

AARES 2026 ‘Beeronomics’ conference tour

Summary

‘Beeronomics’ is the application of economic concepts and methods to beer industry issues, trends, policies, etc. The 2026 AARES conference will be hosting Australia’s first ‘beeronomics’ tour bringing a range of beer-related experiences and insights to AARES members. While touring a range of craft breweries located around Adelaide, the 2026 beeronomics tour will introduce you to craft beer brewing methods and provide insights into the craft beer industry including constraints and solution pathways to growing rates of failure and quality issues in craft brewing in Australia and globally. We’ll also review new approaches to supply chains and markets that link more closely with wine supply chains than ever before.

Lunch will be provided and you’ll get the chance to see the beautiful Adelaide Hills region, sample some great craft beers from around the Hills, meet brewers and beer industry folks, and chew the fat with others interested in things related to brewing. The cost to attend this tour is \$150 including transport from the meeting location to the final location in the CBD, morning coffee and lunch. All drinks are to be bought by participants themselves.

Overview of the itinerary:

Time	Activity	Location
10am – Optional. Ensure you are at the café by 10.30am	Meet at Intersection Traders/ Home of Brewers for a morning coffee	258 Pulteney St, Adelaide
10.40am	Board bus	258 Pulteney St, Adelaide
11.05am	Malt Donkey – tour and introduction to malt donkey activities across the beer supply chain including local sourcing of barley, research on beer terroir and local yeast strains, and work on building a market for high-value beers.	Malt Donkey, Ashton Hills.
12:15pm	Board bus for Uraidla	
12:30pm	Uraidla hotel brewery for lunch, short brewery tour and beer tasting	Uraidla Hotel
2pm	Board bus	

2:30pm	Lady Burra brewery and taphouse – experience Adelaide’s first inner city brewery and taphouse. A classic example of a taphouse-led beer business strategy which has shown strong resilience based on location and service offering.	Lady Burra Brewhouse
3:30pm	Board bus	
3:45pm	SixTwelve experience. Hear from Brad Reid: Founder, brewer and ex pricing/operation analyst at Elders. Brad will Join Dan Ivett (head of sales) to walk through the establishment and extraordinary growth of SixTwelve Brewing to become a leading brewer in South Australia.	Some Where Haus
4:30pm	Walk/Uber to the conference	

Notes:

Lunch and bus costs will be covered by your ticket cost.

All beer purchases are to be covered individually.