

# The process of translaboration in the cocreation of craft beers. A descriptive study of how brand names for new craft beers are coined in multilingual Brussels.

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The creation of new craft beers is a collaborative process. We observed the process of translaboration (Alfer 2017) in the cocreation of new craft beers in two new craft breweries in Brussels: *Brasserie de la Senne* (their first beer was produced in 2003) and *Brussels Beer Project* (their first beer was produced in 2013). We will report on the collaborative process of brand name coinage in the translanguaging space (Wei 2011) of Brussels beer geeks. Participants in this process largely communicate via social media.

The corpus consists of the trilingual websites of both breweries, their Facebook pages and reporting on beer blogs (created by beer geeks communities e.g. BeerAdvocate.com and RateBeer.com).

We use this information to illustrate some aspects of the dynamics of Brussels craft beer branding. A new brand name for a beer is studied as a neologism (Temmerman & Dubois 2017). The brand names for new beers are for a large part the result of a collaboration process between brewers, multilingual craft beer communities interacting on Web 2.0 and artistically creative actors like graphical designers, musicians, foodies, trend setters, all being part of the Brussels beer lovers community. In this translanguaging space four codes are central: French, Dutch, English and Brussels dialect (involving the 'zwanze' sociolect), but other languages occur as well (e.g. Italian, Spanish, German, Japanese). We describe co-branding as a process of translaboration within this multilingual community of Brussels beer lovers.

## References

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