research evaluating the impact of its many marketing activities.
The global alcohol industry: an overview

David H. Jernigan
Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA.

ABSTRACT

Aims: To describe the globalized sector of the alcoholic beverage industry, including its size, principal actors and activities. Methods: Market research firms and business journals are the primary sources for information about the global alcohol industry, and are used to profile the size and membership of the three main industry sectors of beer, distilled spirits and wine. Findings: Globalized alcoholic beverages are approximately 38% of recorded alcohol consumption worldwide. Producers of these beverages tend to be large multinational corporations rather than marketing for their survival. Marketing activities include traditional advertising as well as numerous other activities, such as new product development, product placement and the creation and promotion of social responsibility programs, messages and organizations. Conclusions: The global alcohol industry is highly concentrated and innovative. There is relatively little public health research evaluating the impact of its many marketing activities.

Keywords: alcohol, advertising, marketing, globalization, multi-national, responsibility.

INTRODUCTION

Alcohol can be made from a wide variety of agricultural inputs, and is produced both informally and formally throughout the world. The 'industry' producing alcoholic beverages may take many forms, including a single woman or a group of women.breasting traditional beer in an African village; a network of industrial breweries created originally by colonial authorities to brew traditional-style beer; and then controlled by transnational corporations and/or local governments, national or regional production networks producing beer, spirits or wine and controlled by domestic companies or complexes and globally integrated production, distribution and marketing chains involving beer, spirits and/or wine available and coordinated by multi-national corporations [1]. Production, wholesaling and distribution and retailing are all parts of the industry, and are single.

THE WORLD'S LARGEST ALCOHOL MARKETERS

The alcoholic beverage industry includes producers, wholesalers and distributors, point-of-sale operators (whether licensed or not) and hospitality providers such as hotels or cafes that serve alcohol. Its production and distribution arms are allied closely with agriculture, tracking, capital goods manufacturing and packaging industries. Its marketing wing spends heavily in the industries of advertising, sport and entertainment (including films, television and music). Within countries there are varying degrees of vertical integration of alcohol production, distribution and sales, with a general trend towards this mirrored by economic liberalization and accompanying regional and global trade agreements. At the same time there are a few cases of national political realities such as the constitutionally sanctioned three-tier
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**Author(s)**

- Jernigan, David H.

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