Index

Note: Page numbers followed by "n" indicate notes.

407.440	D 01 155
Absent assessments, 137–143	Beer City, 177
Actor-Network Theory, 130	Beer Judge Certification Programme
Agile, 92	(BJCP), 132, 135
Agrarian economy, 14	Beermaking, 1
Alcohol by volume (ABV), 37	Binary approach, 17
Alcohol establishments	8-Bit Brewing, 183–185
Alcohol Geeks, 150–152	Brewer's Association (BA), 117
food and contested framing of,	Brewery table, 180–181
159–161	Brewery taps, 166
food and improved public house,	commercial contexts, 166–168
152–155	constructing community, 169–170
Licensing Act, 155–158	on-site tap rooms, 165–166
on-license premises, 149–150	origins and definitions, 166
Alcohol Geeks, 150–152	rooms, 166
Alcoholics, 5	tap room experience, 168
Alphabet Theory, 201	tapping into craft narratives,
American Home-brewers Association	168–169
(AHA), 132	Brewing
#AMunroOfStairs, 58	entrepreneurs, 14
Annotation(s), 52–53	inclusivity, 118–121
Application Programming Interface	industry, 14, 74
(API), 57	Business of brewing, 14–16
Architecturing, 68	
Aristotelian elements, 133	Campaign for Real Ale (CAMRA),
Artisan behaviours, 82	16, 80
Artisan values, 100	Capercaillie brewery, 35–37
ATLAS. ti, 137	Civilisations, 1, 15
Attachment, 130	Civilised' drinking culture, 150
Audible appreciation, 137–143	Classed taste, 158
Australian breweries, steady growth	Clusters, 187–188
of, 103	Co-operative strategies, 34
Authenticity, 117	Co-ordinating evaluation and
	agreeing assessment, 137
Beer, 1 (see also Craft beer (CB))	Collaboration, 117
judging, 130	Collaborative resistance
production, 15	commitment to local, 85-87

community of brewers, 87-89	procedures, 202-207
craft beer as resistance, 81–82	as resistance, 81–82
craft brewers, 80–81	revolution, 1, 166, 177, 194
differentiation within market,	sector, 31, 80
89–90	statistical analysis, 207–208
findings, 85	summary statistics, 208–209
force of collaboration, 82–83	survey administration and sample,
methodology, 83–84	200–201
smallness, 91–92	3SLS regression analysis, 209-214
Commitment to local, 85–87	Craft Beer International
Commodification of beer, 16	craft breweries, 100–101
Community, 74, 223	Danish breweries aiming for global
of brewers, 87–89	recognition, 104–105
community-building, 176–178,	distant and rapidly emerging New
188–190	Zealand breweries, 105–106
constructing, 169–170	identity dissonance, 110-112
Connoisseurship, 168, 170	methods, 101–103
Conversation analysis (CA), 131	microbrewery revolution in Czech
Covid-19, 52–53	conditions, 103–104
make For craft beer, 65-67	promise of cross-border growth,
makes consumers reassess	103, 106
spending habits, 63–65	steady growth of Australian
makes for Febrile craft beer	breweries, 103
atmosphere, 61–63	tapping into peripheral field,
pandemics, 3, 74–75, 166, 194	106–108
still Coviding, 68–69	template stickiness, 108–110
Craft beer (CB), 1–2, 4, 117, 194	three perils of cross-border
conceptual framework and research	growth, 112–113
hypotheses, 197–200	Craft breweries, 5, 18, 100–101, 129,
COVID-19 pandemic, 194–195	176, 194
data analysis, 208	business of brewing, 14–16
euphoria, 194	community-building and
food and licensing, 150–152	neolocalism, 188–190
limitations and future research,	findings, 20
217–218	Fiskars brewery, 186–187
literature review and hypotheses	geography and clusters, 187–188
development, 195	grand narrative, 176–178
managerial implications, 217	identifying entrepreneurial types,
measures, 201–202	17–18
methodology, 200	Kera area, 183–185
Millennials, 195–197	Mathildedal, 185–186
movement, 14, 16	methodology, 18–20
online buying habits, 194	methodology and empirical
origins of craft beer styles, 131–132	materials, 178–179

neolocalism, community-building and, 176–178	Entrepreneurship, 2 Environmental sustainability, 178
Otaniemi, 179–183	Ethnographic explorations of
owner-brewers, 20–22	homebrew judging, 135–136
revitalising communities, 176	European' culture of alcohol
starting brewery, 22–27	consumption, 150
strategy and, 33–34	Extensible markup language (XML),
Craft brewers, 80–82	132
Craft brewing, 80, 82	Extractive economy, 14
business strategies, 34–35	Zimatu e toonomij, i i
Craft communities, 223–224	Fat Lizard Brewing Company, 179
Craft narratives, tapping into, 168–169	#FathersDay, 59
Craft tangibility, 169	Finland, 178 <i>n</i> 2
Craft work, 178, 226	Fiskars brewery, 186–187
Crafting Ale	Fit to Style, 143–144
COVID-19 pandemic, 74–75	Fluid, 92, 132
social media, 75–76	Food and contested framing of
Crafting inclusive future for industry,	alcohol establishments,
122–124	159–161
Criminally Good Beer, 170	Food and improved public house,
Crowd, The, 67	152–155
Cumulative impact zones (CIZ), 156	Food Choice Questionnaire (FCQ),
Czech conditions, microbrewery	198–199
revolution in, 103-104	Food provision, 150, 154
	Food-led 'gastropubs', 149
Danish breweries aiming for global	Foreignness, 106
recognition, 104–105	Framing, 80
Deindustrialisation, 176	#FyneFestAtHome, 58
Deindustrialised neighbourhoods, 176	
Diversity, equity, and inclusion	Gender identities, 14
initiatives (DEI initiatives),	Generic strategy, 33
118	Gensim, 57
Do-it-yourself culture, 177	GenY-ers, 194
Dry led establishment of alcohol, 150	Geography, 187–188
	Glimpsing, 69
E-commerce, 194	Global identity (GI), 199
Economies of Ale, 168	Goliaths' of mass production, 82
Effective tap room operation, 165	Good Beer Guide (GBG), 18
Eli Wilson (EW), 118	Grand narrative, 176–178
English licensing system, 153	
Entrepreneur, 17	Habits, 195
Entrepreneurial activity, 16	Health Protection Regulations, 152
Entrepreneurial types, 17–18	Herd, Roy (Founder of The Blunt
Entrepreneurialism, 117	Chisel Brewery), 224

Heterogeneous strategies, 35	Licensing (Consolidation) Act (1910),
Capercaillie brewery, 35–37	153
Pine Marten brewery, 41–43	Licensing Act (2003), 150, 155–158
Red Deer brewery, 39–41	Licensing law, 151
Wildcat brewery, 37–39	Local authority licensing policies, 150
Humour, 133	Local community, 100
,	Local identity (LI), 199
Identity dissonance, 110–112	Localism, 5, 69, 80
Implication, 52, 67–68	
In-the-moment hand crafted process, 6	Market entry strategies of new craft
Incentives, 108	beer producers
Individual craft entrepreneurs, 83	craft beer sector, 31–32
Industrialisation of beer production, 15	designing research to explore craft
Intègraphic approach, 52, 69	brewing business strategies,
annotation(s), 53	34–35
Covid-19 make <i>For</i> craft beer, 65–67	heterogeneous strategies, 35–43
Covid-19 makes consumers	lessons learnt from start-up
reassess spending habits,	strategies of small craft
63–65	breweries, 43–47
Covid-19 makes for Febrile craft	strategy and craft breweries, 33–34
beer atmosphere, 61–63	strategy and crart breweries, 33–34 strategy and small businesses, 32–33
Covid-19 still Covid <i>ing</i> , 68–69	Marketing strategies, 14, 74
examining social media activities,	Masis, 183–185
56–59	Mass consumerism, 2
implication, 67–68	Material Semiotics, 130
interview schedule, 70	Mathildedalin Kyläpanimo, 185–186
interview schedule, 76 interviewing brewers, 59–61	Mawkish, 133
investigation(s), 55–56	Membership categorisation analysis
observation, 52–53	(MCA), 131
timeline of events, 53–55	Mesopotamia, 15
Internationalisation, 104, 111	Metsän henki, 187
Interpretivist approach, 83	Microbreweries, 31
Interviewing brewers, 59–61	revolution in Czech conditions,
Investigation(s), 52, 55–56	103–104
Italy e-commerce, 195	Millennials, 194, 195–197
italy c-commerce, 193	Modern craft
Jeffersonian transcription notation,	beer industry, 100
136–137	breweries, 100
Jess Griego (JG), 118–119, 124	Monolithic generational cohort, 208
Jess Griego (JG), 116–119, 124	Motivation money, 108
Kaiser-Meyer-Olkin's test (KMO	Wiotivation money, 100
test), 207	Narrative, 176
Kera area, 183–185	Natural content (NAT), 198
Knock-on effects, 63–65	Natural Language Toolkit, 57
KHOCK-OH CHECUS, US-US	Natural Language 1001kit, 37

Neolocalism, 176–178, 188–190 Revitalisation, 5 New Zealand breweries, 105-106 Rising tide effect, 187–188 Rule of Six, 52 Observation, 52 Olarin panimo, 179–183, 189 Salt Lake City, 176 On-site tap rooms, 165–166 Sandwich dodge, 154 Online communities, 223–224, 226 Scotland Food & Drink (SFD), 55 Otaniemi, 179–183 Scottish craft Othering of Big Beer, 169 beer market, 35-39 Owner-brewers, 20–22 brewery, 150 Scottish microbreweries, 34 Peer learning, 223 Self-identity (SI), 199 Pine Marten brewery, 41–43 Semi-structured interview technique, Poetic juxtaposition, 68 7-point scale, 201 Sense of place, 176–178 Policing and Crime Act, 157 Siege culture, 83 Preceding gentrification, 178 Simultaneous equation modelling Principal component analysis (PCA), (SEM), 207 207 Six-step approach, 34–35 Small businesses, strategy and, Production craft breweries, 110 Progressive Beer Duty, 166 32 - 33Pull factors, 17 Small open economies, 101 Push factors, 17 Smallness, 91–92 Social and community engagement, Qualities of imbibed objects, 133 178 Quality assessment in craft beer Social homogeneity of craft assembling and defining quality in beer, 118 craft beer, 129-130 Social media, 75-76 empirical investigations, 135–136 activities, 56–59 methods, methodology and Society of Independent Brewers in research questions, 130–131 UK (SIBA), 129 normative standards, 143-144 Standardisation, 136 origins of craft beer styles, 131–132 Start-up strategies style guides in practice, 136–143 of craft breweries, 32 styles under examination, 132–135 of small craft breweries, 43-47 Quality control, 82–83 Statistical analysis, 207–208 Stereotype, 16 Race, 122 Strategy for space, 68 and craft breweries, 33–34 Raines Law, 152 and small businesses, 32–33 Red Deer brewery, 39-41 templates, 32 Referential vocabulary, 133 Supper hour certificate, 154 Research poetry, 61, 67 Supply-chain relationships, 83 Researching Craft Beer, 2 Sustainability-oriented products, 196

236 Index

Table meal, 152 Tap contacts, 108 Tap rooms, 7, 74 experience, 168 **Tapping** into craft narratives, 168-169 into peripheral field, 106-108 Taste assessments, 4 of beer, 136 Temperaments, 133 Temperance movements, 155 Template stickiness, 108-110 Theory of Planned Behavior (TPB), 197 Thisness of writing, 53 Three-stage least squares (3SLS), 207 regression analysis, 209-214 Tier Two restrictions, 152

Tired Uncle, 183–185
Twitter, 56–57
US microbrewing revolution (1980), 100
VBN Theory, 197

Vinous, 133

Wayfinder program, 118
Wet led establishment of alcohol, 150
Wildcat brewery, 37–39
Wine tastes, 133
Word-of-mouth marketing, 167
Workplace, 124
World Health Organization (WHO),
194