

# Valuation and Collaboration among Craft Brewers: Early Insights from an Analysis of Consumer Ratings

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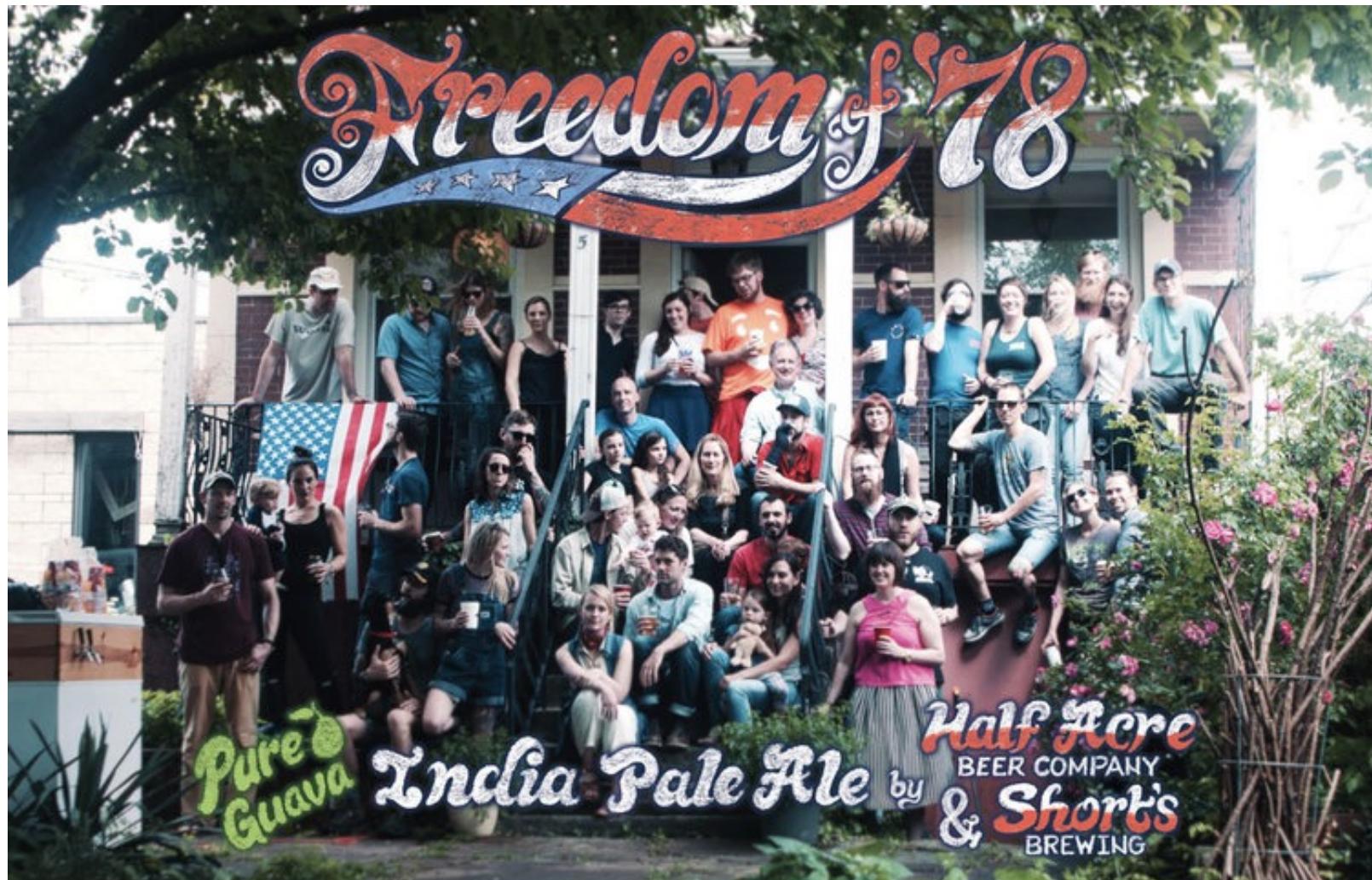


# Interorganizational Collaboration

- “a cooperative, interorganizational relationship that is negotiated in an ongoing communicative process, and which relies on neither market nor hierarchical mechanisms of control.” (Hardy, Phillips, and Lawrence 2003)
  - Learning
  - Access to Resources
  - Access to Markets
  - Status
  - Innovation
  - Shared Costs
  - Shared Risk

# What is Collaboration Worth?

- Price: Friends are worth \$268K (Ingram and Roberts 2000)
- Alternative Demonstrations of Value: Ratings and Rankings
  - Expert Valuations: Appraisers, Analysts, Critics, Sommeliers, Cicerones
  - Consumer Valuations: Product Reviews, Product Ratings, Aggregators
- Interorganizational Collaboration and the Valuation Problem
  - Valuation as Relational
    - Peer Organizations
    - Investors
    - Consumers





## Freedom of '78

Short's Brewing Company

Collaboration with Half Acre Beer Company

IPA - American

TOTAL  
28,472

UNIQUE  
20,413

MONTHLY  
633

YOU  
0

8% ABV

70 IBU

(3.83)

18,726 Ratings

Added 02/06/13

The original recipe was developed through a collaboration with Half-Acre Brewing in Chicago.... [Show More](#)



### Global Recent Activity

Sort by: [Global](#) [Friends](#) [You](#)



Eric C. is drinking a Freedom of '78 by Short's Brewing Company



2 hours ago [View Detailed Check-in](#)



Pat W. is drinking a Freedom of '78 by Short's Brewing Company at





Christina S.D.



Air And Light

Grimm Artisanal Ales



 Draft



Earned the Land of the Free (Level 4) badge!

#### Tagged Friends



#### Flavor Profile

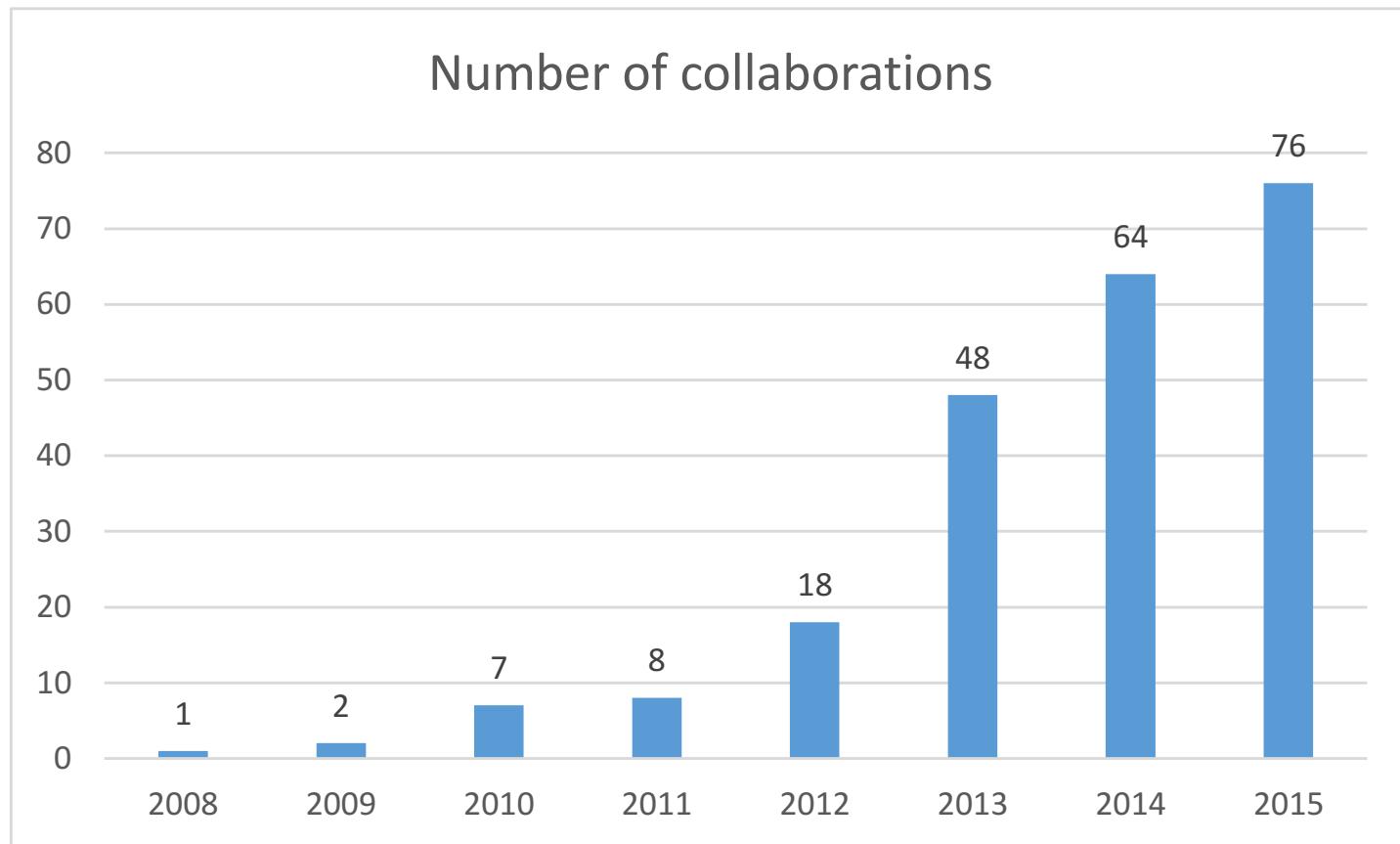
Sour

Light

Cherry

10:11 PM 30 Jun 18

...

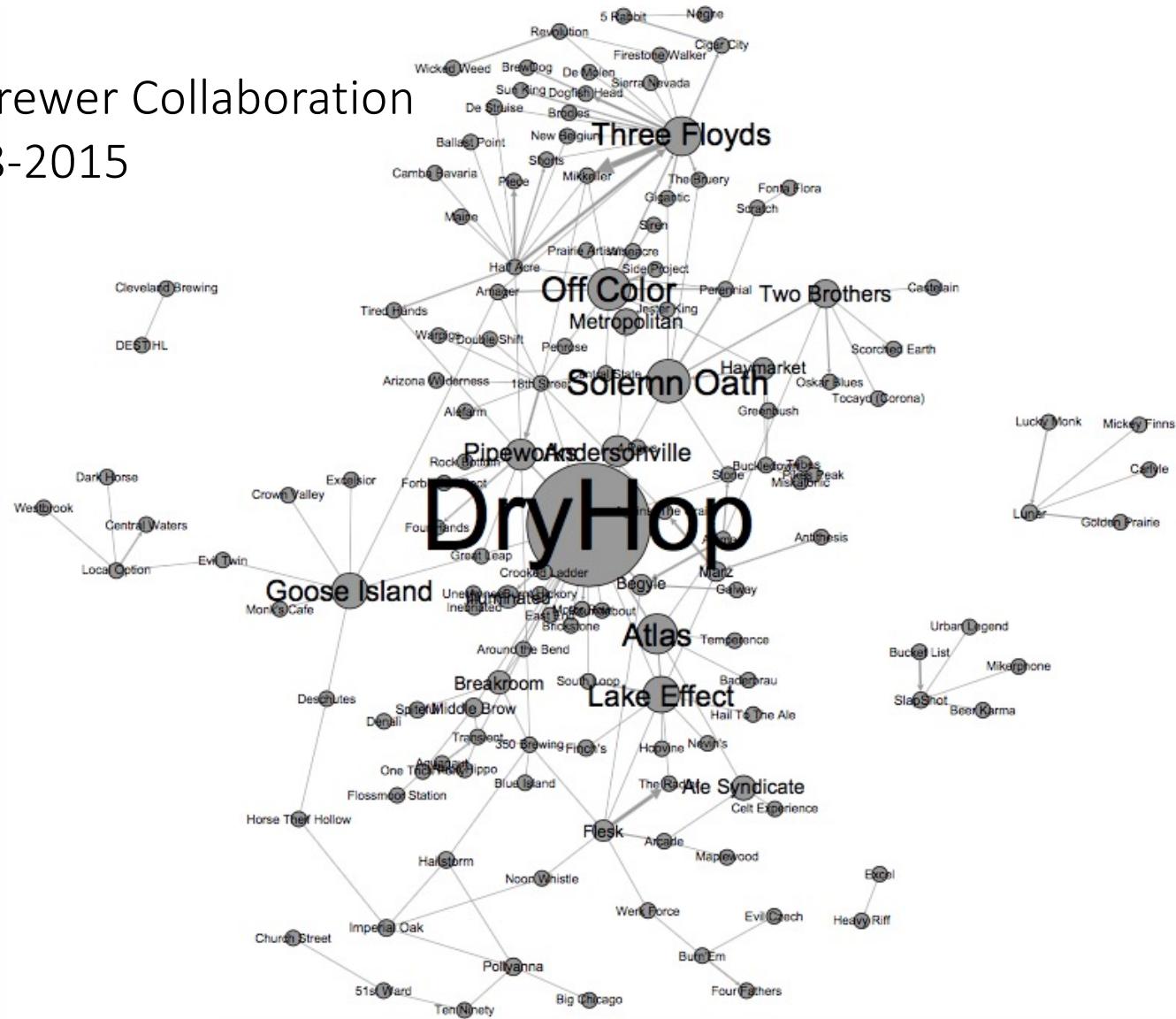


# Taking Sex Seriously: Collaboration Strategies Among Craft Brewers

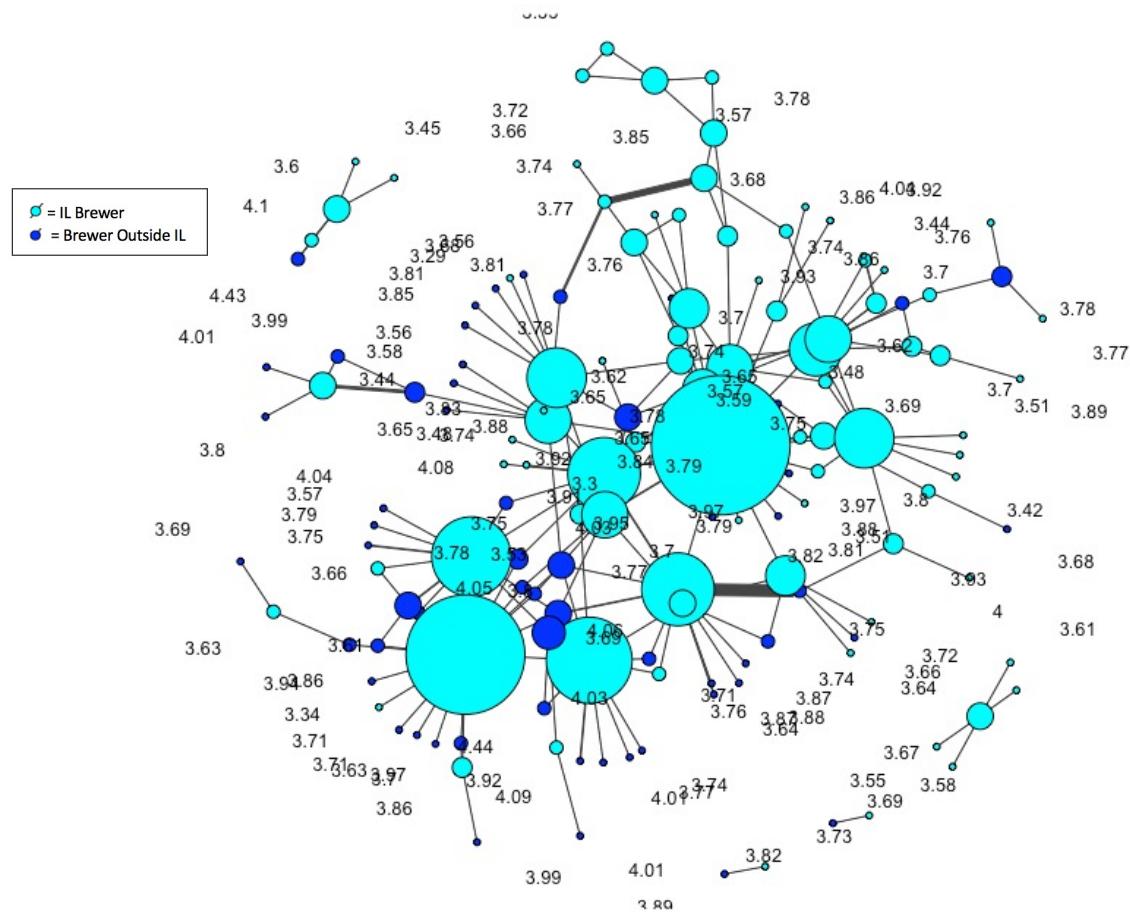
Table 1. Summary of initial analyses

	Local (N=125 dyad-level collaborations, 120 products, 77 local breweries)	Non-local (N=116 collaborations from 25 initiator breweries)	Whole sample (N=241 collaborations from 82 local breweries)
First timers	30 (39%)	7 (28%)	27 (33%)
Monogamy*	7 (9%)	3 (12%)	6 (7%)
One night stand	16 (21%)	5 (20%)	20 (24%)
Serial hook-up	24 (31%)	10 (40%)	29 (35%)

## Illinois Craft Brewer Collaboration Network 2008-2015



Illinois Craft Brewer Collaborations 2009-2016



Three Floyds Collaboration Network 2009-2016

