



Sustainability in the Beverage Sector

Guest Editor:

Message from the Guest Editor

Dr. Ricardo Sellers

Department of Marketing,
University of Alicante, E-03080,
Alicante, Spain

Deadline for manuscript
submissions:

closed (31 July 2019)

Sustainability has become one of the most important challenges for the beverage sector over the last few decades. On the one hand, sustainability can be considered as a strategy to differentiate firms or products in order to meet some market segment demands. On the other hand, sustainability is also needed to guarantee the future development of the beverage sector. Through the adoption of sustainable practices firms could obtain a competitive advantage and increase sales with a clear product differentiation.

In this Special Issue we will recognize papers that expand the boundaries of our existing knowledge in this field. Sustainability and sustainable development include the following interconnected aspects: environment, economic and social. These areas might be considered at different stages in the management practices of the beverage sector. Considering the whole supply chain, from producers to consumers, we encourage academics, researchers and practitioners to focus their attention on the sustainability and sustainable development in the beverage sector.

