



## Beverages and Culture

Guest Editor:

**Dr. Miranda Mirosa**

Department of Food Science,  
University of Otago, New Zealand

Deadline for manuscript  
submissions:

**closed (15 December 2018)**

### Message from the Guest Editor

Dear Colleagues,

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.

Dr. Miranda Mirosa

*Guest Editor*

