

ONLINE APPENDIX

This appendix provides tables with all robustness checks mentioned but not reported in the manuscript.

Table A1. GEE Models: Effects of Beer Name Emotionality on Beer Appeal and Beer Authenticity Controlling for Discounted (by 20%) Beer Cumulative Medals

	Model (A1.1)	Model (A1.2)	Model (A1.3)	Model (A1.4)	Model (A1.5)	Model (A1.6)
	<i>DV: Appeal</i>			<i>DV: Authenticity</i>		
Density of beers (t-1)	-0.043*** (0.009)	-0.043*** (0.009)	-0.043*** (0.009)	3.128*** (0.303)	3.126*** (0.303)	3.126*** (0.303)
Density of beers squared (t-1)	0.001*** (0.000)	0.001*** (0.000)	0.001*** (0.000)	-0.143*** (0.009)	-0.143*** (0.009)	-0.143*** (0.009)
Pre-1996 brewery = 1	0.032*** (0.008)	0.030*** (0.008)	0.032*** (0.008)	0.837*** (0.155)	0.833*** (0.155)	0.836*** (0.155)
Regional brewery = 1 (t-1)	-0.024*** (0.005)	-0.023*** (0.005)	-0.024*** (0.005)	1.938*** (0.173)	1.940*** (0.172)	1.940*** (0.172)
Contract brewery = 1 (t-1)	-0.049*** (0.012)	-0.048*** (0.012)	-0.048*** (0.012)	0.698*** (0.203)	0.702*** (0.203)	0.702*** (0.203)
Adjunct brewery = 1 (t-1)	-0.184*** (0.019)	-0.184*** (0.019)	-0.184*** (0.019)	0.743 (0.529)	0.741 (0.528)	0.741 (0.528)
Acquired brewery = 1 (t-1)	-0.154*** (0.023)	-0.155*** (0.023)	-0.154*** (0.023)	-2.901*** (0.690)	-2.894*** (0.689)	-2.893*** (0.689)
Brewery tenure (t)	-0.014*** (0.001)	-0.014*** (0.001)	-0.014*** (0.001)	0.021 (0.023)	0.022 (0.023)	0.023 (0.023)
Brewery cumulative beer style count (t-1)	0.024*** (0.001)	0.024*** (0.001)	0.024*** (0.001)	0.068+ (0.037)	0.068+ (0.036)	0.068+ (0.036)
Average reviewer experience (t-1)	0.001+ (0.001)	0.001+ (0.001)	0.001+ (0.001)	-0.067*** (0.011)	-0.067*** (0.011)	-0.067*** (0.011)
Beer cumulative medals won: discount 20% (t-1)	0.048*** (0.008)	0.048*** (0.008)	0.048*** (0.008)	1.900*** (0.499)	1.900*** (0.498)	1.900*** (0.498)
American lager style dummy = 1	-0.540*** (0.021)	-0.543*** (0.021)	-0.540*** (0.021)	-1.779*** (0.190)	-1.780*** (0.190)	-1.773*** (0.190)
Beer name word count	-0.005* (0.002)	-0.005* (0.002)	-0.005* (0.002)	-0.027 (0.044)	-0.029 (0.044)	-0.029 (0.044)
Oppositional beer name = 1	0.140*** (0.011)	0.136*** (0.011)	0.141*** (0.011)	-0.255 (0.179)	-0.245 (0.178)	-0.235 (0.179)
Beer review word count (t-1)				0.125*** (0.033)	0.126*** (0.033)	0.126*** (0.033)
Beer perceived authenticity (t-1)	0.002*** (0.000)	0.002*** (0.000)	0.002*** (0.000)			
Beer name positive emotionality	-0.165*** (0.035)		-0.166*** (0.035)	-0.368 (0.494)		-0.381 (0.495)
Beer name negative emotionality		0.062* (0.031)	0.064* (0.031)		1.872* (0.815)	1.875* (0.815)
Constant	4.11*** (0.094)	4.11*** (0.094)	4.11*** (0.094)	-11.96*** (2.518)	-11.98*** (2.518)	-11.99*** (2.518)
Beer style dummies	Yes	Yes	Yes	Yes	Yes	Yes
Year dummies	Yes	Yes	Yes	Yes	Yes	Yes
State dummies	Yes	Yes	Yes	Yes	Yes	Yes
N of beers	17,401	17,401	17,401	17,401	17,401	16,056
N of beer-year observations	50,034	50,034	50,034	50,034	50,034	45,767
Scale parameter	0.1597	0.1599	0.1596	88.964	88.853	88.852
Wald Chi-square (d.f.)	3,190 (87)	3,180 (87)	3,195 (88)	3,241 (87)	3,248 (87)	3,248 (88)

+p<0.1, *p<0.05, **p<0.01, ***p<0.001; two-tailed tests; robust standard errors clustered on beer in parentheses

Note: Refuting a quality-based alternative explanation: Introducing a time-decay function of the control variable *beer cumulative medals won* does not alter key findings

Table A2: GEE Models: Effects of Beer Name Emotionality on Beer Appeal and Beer Authenticity Controlling for *Brewery Cumulative Medals*

	Model (A2.1)	Model (A2.2)	Model (A2.3)	Model (A2.4)	Model (A2.5)	Model (A2.6)
	<i>DV: Appeal</i>			<i>DV: Authenticity</i>		
Density of beers (t-1)	-0.041*** (0.009)	-0.041*** (0.009)	-0.041*** (0.009)	3.155*** (0.303)	3.153*** (0.303)	3.153*** (0.303)
Density of beers squared (t-1)	0.001*** (0.000)	0.001*** (0.000)	0.001*** (0.000)	-0.144*** (0.009)	-0.144*** (0.009)	-0.144*** (0.009)
Pre-1996 brewery = 1	0.024** (0.008)	0.023** (0.008)	0.024** (0.008)	0.757*** (0.158)	0.754*** (0.158)	0.757*** (0.157)
Regional brewery = 1 (t-1)	-0.024*** (0.005)	-0.024*** (0.005)	-0.024*** (0.005)	1.955*** (0.175)	1.957*** (0.174)	1.957*** (0.174)
Contract brewery = 1 (t-1)	-0.048*** (0.012)	-0.048*** (0.012)	-0.048*** (0.012)	0.713*** (0.202)	0.717*** (0.202)	0.716*** (0.202)
Adjunct brewery = 1 (t-1)	-0.188*** (0.019)	-0.188*** (0.019)	-0.188*** (0.019)	0.694 (0.532)	0.692 (0.532)	0.692 (0.532)
Acquired brewery = 1 (t-1)	-0.157*** (0.023)	-0.157*** (0.023)	-0.157*** (0.023)	-2.950*** (0.697)	-2.943*** (0.695)	-2.942*** (0.695)
Brewery tenure (t)	-0.014*** (0.001)	-0.014*** (0.001)	-0.014*** (0.001)	0.012 (0.022)	0.013 (0.022)	0.013 (0.022)
Brewery cumulative beer style count (t-1)	0.020*** (0.001)	0.020*** (0.001)	0.020*** (0.001)	0.048 (0.038)	0.048 (0.038)	0.048 (0.038)
<i>Brewery cumulative medals won (t-1)</i>	0.003*** (0.000)	0.003*** (0.000)	0.003*** (0.000)	0.034*** (0.010)	0.034*** (0.010)	0.034*** (0.010)
Average reviewer experience (t-1)	0.001 (0.001)	0.001 (0.001)	0.001 (0.001)	-0.068*** (0.012)	-0.069*** (0.012)	-0.069*** (0.012)
American lager style dummy = 1	-0.538*** (0.021)	-0.541*** (0.022)	-0.538*** (0.021)	-1.753*** (0.190)	-1.754*** (0.191)	-1.747*** (0.190)
Beer name word count	-0.005* (0.002)	-0.005* (0.002)	-0.005* (0.002)	-0.023 (0.044)	-0.025 (0.044)	-0.025 (0.044)
Oppositional beer name = 1	0.140*** (0.011)	0.136*** (0.011)	0.141*** (0.011)	-0.270 (0.180)	-0.261 (0.179)	-0.251 (0.180)
Beer review word count (t-1)				0.125*** (0.033)	0.125*** (0.033)	0.125*** (0.033)
Beer perceived authenticity (t-1)	0.002*** (0.000)	0.002*** (0.000)	0.002*** (0.000)			
Beer name positive emotionality	-0.169*** (0.035)		-0.169*** (0.035)	-0.383 (0.494)		-0.396 (0.495)
Beer name negative emotionality		0.061+ (0.031)	0.062* (0.031)		1.877* (0.819)	1.879* (0.819)
Constant	4.09*** (0.093)	4.09*** (0.093)	4.09*** (0.093)	-11.95*** (2.537)	-11.98*** (2.537)	-11.98*** (2.536)
Beer style dummies	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
Year dummies	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
State dummies	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
N of beers	17,401	17,401	17,401	16,056	16,056	16,056
N of beer-year observations	50,034	50,034	50,034	45,767	45,767	45,767
Scale parameter	0.1592	0.1593	0.1591	89.653	89.542	88.540
Wald Chi-square (d.f.)	3,294.23 (87)	3,279.80 (87)	3,922.32 (88)	3,207.64 (87)	3,214.40 (87)	3,214.72 (88)

+p<0.1, *p<0.05, **p<0.01, ***p<0.001; two-tailed tests; robust standard errors clustered on beer in parentheses

Note: Refuting a quality-based alternative explanation: Introducing a brewery-level control for medals, *brewery cumulative medals won*, does not alter key findings

Table A3: GEE Models: Effects of Beer Name Emotionality on Beer Appeal and Beer Authenticity Controlling for Discounted (by 20%) Brewery Cumulative Medals

	Model (A3.1)	Model (A3.2)	Model (A3.3)	Model (A3.4)	Model (A3.5)	Model (A3.6)
	<i>DV: Appeal</i>			<i>DV: Authenticity</i>		
Density of beers (t-1)	-0.041*** (0.009)	-0.041*** (0.009)	-0.041*** (0.009)	3.156*** (0.303)	3.154*** (0.303)	3.154*** (0.303)
Density of beers squared (t-1)	0.001*** (0.000)	0.001*** (0.000)	0.001*** (0.000)	-0.144*** (0.010)	-0.144*** (0.010)	-0.144*** (0.010)
Pre-1996 brewery = 1	0.030*** (0.008)	0.029*** (0.008)	0.030*** (0.008)	0.824*** (0.157)	0.821*** (0.157)	0.824*** (0.157)
Regional brewery = 1 (t-1)	-0.024*** (0.005)	-0.024*** (0.005)	-0.024*** (0.005)	1.956*** (0.175)	1.957*** (0.174)	1.957*** (0.174)
Contract brewery = 1 (t-1)	-0.045*** (0.012)	-0.044*** (0.012)	-0.045*** (0.012)	0.741*** (0.202)	0.745*** (0.202)	0.745*** (0.202)
Adjunct brewery = 1 (t-1)	-0.187*** (0.019)	-0.187*** (0.019)	-0.187*** (0.019)	0.710 (0.533)	0.708 (0.532)	0.708 (0.532)
Acquired brewery = 1 (t-1)	-0.153*** (0.023)	-0.153*** (0.023)	-0.152*** (0.023)	-2.908*** (0.695)	-2.901*** (0.694)	-2.901*** (0.694)
Brewery tenure (t)	-0.014*** (0.001)	-0.014*** (0.001)	-0.014*** (0.001)	0.017 (0.023)	0.018 (0.023)	0.018 (0.023)
Brewery cumulative beer style count (t-1)	0.020*** (0.001)	0.020*** (0.001)	0.020*** (0.001)	0.051 (0.038)	0.051 (0.038)	0.051 (0.038)
Brewery cumulative medals won: discount 20% (t-1)	0.006*** (0.001)	0.006*** (0.001)	0.006*** (0.001)	0.061*** (0.018)	0.061*** (0.018)	0.061*** (0.018)
Average reviewer experience (t-1)	0.001 (0.001)	0.001 (0.001)	0.001 (0.001)	-0.068*** (0.012)	-0.068*** (0.012)	-0.068*** (0.012)
American lager style dummy = 1	-0.539*** (0.021)	-0.541*** (0.022)	-0.538*** (0.021)	-1.756*** (0.190)	-1.757*** (0.190)	-1.751*** (0.190)
Beer name word count	-0.005* (0.002)	-0.005* (0.002)	-0.005* (0.002)	-0.022 (0.044)	-0.024 (0.044)	-0.024 (0.044)
Oppositional beer name = 1	0.139*** (0.011)	0.135*** (0.011)	0.140*** (0.011)	-0.277 (0.180)	-0.267 (0.179)	-0.257 (0.180)
Beer review word count (t-1)				0.125*** (0.033)	0.125*** (0.033)	0.125*** (0.033)
Beer perceived authenticity (t-1)	0.002*** (0.000)	0.002*** (0.000)	0.002*** (0.000)			
Beer name positive emotionality	-0.168*** (0.035)		-0.169*** (0.035)	-0.373 (0.494)		-0.386 (0.495)
Beer name negative emotionality		0.061* (0.031)	0.063* (0.031)		1.887* (0.818)	1.890* (0.818)
Constant	4.101*** (0.093)	4.101*** (0.093)	4.100*** (0.093)	-11.86*** (2.534)	-11.89*** (2.534)	-11.89*** (2.534)
Beer style dummies	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
Year dummies	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
State dummies	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
N of beers	17,401	17,401	17,401	16,056	16,056	16,056
N of beer-year observations	50,034	50,034	50,034	45,767	45,767	45,767
Scale parameter	0.1592	0.1594	0.1592	89.728	89.617	89.615
Wald Chi-square (d.f.)	3,302.21 (87)	3,289.21 (87)	3,307.14 (88)	3,204.24 (87)	3,210.90 (87)	3,2111.22 (88)

+p<0.1, *p<0.05, **p<0.01, ***p<0.001; two-tailed tests; robust standard errors clustered on beer in parentheses

Note: Refuting a quality-based alternative explanation: Introducing a time-decay function of the control variable *brewery cumulative medals won* does not alter key findings

Table A4: GEE Models: Effects of Beer Name Emotionality on Beer Appeal and Beer Authenticity Controlling for Perceived Beer Quality

	Model (A4.1)	Model (A4.2)	Model (A4.3)	Model (A4.4)	Model (A4.5)	Model (A4.6)
	<i>DV: Appeal</i>			<i>DV: Authenticity</i>		
Density of beers (t-1)	-0.043*** (0.009)	-0.043*** (0.009)	-0.043*** (0.010)	3.099*** (0.301)	3.097*** (0.301)	3.097*** (0.301)
Density of beers squared (t-1)	0.001*** (0.000)	0.001*** (0.000)	0.001*** (0.000)	-0.142*** (0.009)	-0.142*** (0.009)	-0.142*** (0.009)
Pre-1996 brewery = 1	0.032*** (0.008)	0.031*** (0.008)	0.032*** (0.008)	0.833*** (0.155)	0.828*** (0.155)	0.832*** (0.155)
Regional brewery = 1 (t-1)	-0.023*** (0.005)	-0.023*** (0.005)	-0.023*** (0.005)	1.908*** (0.169)	1.910*** (0.169)	1.910*** (0.169)
Contract brewery = 1 (t-1)	-0.049*** (0.012)	-0.048*** (0.012)	-0.048*** (0.012)	0.717*** (0.204)	0.721*** (0.204)	0.720*** (0.204)
Adjunct brewery = 1 (t-1)	-0.183*** (0.019)	-0.184*** (0.019)	-0.184*** (0.019)	0.738 (0.518)	0.736 (0.518)	0.736 (0.518)
Acquired brewery = 1 (t-1)	-0.154*** (0.023)	-0.154*** (0.023)	-0.154*** (0.023)	-2.832*** (0.668)	-2.825*** (0.666)	-2.824*** (0.666)
Brewery tenure (t)	-0.014*** (0.001)	-0.014*** (0.001)	-0.014*** (0.001)	0.017 (0.022)	0.018 (0.022)	0.019 (0.022)
Brewery cumulative beer style count (t-1)	0.024*** (0.001)	0.024*** (0.001)	0.024*** (0.001)	0.053 (0.035)	0.053 (0.035)	0.053 (0.035)
Average reviewer experience (t-1)	0.001+ (0.001)	0.001+ (0.001)	0.001+ (0.001)	-0.065*** (0.011)	-0.066*** (0.011)	-0.066*** (0.011)
Beer cumulative medals won (t-1)	0.023*** (0.005)	0.023*** (0.005)	0.023*** (0.005)	1.853*** (0.448)	1.852*** (0.448)	1.852*** (0.448)
Beer perceived quality (t-1)	-0.000 (0.000)	-0.000 (0.000)	-0.000 (0.000)	0.004+ (0.002)	0.004+ (0.002)	0.004+ (0.002)
American lager style dummy = 1	-0.540*** (0.021)	-0.543*** (0.021)	-0.540*** (0.021)	-1.801*** (0.191)	-1.803*** (0.191)	-1.795*** (0.191)
Beer name word count	-0.005* (0.002)	-0.005* (0.002)	-0.005* (0.002)	-0.018 (0.044)	-0.020 (0.044)	-0.021 (0.044)
Oppositional beer name = 1	0.140*** (0.011)	0.136*** (0.011)	0.141*** (0.011)	-0.220 (0.180)	-0.213 (0.179)	-0.201 (0.180)
Beer review word count (t-1)				0.011 (0.065)	0.012 (0.065)	0.012 (0.065)
Beer perceived authenticity (t-1)	0.002*** (0.000)	0.002*** (0.000)	0.002*** (0.000)			
Beer name positive emotionality	-0.165*** (0.035)		-0.166*** (0.035)	-0.448 (0.491)		-0.462 (0.492)
Beer name negative emotionality		0.063* (0.031)	0.064* (0.031)		1.901* (0.820)	1.905* (0.820)
Constant	4.12*** (0.093)	4.12*** (0.093)	4.12*** (0.093)	-11.82*** (2.507)	-11.84*** (2.507)	-11.85*** (2.507)
Beer style dummies	Yes	Yes	Yes	Yes	Yes	Yes
Year dummies	Yes	Yes	Yes	Yes	Yes	Yes
State dummies	Yes	Yes	Yes	Yes	Yes	Yes
N of beers	17,401	17,401	17,401	16,056	16,056	16,056
N of beer-year observations	50,034	50,034	50,034	45,767	45,767	45,767
Scale parameter	0.1598	0.1600	0.1597	87.972	87.862	87.859
Wald Chi-square (d.f.)	3,147.42 (88)	3,137.28 (88)	3,152.73 (89)	3,266.89 (88)	3,273.00 (88)	3,273.61 (89)

+p<0.1, *p<0.05, **p<0.01, ***p<0.001; two-tailed tests; robust standard errors clustered on beer in parentheses

Note: Refuting a quality-based alternative explanation: Introducing a control for *beer perceived quality* does not alter key findings

Table A5. GEE Models: Beer-level Effects of Beer Name Emotionality on Beer Appeal of American Ales only

	Model (A5.1)	Model (A5.2)	Model (A5.3)	Model (A5.4)	Model (A5.5)	Model (R5.6)
	<i>American Ales only Above Mean</i>	<i>American Ales only Below Mean</i>	<i>American Ales only Above Mean</i>	<i>American Ales only Below Mean</i>	<i>American Ales only Above Mean</i>	<i>American Ales only Below Mean</i>
Density of beers (t-1)	-0.042** (0.014)	-0.005 (0.021)	-0.042** (0.014)	-0.002 (0.019)	-0.042** (0.014)	-0.002 (0.019)
Density of beers squared (t-1)	0.001*** (0.000)	0.000 (0.001)	0.001*** (0.000)	-0.000 (0.001)	0.001*** (0.000)	-0.000 (0.001)
Pre-1996 brewery = 1	-0.022* (0.009)	0.037** (0.013)	-0.023* (0.009)	0.038** (0.013)	-0.022* (0.009)	0.038** (0.013)
Regional brewery = 1 (t-1)	-0.010 (0.006)	-0.036*** (0.010)	-0.009 (0.006)	-0.035*** (0.010)	-0.010 (0.006)	-0.035*** (0.010)
Contract brewery = 1 (t-1)	-0.044** (0.017)	-0.002 (0.019)	-0.044** (0.017)	-0.000 (0.019)	-0.044** (0.017)	-0.000 (0.019)
Adjunct brewery = 1 (t-1)	-0.038 (0.030)	-0.133*** (0.029)	-0.037 (0.030)	-0.135*** (0.029)	-0.038 (0.030)	-0.135*** (0.029)
Acquired brewery = 1 (t-1)	-0.071+ (0.042)	-0.038 (0.034)	-0.070+ (0.042)	-0.039 (0.035)	-0.070+ (0.042)	-0.039 (0.034)
Brewery tenure (t)	-0.010*** (0.001)	-0.009*** (0.002)	-0.010*** (0.001)	-0.009*** (0.002)	-0.010*** (0.001)	-0.009*** (0.002)
Brewery cumulative beer style count (t-1)	0.010*** (0.001)	0.023*** (0.002)	0.010*** (0.001)	0.023*** (0.002)	0.010*** (0.001)	0.023*** (0.002)
Average reviewer experience (t-1)	0.001 (0.001)	-0.001 (0.001)	0.001 (0.001)	-0.001 (0.001)	0.001 (0.001)	-0.001 (0.001)
Beer cumulative medals won (t-1)	-0.004 (0.007)	0.025* (0.012)	-0.004 (0.007)	0.027* (0.012)	-0.004 (0.007)	0.026* (0.012)
Beer name word count	-0.002 (0.002)	-0.007+ (0.004)	-0.002 (0.002)	-0.007+ (0.004)	-0.002 (0.002)	-0.007+ (0.004)
Oppositional beer name = 1	0.103*** (0.011)	0.112*** (0.019)	0.103*** (0.011)	0.113*** (0.019)	0.104*** (0.011)	0.115*** (0.019)
Beer perceived authenticity (t-1)	0.000*** (0.000)	0.006*** (0.001)	0.000*** (0.000)	0.006*** (0.001)	0.000*** (0.000)	0.006*** (0.001)
Beer name positive emotionality	-0.146** (0.045)	-0.200** (0.061)			-0.144** (0.044)	-0.193** (0.061)
Beer name negative emotionality			0.082* (0.037)	0.205*** (0.047)	0.079* (0.037)	0.197*** (0.047)
Constant	4.182*** (0.151)	3.536*** (0.209)	4.179*** (0.151)	3.502*** (0.195)	4.178*** (0.151)	3.503*** (0.196)
Year dummies	Yes	Yes	Yes	Yes	Yes	Yes
State dummies	Yes	Yes	Yes	Yes	Yes	Yes
N of beers	5,629	5,010	5,629	5,010	5,629	5,010
N of beer-year observations	12,909	10,495	12,909	10,495	12,909	10,495
Scale parameter	0.0636	0.1306	0.0635	0.1301	0.0634	0.1305
Wald Chi-square (d.f.)	643.74 (73)	9,893.52 (74)	630.53 (73)	9,890.48 (74)	647.59 (74)	9,891.63 (75)

+p<0.1, *p<0.05, **p<0.01, ***p<0.001; two-tailed tests; robust standard errors clustered on beer in parentheses

Note: Refuting a preference-based alternative explanation: Restricting samples to only above-average rated or only below-average rated American Ale style beer-year observations does not alter key findings

Table A6. OLS Models: Review-level Effects of Beer Name Emotionality on Appeal of American Ales only Rated by Reviewers Who Prefer American Ales

	Model (A6.1)	Model (A6.2)
	<i>American Ale only Above Mean</i>	<i>American Ale only Below Mean</i>
Pre-1996 brewery = 1	-0.050*** (0.003)	0.031*** (0.005)
Regional Brewery = 1 (t-1)	-0.021*** (0.003)	0.023*** (0.006)
Contract Brewery = 1 (t-1)	-0.028*** (0.007)	-0.049*** (0.012)
Adjunct Brewery = 1 (t-1)	0.098*** (0.011)	-0.230*** (0.017)
Acquired Brewery = 1 (t-1)	0.084*** (0.011)	-0.088*** (0.016)
Average reviewer experience (t-1)	-0.001*** (0.000)	0.000*** (0.000)
Beer Cumulative Medals Won (t-1)	0.027*** (0.002)	0.021*** (0.004)
Beer name word count	-0.007*** (0.001)	-0.002 (0.002)
Oppositional beer name = 1	-0.003 (0.004)	0.036*** (0.009)
Beer name positive emotionality	-0.041** (0.014)	0.039 (0.027)
Beer name negative emotionality	0.044*** (0.008)	0.074*** (0.022)
Constant	4.552*** (0.059)	3.869*** (0.116)
Year dummies	<i>Yes</i>	<i>Yes</i>
State dummies	<i>Yes</i>	<i>Yes</i>
N of review-beer observations	59,171	36,861
R-squared	0.07	0.04
F-test	n/a	440.58***
(d.f.)	(71)	(72)

+p<0.1, *p<0.05, **p<0.01, ***p<0.001; two-tailed tests; robust standard errors in parentheses

Note: Refuting a preference-based alternative explanation: Restricting samples to review-level observations of only above-average rated or only below-average rated American Ales by reviewers who review American Ales at least one standard deviation above the website mean does not alter key findings

Table A7. OLS Models: Review-level Effects of Beer Name Emotionality on Appeal of Beer Dimensions of Look, Smell, Taste and Feel

	Model (A7.1)	Model (A7.2)	Model (A7.3)	Model (A7.4)	Model (A7.5)	Model (A7.6)	Model (A7.7)	Model (A7.8)
	<i>Look Above Mean</i>	<i>Look Below Mean</i>	<i>Smell Above Mean</i>	<i>Smell Below Mean</i>	<i>Taste Above Mean</i>	<i>Taste Below Mean</i>	<i>Feel Above Mean</i>	<i>Feel Below Mean</i>
Pre-1996 brewery = 1	-0.044*** (0.001)	0.032*** (0.002)	-0.040*** (0.001)	0.052*** (0.002)	-0.041*** (0.001)	0.050*** (0.002)	-0.042*** (0.001)	0.043*** (0.002)
Regional brewery=1 (t-1)	-0.002 (0.001)	-0.005** (0.002)	0.005*** (0.001)	0.003 (0.002)	-0.002** (0.001)	-0.003* (0.002)	-0.007*** (0.001)	-0.004* (0.002)
Contract brewery=1 (t-1)	-0.038*** (0.002)	-0.022*** (0.003)	-0.028*** (0.002)	-0.007* (0.003)	-0.018*** (0.002)	0.001 (0.003)	-0.026*** (0.002)	-0.012*** (0.003)
Adjunct brewery=1 (t-1)	-0.090*** (0.003)	-0.147*** (0.004)	-0.041*** (0.003)	-0.145*** (0.004)	-0.049*** (0.003)	-0.120*** (0.004)	-0.056*** (0.003)	-0.133*** (0.004)
Acquired brewery=1 (t-1)	-0.103*** (0.004)	-0.137*** (0.005)	-0.062*** (0.004)	-0.149*** (0.004)	-0.057*** (0.004)	-0.113*** (0.004)	-0.064*** (0.004)	-0.134*** (0.004)
Average reviewer experience (t-1)	-0.000*** (0.000)	0.000*** (0.000)	-0.000*** (0.000)	0.000*** (0.000)	-0.000*** (0.000)	0.000*** (0.000)	-0.000*** (0.000)	0.000*** (0.000)
Beer cumulative medals won (t-1)	0.005*** (0.000)	0.008*** (0.000)	0.003*** (0.000)	0.007*** (0.000)	0.003*** (0.000)	0.006*** (0.000)	0.004*** (0.000)	0.006*** (0.000)
Beer name word count	-0.003*** (0.000)	-0.007*** (0.001)	-0.003*** (0.000)	-0.003*** (0.001)	-0.002*** (0.000)	-0.002*** (0.001)	-0.002*** (0.000)	-0.004*** (0.001)
Oppositional beer name=1	0.048*** (0.001)	0.088*** (0.003)	0.031*** (0.001)	0.050*** (0.003)	0.037*** (0.001)	0.056*** (0.003)	0.043*** (0.001)	0.071*** (0.003)
Beer name positive emotionality	-0.055*** (0.005)	-0.040*** (0.009)	-0.041*** (0.004)	0.003 (0.007)	-0.058*** (0.004)	-0.015* (0.008)	-0.065*** (0.004)	-0.031*** (0.008)
Beer name negative 1emotionality	0.104*** (0.004)	0.026** (0.009)	0.095*** (0.003)	0.065*** (0.007)	0.096*** (0.003)	0.039*** (0.008)	0.092*** (0.003)	0.056*** (0.007)
Constant	4.147*** (0.054)	3.774*** (0.037)	4.086*** (0.046)	3.759*** (0.030)	3.896*** (0.018)	3.397*** (0.060)	3.903*** (0.018)	3.529*** (0.060)
Beer style dummies	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
Year dummies	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
State dummies	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
N of review observations	755,237	353,908	668,857	440,288	714,338	394,807	687,073	422,072
R-squared	0.06	0.09	0.05	0.07	0.06	0.08	0.07	0.08
F-test (d.f.)	593.33*** (88)	n/a (89)	425.51*** (88)	n/a (88)	n/a (89)	292.98*** (88)	11,735*** (89)	320.31*** (88)

+p<0.1, *p<0.05, **p<0.01, ***p<0.001; two-tailed tests; robust standard errors in parentheses

Note: Refuting a preference-based alternative explanation: Restricting sample to review-level observations of only above-average or only below-average ratings on dimensions of look, smell, taste, and feel of a beer does not alter key findings

Table A8: GEE Models: Effects of Beer Name Emotionality on Beer Appeal and Beer Authenticity for Breweries that Emerged in 1996 or later

	Model (A8.1)	Model (A8.2)	Model (A8.3)	Model (A8.4)	Model (A8.5)	Model (A8.6)
	<i>DV: Appeal</i>			<i>DV: Authenticity</i>		
Density of beers (t-1)	-0.042* (0.017)	-0.043* (0.017)	-0.042* (0.017)	3.581*** (0.590)	3.578*** (0.590)	3.578*** (0.590)
Density of beers squared (t-1)	0.001* (0.001)	0.001* (0.001)	0.001* (0.001)	-0.156*** (0.018)	-0.156*** (0.018)	-0.156*** (0.018)
Regional brewery = 1 (t-1)	-0.034*** (0.006)	-0.033*** (0.006)	-0.034*** (0.006)	1.944*** (0.267)	1.945*** (0.266)	1.945*** (0.266)
Contract brewery =1 (t-1)	-0.042** (0.015)	-0.043** (0.015)	-0.042** (0.015)	1.140*** (0.221)	1.143*** (0.221)	1.146*** (0.221)
Adjunct brewery =1 (t-1)	-0.199*** (0.027)	-0.199*** (0.027)	-0.199*** (0.027)	0.803 (0.773)	0.824 (0.773)	0.825 (0.772)
Acquired brewery =1 (t-1)	-0.047 (0.044)	-0.047 (0.044)	-0.046 (0.044)	-8.350** (2.823)	-8.312** (2.816)	-8.309** (2.816)
Brewery tenure (t)	-0.016*** (0.001)	-0.016*** (0.001)	-0.016*** (0.001)	-0.094** (0.029)	-0.093** (0.029)	-0.092** (0.029)
Brewery cumulative beer style count (t-1)	0.025*** (0.001)	0.025*** (0.001)	0.025*** (0.001)	0.210*** (0.059)	0.210*** (0.058)	0.209*** (0.058)
Average reviewer experience (t-1)	0.001+ (0.001)	0.001+ (0.001)	0.001+ (0.001)	-0.049*** (0.014)	-0.049*** (0.014)	-0.049*** (0.014)
Beer cumulative medals won (t-1)	0.032*** (0.007)	0.032*** (0.007)	0.032*** (0.007)	2.525** (0.782)	2.525** (0.782)	2.525** (0.782)
American lager style dummy = 1	-0.577*** (0.024)	-0.580*** (0.024)	-0.577*** (0.024)	-1.751*** (0.223)	-1.763*** (0.223)	-1.749*** (0.223)
Beer name word count	-0.009*** (0.003)	-0.009*** (0.003)	-0.009*** (0.003)	-0.059 (0.047)	-0.061 (0.047)	-0.062 (0.047)
Oppositional beer name = 1	0.146*** (0.013)	0.142*** (0.013)	0.147*** (0.013)	0.111 (0.192)	0.118 (0.191)	0.134 (0.192)
Beer review word count (t-1)				0.109** (0.041)	0.109** (0.041)	0.109** (0.041)
Beer perceived authenticity (t-1)	0.002*** (0.000)	0.002*** (0.000)	0.002*** (0.000)			
Beer name positive emotionality	-0.188*** (0.041)		-0.188*** (0.041)	-0.795 (0.531)		-0.802 (0.532)
Beer name negative emotionality		0.075* (0.035)	0.076* (0.035)		2.132* (0.867)	2.135* (0.867)
Constant	4.075*** (0.162)	4.073*** (0.162)	4.072*** (0.162)	-15.125** (4.924)	-15.202** (4.930)	-15.197** (4.930)
Beer style dummies	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
Year dummies	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
State dummies	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
N of beers	13,577	13,577	13,577	12,427	12,427	12,427
N of beer-year observations	35,571	35,571	35,571	32,213	32,213	32,213
Scale parameter	0.1728	0.1731	0.1726	90.860	90.702	90.689
Wald Chi-square (d.f.)	2,570.25 86	2,559.43 86	2,576.70 87	2,014.91 86	2,016.49 86	2,018.23 87

+p<0.1, p<0.05, **p<0.01, ***p<0.001; two-tailed tests; robust standard errors clustered on beer in parentheses
Note: Refuting a brewery reputation-based alternative explanation: Restricting sample to beer-year observations of breweries that did not exist before 1996 (the launch year of the BeerAdvocate website) does not alter key findings