

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

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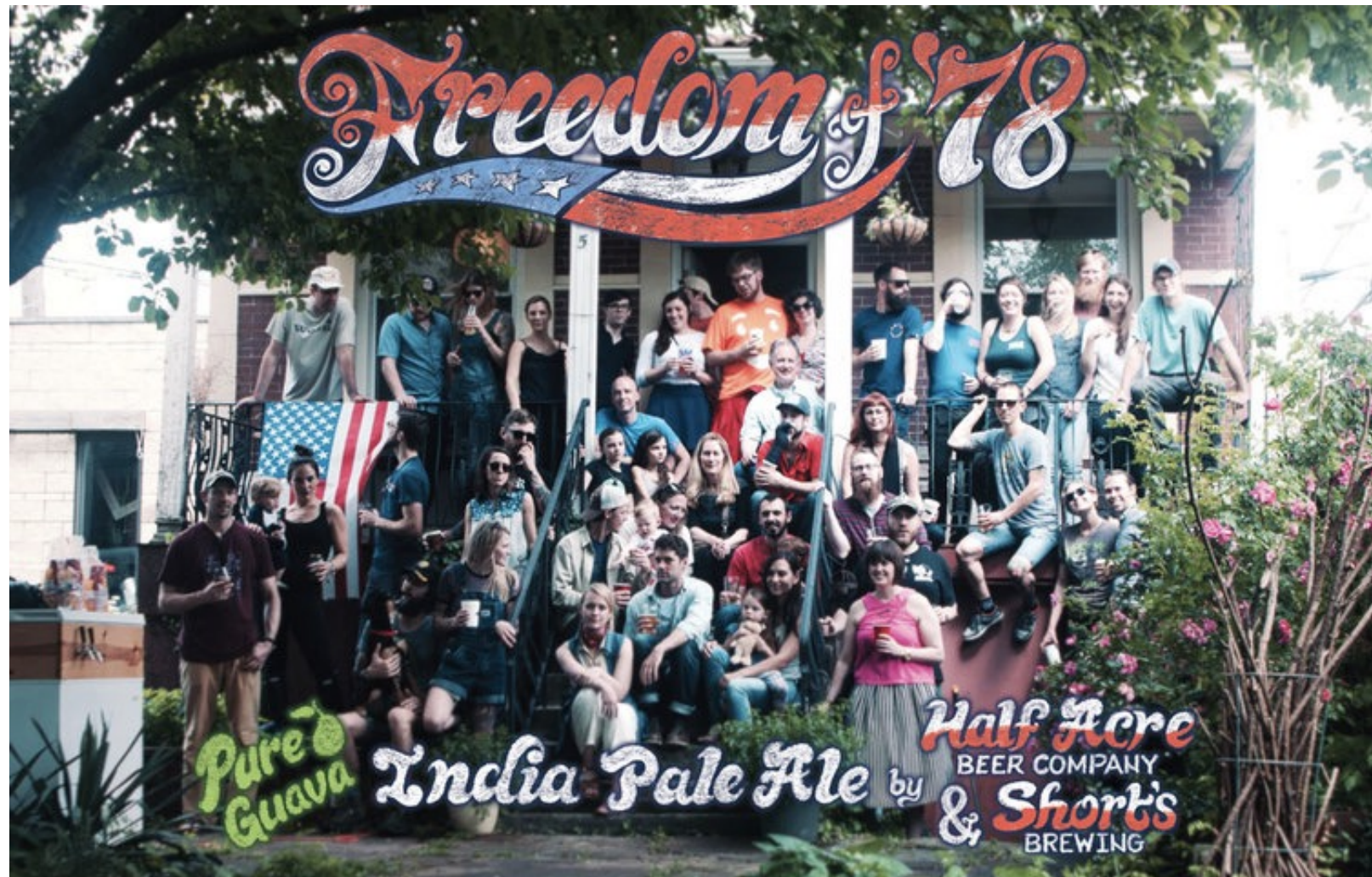


Interorganizational Collaboration

- “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

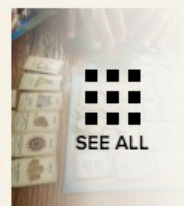
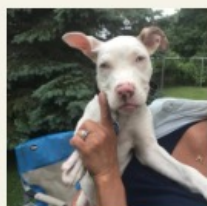
70 IBU

5 stars (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



Draft

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

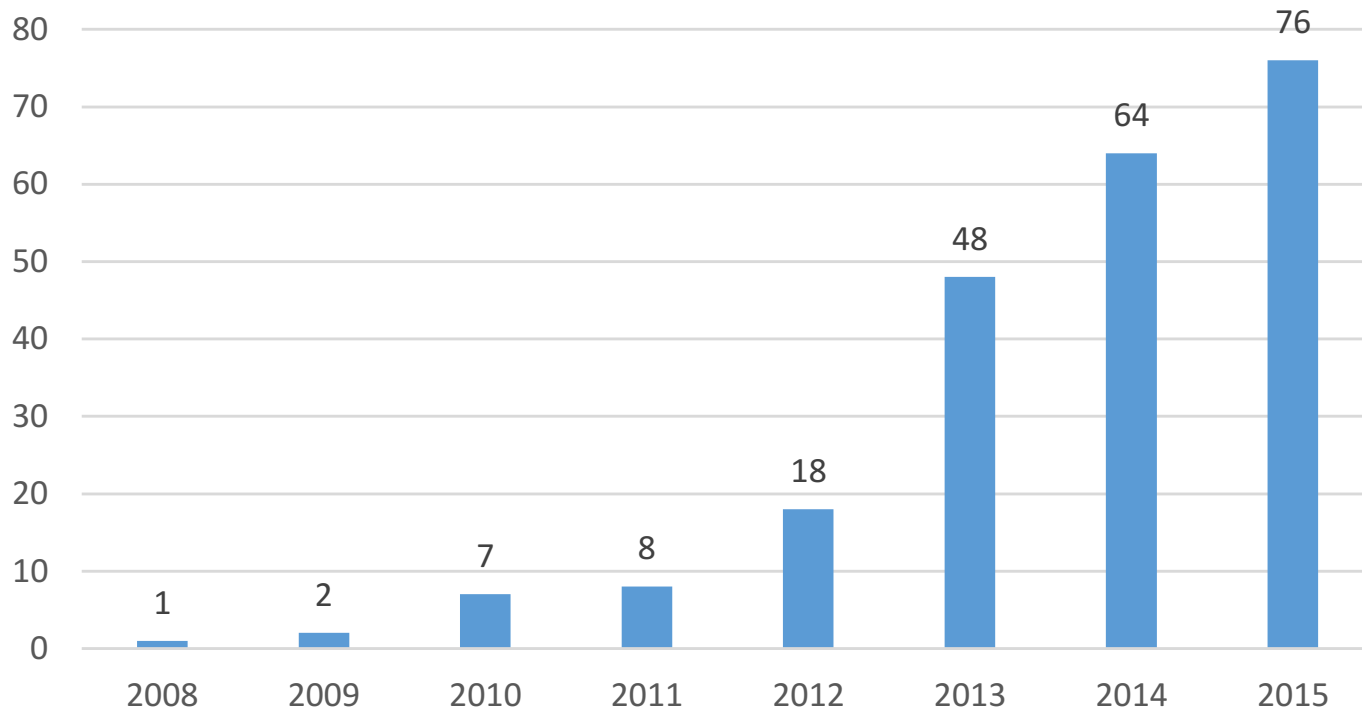
Light

Cherry

10:11 PM 30 Jun 18



Number of collaborations

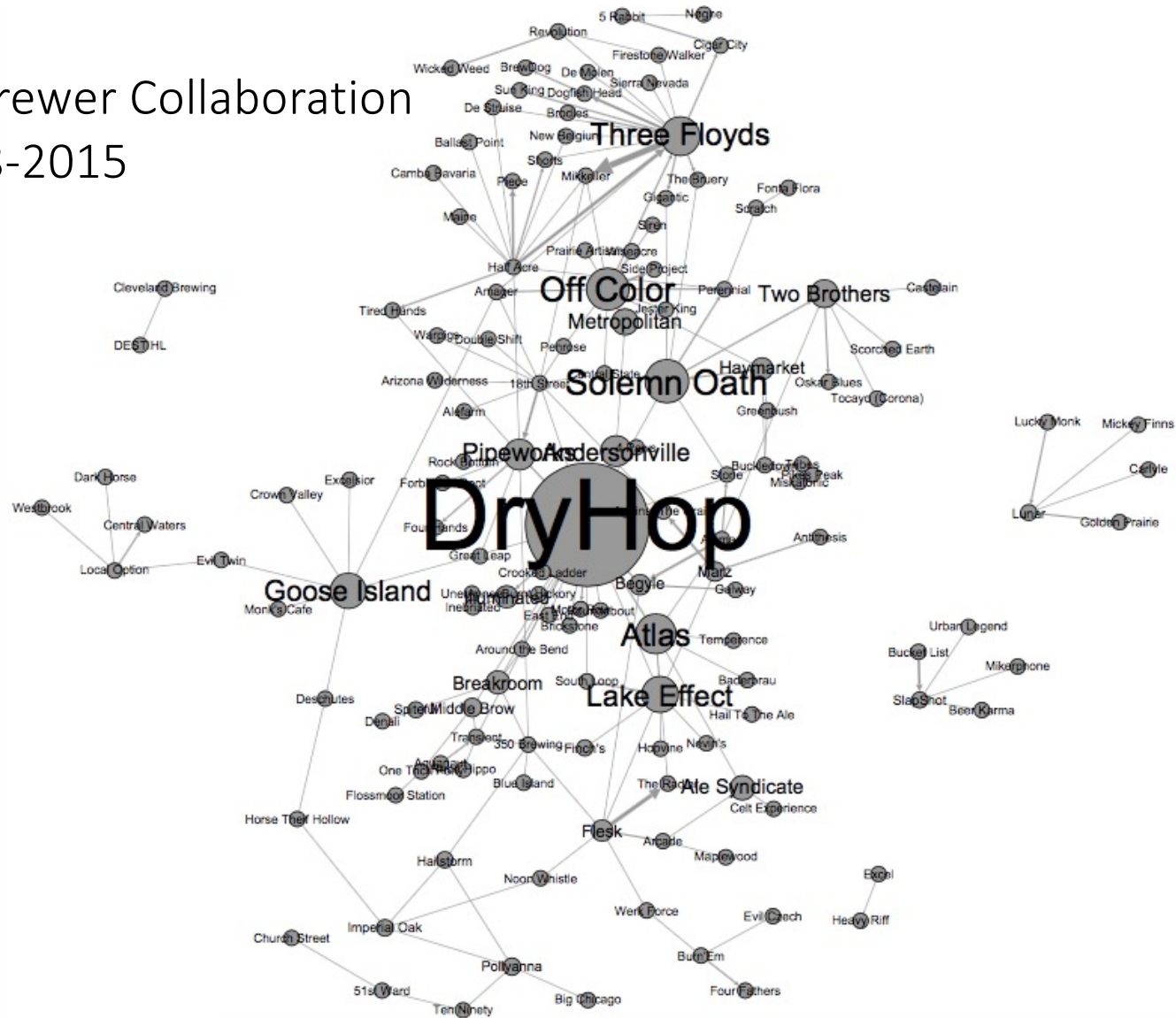


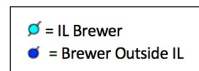
Taking Sex Seriously: Collaboration Strategies Among Craft Brewers

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





Three Floyds Collaboration Network 2009-2016

