

# One for All, All for One? Narrating the Identities of Craft Breweries

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## Abstract

This study explores the online autobiographical accounts of craft breweries in order to generate insights into how the difference-sameness corporate identity paradox is navigated within organisational stories of self. The contribution lies in furthering existing understandings within narrative approaches to corporate identity when it comes to the multiple ways in which organisations construct identities in relation to difference and sameness via their online communication. Rooted in dialogical reflexivity, insights are generated from the interplay between existing scholarship on identity within the craft brewing movement and analytic findings. The analytic findings are produced based on a narrative thematic analysis of the online autobiographies of 91 Danish craft breweries. Where existing literature suggests craft brewery identity to be constrained by three tensions (tradition-innovation, globallocal, and organisation-community), the analysis points to redefining the tensions as opportunities in corporate identity narration instead of conflicting constraints. Thus, the study highlights the ways in which craft breweries narratively construct corporate identities by actively engaging with the difference-sameness paradox rather than seeking to overcome it. By understanding the tensions related to difference and sameness, craft breweries can develop, and enhance the value of, the strategic use of stories of self.