

**PROHIBITION  
1919 - 2019**

**INTERNATIONAL  
CONFERENCE**

**5 > 9 NOVEMBER, REIMS**

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**ROCA OIV // MCGIRR HARVARD // ROBERT MONTREAL // ALEBAKI  
THESSALONIQUE // MARTINIC WASHINGTON // BROWNING PARIS //  
JABOULET-VERCHERRE PARIS // MELONI LOUVAIN // AFANASYEVA PARIS //  
KRAXNER REIMS // EL-MOSTAIN LE CREUSOT // CHARTERS DIJON // PINILLA  
BARCELONE // GEORGOPOULOS REIMS // STERN MELBOURNE // COUTANT  
REIMS // TISSERAND DIJON // FORGEAU MOUZILLON // TESSON REIMS //  
FILOPOULOS BRUXELLES // GERGAUD BORDEAUX // BLIARD REIMS // BELZILE  
MONTREAL // LAFFAILLE PARIS // GEORGANTZIS DIJON // BUCELLA BRUXELLES**

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**CONFERENCES // FILM // CONCERT // AFTERWORK**

# PROHIBITION AS A RULE, AS A FACT AND AS A CRISIS

The Georges Chappaz Wine and Vine Institute in Champagne is organizing from 5 to 9 November 2019 an international symposium on Prohibition, one hundred years after the beginning of this remarkable period in the United States.

**I**t gives an insight about the relationship between Law and morality and questions the ability of Law to replace free will in consumption habits. In this sense, the decision to make America dry questions the efficiency of legal settlements in general.

Still, Prohibition is much more than an issue of legal history. As a historical Fact, it had a profound influence on 20th Century's Western Civilization. Economy, Art, Philosophy, and even Language and Communication bear the footprint of this period, trying to integrate or simply express this fact. In this sense, the Prohibition has changed the manner we apprehend alcohol, its consumption and even the place of individual towards society and the State.

Finally, Prohibition stands as a Crisis, in the original sense of the term: by questioning in a fundamental, intense, and long-standing way the structures and views of its time, it obliges to think on the alternatives for the Regulation of Alcohol consumption, not only in the 1920's but also for today and the future.

On the occasion of the 100-year anniversary of the Volstead Act, the international Conference will discuss this multifaceted story.



**Theodore Georgopoulos.**  
President of the Georges Chappaz Wine Institute in Champagne.  
Director of the Wine and Law Program of the Faculty of Law of Reims, holder of the Jean Monnet Chair in European Wine Law.  
President of AIDV, international association of lawyers in vine and wine law

## AN IMMERSION IN THE MYTHIC PERIOD OF THE PROHIBITION OF AMERICA IN THE 20'S

Beyond the symposium, the Institute and its partners are planning a series of events, all related to the period of Prohibition, so that the territory of Reims as a whole is marked, for a week, by this event.

Conferences, film-debate, concerts, special evenings are on the program.

The researchers will comment on the subject of Prohibition and its consequences, still visible today, and on the more global issue that regularly opposes the ban and responsible consumption of alcohol.

Law and political science, economics, history, ethics are the main disciplines retained by the

scientific council to build this conference and invite international researchers.

More unexpected topics, but still related to Prohibition, will be the subject of specific communications.

### THE GEORGES CHAPPAZ WINE INSTITUTE IN CHAMPAGNE

Part of the University of Reims Champagne-Ardenne, the Georges Chappaz Institute is a federative structure that brings together academic, institutional and economic actors around the promotion of the common heritage of champagne and champagne. It is also a showcase for the research and training activities offered in the field of vine and wine in Champagne.

### THE UNIVERSITY OF REIMS CHAMPAGNE-ARDENNE

A multidisciplinary multi-site university (Reims, Troyes, Châlons-in-Champagne, Charleville-Mézières and Chaumont), the URCA welcomes 25,000 students. It provides doctoral DUT training and is structured in four scientific poles of application in coherence with the economic stakes of its territory: bioeconomy, agriculture and viticulture 4.0 / industry of the future and materials / health and aging / sciences of the man and society.

## OUR PARTNERS



## SCHEDULE

All information on [www.univ-reims.fr/prohibition](http://www.univ-reims.fr/prohibition)

TUESDAY, NOVEMBER 5TH

LE CLOS

**7 PM - BACCHUS RENDEZ-VOUS**

*Wines and spirits in television series*, Mikaël Benillouche 

WEDNESDAY, NOVEMBER 6TH

UNIVERSITARIAN LIBRARY ROBERT DE SORBON

**6 PM - COMMUNICATION**

*Mafia blues, another jazz history during Prohibition*, Jean-René Larue 

THURSDAY, NOVEMBER 7TH

JEAN FALALA MEDIA LIBRARY



**9 AM - OPENING SPEECH**

*The Annual Global Wine Law Lecture*,  
Pau Roca, General Director of OIV 

**SESSION I - LAW & POLITICAL SCIENCE**

*Prohibition in Canada and Québec (1878-1930)*, Caroline Robert 

*Prohibition before Prohibition: Law & Morality in the Utopian Context of the Icarian Community*, Théodore Georgopoulos 

*Scofflaws and Bootleggers, the two faces of illegality during prohibition*, Arnaud Coutant 

*The Supreme Court, the 18th Amendment and the Volstead Act*, Franck Lafaille 

*Praise The Lord, Watch the Still and Pass the Ammunition in the Evangelical Forest*, Frank Browning 

Moderator : Arnaud Coutant

**EXTRAS**

12 AM *The Cultural Context for Prohibition*, Steve Charters 

2 PM *Neutral labeling on Australian tobacco*, Stephen Stern 

**2:30 PM - SESSION II - HISTORY**

*The French temperance movement against prohibitions (1914 – années 1930)*, Victoria Afanasyeva 

*The good grain and the chaff. Wine yes, no alcohol! 1870-1942*, Abdelhak El Mostain 

*Prohibition in the United States and champagne houses*, Stéphane Kraxner 

*Champagne against prohibition 1919- 1933*, Yves Tesson 

*Wine in premodern thought*, Azéline Jaboulet-Vercherre 

Moderator : Yves Tesson

**5:30 PM - FILM DEBATE with La Pellicule Ensorcelée**

*A french History of Prohibition* (France 2018 - 52')

Carl Carniato, Freddy Thomelin 

LE CLOS

**8 PM - AFTERWORK PROHIBITION**

**with Jazzus**

Concert "Jazzus Cotton Band" // Surprises

FRIDAY, NOVEMBER 8TH

JEAN FALALA MEDIA LIBRARY

**9 AM - SESSION III - ECONOMY**

*The Water of Life and Death. A Brief Economic History of Spirits*, Giulia Meloni 

*World exports of wine in the first wave of globalization, 1850-1938*, Vincente Pinilla 

*Wine, beer and alcohol in Canada: prohibition the Canadian way*, Germain Belzile 

Moderator : Olivier Gergaud

**EXTRA**

*Disambiguation: wine alcohol and adulterated, denatured alcohol*, Christophe Bliard 

**2 PM - KEYNOTE SPEECH**

*100 years since Prohibition*, Lisa McGirr 

**SESSION IV - ETHICS AND CULTURE**

*Taxation and alcohol consumption around the world*, Jean-Christian Tisserand 

*Threats and obstacles to resilience in wine societies*, Maria Alebaki 

*Wine and Temperance: Philosophical Foundations and Historical Perspectives*, Azéline Jaboulet-Vercherre 

Moderator : Nikos Georgantzis

SATURDAY, NOVEMBER 9TH

JEAN FALALA MEDIA LIBRARY

**9 AM - SESSION V - REGULATING ALCOHOL CONSUMPTION TODAY: IS PROHIBITION AROUND HERE?**

*Science, alcohol policy, and the new temperance*, Marjana Martinic 

*Round-table with Marjana Martinic, Stylianos Filopoulos et Joël Forgeau* 

Moderator : Théodore Georgopoulos

**ENDING SESSION**

*Why do we prohibit wine?.*, Fabrizio Bucella 

## A PLANET FRIENDLY SYMPOSIUM WITH INTERPREFY

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## SESSION I - LAW & POLITICAL SCIENCE // THURSDAY, NOVEMBER 7TH

### CAROLINE ROBERT // MONTREAL

#### Prohibition in Canada and Quebec, 1878-1930

The US "noble experience" of prohibition has left the imagination of many, often eclipsing similar experiences elsewhere in North America. Like its southern neighbor, Canada has experienced several forms of prohibition: national, provincial and municipal. Between 1919 and 1921, all Canadian provinces have a prohibition regime. Unlike the United States, where prohibition spread uniformly from coast to coast, Canada has witnessed a number of prohibitive regimes. The purpose of this paper

is to highlight this prohibitive diversity in Canada, while highlighting the Quebec context, which is particularly evident in the introduction of a so-called partial short-term prohibition and the nationalization of the liquor trade in 1921.



© Alexandre Rouette

*Caroline Robert is a PhD student in history at the Université du Québec à Montréal and a student member of the Center d'histoire des régulations sociales. Her master's thesis, "Whose fault? The second movement of temperance and the state in Quebec (1870-1922) tackled the prohibitive context and the nationalization of the liquor trade in Quebec.*

*Her doctoral research focuses on the moral and social regulation of alcohol in Quebec between 1921 and 1990.*

### THÉODORE GEORGOPOULOS // REIMS

#### Prohibition before Prohibition: Law & Morality in the Utopian Context of the Icarian Community

In 1848, dozens of families left France, following Etienne Cabet, to found in Nauvoo, Illinois, a utopian community inspired by the book "The trip to Icaria" and based on constitutionalism and comprehensive regulation.

The Icarian experience is thus a unique opportunity to reflect on the relationship between the law and alcohol in conditions of "social laboratory". Source of all social ills, a threat to the moral and political order of

the Community, but also a necessary source of income and food required in the extreme Midwestern conditions, the alcoholic drink (and the regulation of its consumption) put to the test the credibility, the coherence and, finally, the realization of the utopian project.

Based on the research and analysis of the "official" documents of the ICAR community, the paper explores the relationship between law and morality in a context that denies

individualism and places the common interest at the top of the hierarchy of values, at the expense of individual freedom.

*Theodore Georgopoulos is Director of the Wine & Law Program of the Faculty of Law of Reims, Holder of the Jean Monnet Chair in European Wine Law, President of the Georges Chappaz Wine Institute in Champagne and President of AIDV, International Wine Law Association (2020-2022).*

### ARNAUD COUTANT // REIMS

#### Scofflaws and Bootleggers, the two faces of illegality during prohibition

Sacramento and New York. These two cities, located at both ends of the American federation, embody the singular relationship of many Americans to prohibition. Generalized with the eighteenth amendment, in 1919, this policy must be implemented in all states in a uniform manner. Yet in many of them, the law faces two clearly hostile behaviors. For a first category of Americans, the text is absurd because a law should not dictate private behavior. The Scofflaws, as



they are soon called, display their contempt for a law they refuse to apply. For a second category, the legal device provides the opportunity to enrich itself by violating it. With the Bootleggers, we discover alcohol traffickers, sometimes politically supported, who do not hesitate to use violence to protect and develop their business. In California as in New York, these two groups mingle, giving an astonishing picture of the application of the law during prohibition.

*Arnaud Coutant is Professor of Public Law at the University of Reims Champagne-Ardenne. As a constitutionalist, he has devoted several books to the United States by adopting an approach mixing history and law. He also directed a joint book called Prohibition(s), studying this theme from multidisciplinary and comparative approaches.*

### FRANK BROWNING // PARIS

#### Praise The Lord, Watch the Still and Pass the Ammunition in the Evangelical Forest

Prohibition in the United States owes both its origins and residual effects to the utopian ambitions of the nation's first founders. Rooted in 400 year of profound religious conflict over the white Protestants' dislike and distrust of Catholics, the Prohibitionists' campaigns have been mostly focused against those mostly darker skinned immigrants from predominantly Catholic countries. In its realization that conflict finally came into the open with all its racial and ethnic dimensions during the disastrously ineffective enactment of national banning of alcohol production and sales between 1920 and 1933, a period that effectively codified organized gangsterism in the nation's major coastal cities, stretching even to the election of the current American president and the persistent local prohibition in many southern states.

*Frank Browning is an author and journalist who has written seven books including The American Way of Crime and The Fate of Gender. Raised on an apple farm in Kentucky, he was a longtime reporter for National Public Radio in Washington, California and Paris where he currently resides and is completing a new book to be titled Desire on Ice.*

### FRANCK LAFFAILLE // PARIS

#### Supreme Court, 18th Amendment and Volstead Act

After the adoption of the 18th Amendment and the Volstead Act, the Supreme Court must arbitrate litigation related to the entry into force of the prohibition. Two themes - classical - deserve study: the form of the state (federal) and freedoms (individual and collective). Thus, the focus is on relations between the federal state and the federated entities and then on the (alleged) violation of fundamental rights by the new positive law.

*Franck Laffaille is Professor of Public Law at the Faculty of Law of Villetaneuse (IDPS) -Université de Paris 13 (Sorbonne-Paris-Cité). Conducting part of his research in Italian law, he holds two columns, one in the Revue Française de Droit Constitutionnel, in Italian political law, the other in the Revue du Droit Public, in Italian jurisprudence.*

## SESSION II - HISTORY // THURSDAY, NOVEMBER 7TH

### YVES TESSON // REIMS

#### Champagne against prohibition, 1919- 1933

When in 1919, the Volstead Act banned the consumption of alcohol in the United States, champagne is particularly affected. The American market represented up to 4,500,000 bottles out of the 30 million bottles sold each year before the 1914 war. Now the Russian revolution has just closed what was once one of its major markets. The Trade Union of Champagne Wines will then become one of the major players in the fight led by professionals from all wine regions to abolish this ban by participating in the creation of the International League Against Prohibitions, which will develop a whole speech opposing the spirits, really responsible for alcoholism, against wines, best allies of temperance.

Alongside this official commitment, the Champagne merchants do not hesitate to take part in the smuggling by making contact with

the bootleggers. The end of the prohibition opens new problems: how to distance oneself from bootleggers who do not hesitate to seek to maintain parallel networks? How can we avoid the prohibitionist policy giving way to a protectionist policy aimed at promoting the revival of Californian wines? How to reclaim the taste of consumers while Prohibition has favored strong alcohol at the expense of wine?



*Yves Tesson is a historian of champagne. Doctor from the Paris-Sorbonne University (Paris IV) and associate member of the Roland Mousnier Center and the Georges Chappaz Institute, he works as a consultant in close collaboration with champagne houses in order to enhance their archives. Author of a thesis on Veuve Clicquot, he continues in parallel his scientific work and is thus part of the research team which is interested in the Champagne winemaker world since 1945 as part of the Univigne project led by the International Institute Champagne wines. He is a member of various scientific committees including those of the Mission Coteaux Maisons and Champagne Cellars in charge of the management of the UNESCO file, the future Musée d'Épernay and the future Musée du Pressoir d'Aj.*

### VICTORIA AFANASYEVA // PARIS

#### The French temperance movement against prohibitions, 1914 – années 1930

For anti-alcohol activists in the United States, the prohibition introduced in 1919 is the culmination of a long struggle of nearly a century. For activists in other countries, this acquis becomes an example or a counter-example: some greet this drastic measure as the surest way to deliver the population of alcoholism, others already presage problems of fraud and counterfeits. Critics are numerous, especially in view of the failure of the Russian prohibition (1914) and the reservation against the Bratt system applied in Sweden (1917).

My paper proposes to analyze the attitude of the French temperance movement towards this wave of legislative measures in the world (Schrad, 2010), from articles published in the general and specialized press. Taking into account the Russian and Swedish

situations gives a better understanding of the disapproval expressed after the vote of the Volstead Act by the National League against Alcoholism, the main French association, advocating temperance and moderation in the consumption of alcoholic beverages. On the other hand, the small associations, practicing total abstinence, are admirative of the prohibition policy imposed on the United States, and hope, of course, that the French government imitates the experiment. Finally, in the 1920s, some journalists, who feared that the prohibitionist wave would reach France, published articles denouncing the activity of the entire anti-alcoholic movement, without distinguishing between the abstinent and the temperate.

*After a Master 1 work on "Alcohol and Alcoholism in Kaluga Province (1894-1929)", presented at the French University College in Moscow, Victoria Afanasyeva was awarded a scholarship and joined the Master of History of Contemporary Western Societies in Paris 1 University, where she defended a Master's thesis on women in the fight against alcoholism in France (1893-1914). Since 2015, she continues her research on the history of women engaged in the French anti-alcoholism (1835-2013) as part of a thesis, under the direction of Myriam Tsikounas. The defense is planned for spring 2020.*

### ABDELHAK EL MOSTAIN // LE CREUSOT

#### The good grain and the chaff. Wine yes, no alcohol! 1870-1942

France has a long history with alcohol, especially with wine which has been considered the national drink for centuries. It is perceived as one of the vectors and signs of the unity of the nation. Until the beginning of the 1870s, wine was the leading product in France; he does not suffer from any competition. The advent of an aphid, phylloxera, during the 1860s devastated the French vineyard and forced the winemakers to proceed with the uprooting of their vines. This crisis brought down the production of wine in France for twenty years (the time to rebuild the vineyard through new plants) which benefits unfermented alcohols with their head, the liquor of absinthe. This is the beginning of a confrontation between fermented alcohols represented by wine and unfermented alcohols that will last until the early 1940s. This fight is marked by a first victory of the wine supporters in 1915 with the ban on the green fairy, absinthe. Paradoxically, this ban frees the market for alcoholic beverages and promotes the emergence of a variety of alcoholic beverages during the period between the

wars. This fierce struggle is arbitrated by the public authorities under the influence of anti-alcoholic and wine lobbies.

*Abdelhak El-Mostain is a Doctor in History and Civilization and is interested in epistemology, the history of science and technology. He teaches economics and management at IUT Le Creusot (University of Burgundy Franche-Comté). He is an associate member of the FEMTO-ST / RECITS UMR 6174 laboratory, UTBM, University Bourgogne Franche-Comté. His PhD thesis, defended in 2017 at the University of Technology of Belfort-Montbéliard, focuses on "The distilling industry in Fougères from 1839 to 1940: growth strategies and socio-economic dynamics of rural family firms".*

### STÉPHANE KRAXNER // REIMS

#### Prohibition in the United States and champagne houses

Prohibition in the United States is a special moment for champagne houses, more or less affected by their relationship with this market. Prohibition is read in the archives more than in quantity of archives. The traces of the concern and interest of the leaders of champagne for this large closed market are read in small details. It also leaves traces in the longer term in the imagination of the bosses of the champagne like the catastrophe to absolutely avoid and is found in the archives well beyond its strict dates.

*Stéphane Kraxner, after studying modern history becomes archivist first at the Institut Pasteur in Paris and then for houses Mumm and Perrier-Jouët for almost 10 years.*

## SESSION II - HISTORY // THURSDAY, NOVEMBER 7TH (FOLLOWING)

### AZÉLINA JABOULET-VERCHERRE // PARIS

#### Wine in premodern thought

Relationships between the nature of wine, the human condition, and the constituent elements of the universe, long before the discoveries of modern science, have allowed scientists to present the many facets of wine and the men who drink it. From ancient Greek times, doctors incorporated wine into their prescriptions, a legacy well preserved in medieval medical thought.

An essential element for good health, the wine has a power of physiological alteration, hence the necessary adaptation of the wine to the drinker, which implies a moral form of conduct of good manners. The drinker becomes an amateur not only if he knows how to choose the wine that suits his constitution but also if he masters the rate of consumption and knows how to measure the proportions that allow him



to maintain - or restore - good health. In a thought eager for equivocity and with multiple points of view, the only consensus, in addition to the necessary moderation, is the agreement between the wine and its drinker. A good wine is one that suits the humoral mixture of the latter, responding to his body, his needs, and his pleasure.

*From an early stage, Azéline Jaboulet-Vercherre made the decision to study history, fine arts and literature.*

*As a historian, she indefatigably searches for original sources which may cast light on the reflections, understanding and the uses of wine over the centuries.*

*She firmly believes in history as a way to bring a paradoxically new outlook on a fancy – and rich –*

*professional world.*

*Since she received her Ph.D. degree (Yale University, 2011), she has been creating series of her own wine and culture courses in various higher education institutions (Ecole Hôtelière de Lausanne, Changins, Sciences Po Paris, INSEEC, Ferrandi), giving conferences (UCLA, HEC, Ecole Nationale Supérieure des Arts Décoratifs, Parsons), and wine tasting masterclasses (OIV, Paris).*

*In addition to academic and professional articles, she authored history volumes and wine tasting books. Her goal is to create a new wine terminology and to enrich wine culture as a whole.*

*She has been appointed President of the International OIV Award Jury in the spring of 2019 and Associate Professor (Ferrandi, Paris).*

## SESSION III - ECONOMY // FRIDAY, NOVEMBER 8TH

### GIULIA MELONI // LOUVAIN

#### The Water of Life and Death. A Brief Economic History of Spirits

This paper is the first to present an overview of the economic history of spirits, which includes an analysis of the emergence of spirits in history, its economic and health effects, the government and industry regulations it has induced and recent evolutions in the market. For millennia alcoholic drinks have played an important role in the economy and life more generally (both positive and negative). Spirits differ from wine and beer in that they have spread relatively recently in history, but when they spread they caused more problems of overconsumption. Governments have intervened extensively in spirits markets to reduce excessive consumption

and to raise taxes. These regulations have contributed to, and been affected by, evolving patterns of consumption and changing structures of spirits industries.

*Giulia Meloni is Maître de Conférences at the Solvay Brussels School of Economics and Management, Université Libre de Bruxelles (ULB); Research Manager at the LICOS Centre for Institutions and Economic Performance at the University of Leuven; and Researcher at the Centre for European Policy Studies (CEPS) in Brussels, Belgium. She holds a Ph.D. in Economics from the University of Leuven, a Master's degree in Advanced Economics from the same university and a bachelor's*

*degree from LUISS University, Rome. She was previously a Robert M. Solow Post-Doctoral Fellow, and a short-term consultant at the European Commission and the United Nations.*

*Her research focuses on wine regulations, agriculture and food policy, institutional reform, trade and product standards.*



### GERMAIN BELZILE // MONTREAL

#### Wine, beer and alcohol in Canada: prohibition the Canadian way

The history of alcohol regulation and prohibition in Canada is a long and complicated one. In the 1910's, rising anti-alcohol public opinion led the Federal government to enact temperance laws that almost imitated American style prohibition. Provincial governments eventually created provincial monopolies and regulations. There is actually a mosaic of provincial regulations that make it very difficult for producers in and outside Canada to sell their products. This text examines the history and present state of law and regulation in Canada. It also looks at recent



events, among which the privation of retail sales in Alberta and the Supreme Court case on the prohibition of selling across provincial borders. It concludes with possible avenues of empirical research and some views on the future of alcohol regulation in Canada.

*Germain Belzile is on the faculty of the Department of Applied Economics at HEC Montreal and is Senior Associate Researcher at the Montreal Economic Institute. At HEC Montreal, his teaching duties include the graduate course on Cultural Economics as well as coordinating and teaching the mandatory graduate course on Great economists and sociologists. He is currently doing research on subsidies and directorial choices in dance companies. At the MEI, his research focuses on public policies.*

**VICENTE PINILLA // ZARAGOZA****World exports of wine in the first wave of globalization, 1850-1938**

The formation of a new international wine market during the first wave of globalization was brought about by the following factors: the increase in the consumption of high quality wines by the high income groups in European countries; the mass transatlantic migration; the phylloxera plague which blighted the European vineyards and obliged France to import massive volumes of wine; and, finally, France's colonial expansion. Furthermore, the drivers of the first wave of globalisation were also the key drivers of this process: the liberalisation of trade and the reduction in trade costs. In this context we are interested in analyzing how the international wine market was built, based on the commercial flows that took place and taken into account economic and political shocks that had a strong impact on wine exports (WWI, Soviet Revolution, USA Prohibition, the Depression of the 1930s).



*(Ph.D. in Economics, University of Zaragoza 1990) is Professor in Economic History at the University of Zaragoza, Spain. His research interests lie in international trade in agricultural products, long-term agricultural changes, environmental history, wine economics and migration. His latest books are Wine Globalization (with Kym Anderson) (Cambridge University Press) and Global wine markets, 1860 to 2016: a statistical compendium (with Kym Anderson and Signe Nelsen (University of Adelaide Press). His paper 'A leader in an emerging new international market:*

*the determinants of French wine exports, 1848-1938' is going to be published in The Economic History Review. He holds appointments at the University of Bristol, London School of Economics, University of California at Davis, University of Maastricht and Ecole des Hautes Etudes en Sciences Sociales, Paris.*

**OLIVIER GERGAUD // BORDEAUX**

*Olivier Gergaud is Professor of Economics at KEDGE Business School (Bordeaux campus) and affiliate researcher at LIEPP in Sciences Po Paris. He holds a Ph.D. from the University of Reims, 2000 and an accreditation to supervise research from Sciences-Po Paris, 2009. His research areas are Cultural Economics, Wine Economics, Sports Economics, Economics of Pro-Social Behavior and Restaurant Economics. He has been visiting professor at different European (Sciences Po Paris, Université Libre de Bruxelles) and North American universities (NYU, UCLA, HEC Montréal). He has been awarded several prizes including the President's prize during the 12th International Conference of the Association for Cultural Economics International (ACEI) and a Certificate of Merit for his Ph.D. from the French Economic Association. Olivier Gergaud has published several papers on different topics in applied economics.*

**SESSION IV - ETHICS AND CULTURE // FRIDAY, NOVEMBER 8TH****MARIA ALEBAKI // ATHENS****Threats and obstacles to resilience in wine societies**

From a resilience perspective, the wine tourism sector constitutes a complex socio-ecological system which integrates both tangible and intangible elements of agriculture, manufacturing and the service industry, including: wineries, vineyards, wine festivals and shows; hospitality infrastructure and dining facilities; human resources; policy and institutional arrangements; as well as territorial features. The interrelatedness and diversity of these components renders wine tourism particularly vulnerable to a multitude of issues, affecting both supply and demand. Drawing on results from a recent study, this presentation will address the factors associated with the ability of the wine tourism system to deal with current and emerging threats. Research was undertaken with a diverse group of key stakeholders

and national experts of the wine and tourism industry. Thematic analysis revealed a set of challenges centered around three main categories, namely, economic, social and environmental. It is upon the second group of factors that this presentation will focus.



*Maria Alebaki is a Researcher at the Agricultural Economics Research Institute, (AGRERI) of the Hellenic Agricultural Organization DIMITRA. She holds a Phd in Agricultural Economics from the Aristotle University of Thessaloniki. Her academic interests lie in the areas of rural and wine tourism; consumer behavior*

*in tourism; tourism networks; tourism education; and the sustainability/resilience perspective of tourism development. Her work appears in peer-reviewed journals, book chapters and conference proceedings, while her academic experience also includes teaching in higher education institutes, as well as participation in research and development projects. Currently, she serves as an Adjunct Faculty Member at the Hellenic Open University; and the Agricultural University of Athens.*

**JEAN-CHRISTIAN TISSERAND // DIJON****Taxation and alcohol consumption around the world**

regulating or limiting the consumption of a good

While the trend in alcohol taxes has been on the rise in developed countries over the past 30 years, the damage caused by alcohol has not diminished. Taxes are generally used by the legislator as a means of

or service that generates negative externalities. In the specific case of alcohol, it would seem that taxes make it possible to cover the cost of this damage but not to prevent it. Moreover, the data suggest that wine consumption should be isolated from alcohol consumption in general in terms of negative externalities.

*Assistant (Permanent) Professor in the School of Wine and Spirits Business at the Burgundy School of Business. Defended a Ph.D thesis in Law and Economics ("Essays on the economic analysis of negotiations") in November 2016 at the University of Besançon.*

*Research relates to the analysis of negotiations and implies the use of specific empirical tools such as econometric analysis, experimental economics and meta-analysis. Regular speaker in economic conferences paying particular attention to public policy issues.*

## SESSION IV - ETHICS AND CULTURE // FRIDAY, NOVEMBER 8TH (FOLLOWING)

### AZÉLINA JABOULET-VERCHERRE // PARIS

**Wine and Temperance: Philosophical Foundations and Historical Perspectives**

Man, in his natural state, is a rational animal, Aristotle contends. Indeed, irrational callings may occur, which may become problematic at a social scale. This has led to the elaboration of guiding organizational principles.

From biblical times to the modern era, the process of fermentation applied to foods and beverages (leavened bread, wine, beer) has been linked to fertility and civilization. However, wine's inebriating effect have also made it appear as the gateway to the Devil. It indeed alternatively represents a boon and a scourge depending on its uses – and abuses. Once its fumes

hit the drinker's brain, his reason is overcome, putting the good order of society as a whole at risk, thereby enhancing the urge to regulate his behaviors.

This paper will present the defense of moderation in both pagan and Christian thought, up to the escalation towards legal enforcement. We will investigate the opposite notions of individual responsibility and social control, in their virtuous or excessive dimensions.

## SESSION V - REGULATION // SATURDAY, NOVEMBER 9TH

**Intervention of Marjana Martinic : Science, alcohol policy and new temperance  
& round-table : Regulating Alcohol Consumption Today : Is Prohibition around here ?**

### MARJANA MARTINIC // WASHINGTON

*Founder and CEO at MM Science & Policy Advisors, LLC. International expertise in global public health policy and advocacy, policy research, and CSR in highly regulated consumer goods industries.*

*Extensive experience in policy analysis, scientific research, public affairs, public-private partnerships; working with private sector, governments, intergovernmental organizations, civil society, academia.*

*Published author on evidence-based policy development, prevention intervention, evaluation, and health promotion.*

*Broad professional and personal international experience.*



### JOËL FORGEAU // MOUZILLON

*Joël Forgeau is President of Vin & Société since 2012.*

*Born July 30, 1966 in Nantes, he is son and grandson of winegrower and cooper. Joël Forgeau is married, father of three daughters, 24, 21 and 16*

*years old. He co-directs, with his wife Florence, the estate Florence and Joël Forgeau, vineyard located in the Pays Nantais which brings together two vineyards inherited from previous generations and today has 21 ha of vineyards in the towns of Mouzillon, Gorges and Le Pallet. The farm is 30 years old this year, it is oriented towards wine tourism and direct sales to consumers.*

*Mouzillon is located in the heart of the vineyards of Muscadet Sèvre and Maine, 60 km from La Baule, 27 km from Nantes and at the crossroads of Vendée, Loire and Ocean.*

*Joël Forgeau got involved very early in the trade union work of the Appellations of the wines of Nantes. He has also been a member of CNAOC since 2013.*



### STYLIANOS FILOPOULOS // BRUSSELS



*Stylianos Filopoulos is the Managing Director of the non-profit international association Wine in Moderation, the association that leads the Wines' Social Responsibility movement.*

*He has more than 18 years of professional experience in various positions and 4 academic degrees, in the areas of technology, politics, management and strategy.*

*He likes bringing people together, building trust and helping organisations to understand the challenges ahead and to move to the next practice platforms. His work is published in scientific, business and consumer magazines and presented in international conferences.*

## ENDING SESSION // SATURDAY, NOVEMBER 9TH

### FABRIZIO BUCELLA // BRUSSELS

**Why do we prohibit wine ?**

*Born in Milan, residing in Brussels (Belgium). Physicist, Doctor of Science and Professor of Universities (Université Libre de Bruxelles, ULB). Teacher-researcher and sommelier, he teaches oenology and tasting technique at Inter Wine & Dine School (IWD), of which he is the director. He participates as a Juror-Expert at numerous international competitions. He is a blogger for the Huffington Post, holds a column in the Revue du vin de France and contributes to the Journal des oenologues. He published the Wine Antiguide, what other books do not tell you, and why do you drink wine? An unusual and thrilling investigation by Prof. Fabrizio Bucella at Dunod.*

