

Special Issue

Beverages and Culture

Message from the Guest Editor

Culture is, without doubt, one of the main influences on consumption. This Special Issue focuses on the cultural factors that influence consumer drinking behaviors and beverage choice. These factors include wide-ranging spheres of influence that directly or indirectly influence drinking behaviors and beverage choice: Macro-system influences (e.g., marketing, values, food systems), social influences (e.g., family), and environmental influences (e.g., institutional and community). This Special Issue focuses, not only on how culture affects what beverages are consumed, but also on the role of beverages in life. Both individual cultural case studies and cross-cultural comparisons are welcomed. I look forward to receiving your contributions.

Guest Editor

Dr. Miranda Miroso

Department of Food Science, University of Otago, New Zealand

Deadline for manuscript submissions

closed (15 December 2018)



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Beverages
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
beverages@mdpi.com

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About the Journal

Message from the Editor-in-Chief

Editor-in-Chief

Prof. Dr. Edgar Chambers IV
Center for Sensory Analysis and Consumer Behavior, Kansas State
University, Manhattan, KS 66506, USA

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manuscripts are peer-reviewed and a first decision is
provided to authors approximately 24.1 days after
submission; acceptance to publication is undertaken in 6.6
days (median values for papers published in this journal in
the first half of 2025).