

Society of Quantitative Gastronomy / Vineyard Data Quantification Society
&
Université de Reims Champagne-Ardenne - OMI – PEG (Pôle économie du goût)



Workshop on
“ECONOMICS OF FOOD AND WINE : EXPERTISE, CLIMATE AND TERROIR”
Tuesday 19th to Wednesday 20th December 2006

Programme

Tuesday, 19th December

10:00 - **Registration and Coffee - Champagne Bollinger**

10:30 - **Visit of the Estate and Cellars** Etienne BIZOT (Chief Executive) & Bruno ROUSSEL (Sales Director for France).

12:00 - **Lunch** (Sponsored by Bollinger and OMI-PEG)

15:00 – 17:30 - **Society of Quantitative Gastronomy** General Assembly and Board meeting

19:00 - **Conference Dinner** (Sponsored by Food & Wine Academy and OMI-PEG)

Wednesday, 20th December

9:00 - **Registration and Coffee**

Bâtiment recherche, Amphithéâtre Recherche - UFR Sciences Economiques et Gestion - Université de Reims Champagne-Ardenne

VDQS Session : Economics of Wine (Chair : Véronique CHOSSAT, OMI – Univ. Reims)

9:30 - **Victor GINSBURGH (ECARES, Univ. Libre de Bruxelles)**

“Natural Endowments, Production Technologies and the Quality of Wines in Bordeaux. Does Terroir Matter ?”

10:15 - **Michael VISSER (CNRS-Ermès and Paris School of Economics)**

“The Impact of Gurus : Parker Grades and en Primeur Wine Prices”

11:00 – **Karl STORCHMANN (Whitman College)**

“Viticulture and Climate in Alsace: 1525-1875”

12:00 – **Lunch** (Sponsored by OMI-PEG)

SQG Session : Economics of Gastronomy (Chair : Christian BARRERE, OMI – Univ. Reims)

13:45 - **Frédéric WARZYNSKI (Univ. Carlos III de Madrid and CCP, Aarhus School of Business)**

“Stars War in French Gastronomy”

14:30 - **Vincenzo VERARDI (CRED, FUNDP Univ. Namur and ECARES, Univ. Libre de Bruxelles)**

“Stardust over Paris Restaurants”

15:15 - **Florine LIVAT (Bordeaux Ecole de Management)**

“A Paradigm Change in Taste Industries”

16:00 - **Coffee Break**

16:15 – 17:15 - **Round Table “The Role of Expertise in Wine and Gastronomy”**

Panelists will include :

- Eric BOSCHMAN, Food & Wine Academy (chairman),
- Véronique CHOSSAT, Univ. Reims
- Roland DREYER, Guide Henry Lemaire
- Olivier GERGAUD, Univ. Reims
- Arnaud LALLEMANT, Chef, L’assiette Champenoise, Reims
- Karl STORCHMANN, Whitman College, Co-Editor of *Journal of Wine Economics*

Local Committee : Christian Barrère, Véronique Chossat, Olivier Gergaud.

Contact : Olivier Gergaud (olivier.gergaud@univ-reims.fr) – Tel : + 33 (0) 326 91 38 01 or + 33 (0) 668 75 18 59

- **Directions**

1) *Champagne Bollinger – Aÿ* :Address : 20 bld Maréchal de Lattre de Tassigny, 51160 Aÿ.



2) *Faculté de Sciences Economiques et de Gestion (from Reims city centre)* :

Address : OMI – Pôle Economie du goût, Bâtiment de recherche,
57 bis, rue Pierre Taittinger, 51096 Reims Cedex

- Map 1: http://helios.univ-reims.fr/URCA/Plans/plan_reims.html

- Map 2: http://helios.univ-reims.fr/URCA/Plans/plan_lettres.html

- By bus : Take line H from Théâtre, direction “Croix Rouge”, bus stop : “Droit et Lettres”.



Hotels

Hôtel CECYL 24 rue Buirette, 51100 Reims Tel : 03.26.47.57.47. E-mail : hotelcecyll@wanadoo.fr
 Hôtel IBIS CENTRE 28, Boulevard Joffre, 51100 Reims Tel : 03.26.40.03.24. Fax: 03.26.88.33.19
 Hôtel CRYSTAL 86, place DROUET d'ERLON, 51100 Reims Tel : 03.26.88.44.44. Fax: 03.26.47.49.28
 Hôtel des ARCADES 16, passage Subé, 51100 Reims Tel : 03.26.88.63.74. Fax: 03.26.40.66.56
 Hôtel de la PAIX 9 rue Buirette, 51100 Reims Tel : 03.26.40.04.08. Fax: 03.26.47.75.04

TOURISM INFORMATION

<http://www.reims-tourisme.com/> ; <http://www.tourisme-en-champagne.com/> ; <http://www.ville-reims.com/>