

Table 3: Own Price Elasticities- LA

Brand_1_25	eii_1_25	Brand_26_50	eii_26_50
BACARDI SILVER MOJITO	-2.963	MICHELOB ULTRA	-2.009
BECKS	-2.425	MICHELOB ULTRA AMBER	-2.019
BLUE MOON BELGIAN WHITE ALE	-2.980	MICHELOB ULTRA LIME CACTUS	-2.349
BUD LIGHT	-1.851	MILLER CHILL	-1.885
BUD LIGHT GOLDEN WHEAT	-2.245	MILLER GENUINE DRAFT	-1.858
BUD LIGHT LIME	-2.276	MILLER GENUINE DRAFT LIGHT 64	-1.860
BUDWEISER	-1.852	MILLER HIGH LIFE	-1.533
BUSCH	-1.544	MILLER LITE	-1.854
BUSCH LIGHT	-1.275	MILWAUKEES BEST	-1.046
COORS	-1.664	MODELO ESPECIAL	-2.291
COORS LIGHT	-1.911	MOLSON CANADIAN	-2.166
CORONA EXTRA	-2.731	NATURAL ICE	-1.264
CORONA LIGHT	-2.500	NATURAL LIGHT	-1.258
DOS EQUIS XX AMBAR LAGER	-2.360	NEGRA MODELO	-2.564
FOSTERS LAGER	-2.092	NEWCASTLE BROWN ALE	-3.174
GEORGE KILLIANS IRISH RED LAG	-2.534	ODOULS	-1.996
GUINNESS DRAUGHT	-3.142	ODOULS AMBER	-2.107
GUINNESS EXTRA STOUT	-3.263	RED STRIPE	-2.817
HEINEKEN	-2.782	SAINT PAULI GIRL	-2.282
HEINEKEN PREMIUM LIGHT LAGER	-2.576	SMIRNOFF ICE	-2.772
ICEHOUSE	-1.683	SMIRNOFF ICE GREEN APPLE BITE	-2.844
KEYSTONE LIGHT	-1.239	SMIRNOFF ICE RASPBERRY BURST	-2.849
LANDSHARK LAGER	-2.731	STELLA ARTOIS LAGER	-3.244
MICHELOB AMBER BOCK	-2.187	TECATE	-1.819
MICHELOB ULTR POMEGRANAT RSPB	-2.248	WILD BLUE	-2.910