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The use of English by Belgian breweries in their external communication on social media

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In memory of my grandmother, in our hearts and minds forevermore

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Thanks to Danlee Edwige, my beloved grandmother, who was and always will be my greatest strength

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Introduction

In the modern world, digital platforms have acquired an important place in our daily lives. With the emergence of social media, companies around the world have embraced the fact that those new channels are an essential tool to communicate with their customers. Traditional communication tools evolve, and marketers must adapt their strategies to this ever-evolving technology. Nowadays, social media are mainly known to sell cosmetics or digital training. Nonetheless, what influence can social media have on one of Belgium's most popular products: beer? This beverage has known a worldwide success. As such, it has become essential for Belgian breweries to stand out from the crowd. To keep up with modern trends, Walloon breweries have learned to adapt their external communication to the linguistic needs of their audience. Although Belgium is a small country, its linguistic situation is complex; since no less than three official languages are spoken in the country: French, Dutch and German. Therefore, breweries already had to adapt their communication to those communities. Moreover, as commercial entities, breweries also need to satisfy their foreign consumers; and English may be the key to reaching international markets.

This thesis intends to evaluate to what extent Walloon breweries use social media in their marketing strategies. The combination of technology and languages will be studied to understand to what extent a French-speaking company can offer English content –written as well as spoken– without neglecting the message it seeks to promote. From this point of view, this project was initiated with the purpose of analysing the methods used by companies to communicate on several digital platforms: YouTube, LinkedIn, Facebook, Instagram, and websites. At the end of this paper, we will examine whether the use of English and other possible languages plays a role in advertising strategies, in their exports, in the creation of a brand image or in professional relationship.

Consequently, this paper will be structured as follows: two theoretical chapters and one research chapter with five subsections designed around the above-mentioned social media and websites. In the first chapter we will discuss the use of English as a lingua franca, and its rapid growth as a business language. Special attention will be paid to the differences that exist between a lingua franca and an international language. In this chapter, we will also mention the position of English in external communications between two or more interlocutors who do not share a same native language. In the second chapter we will introduce the concept of marketing background. Through the review of basic marketing principles, this chapter's goal will be to specify digital communication strategies. This chapter will, eventually, make the link with the role of languages in marketing strategies. The third chapter directly stems from our research question. In this chapter we will focus on the analysis of data collection in order to understand to what extent Walloon breweries use English on the different social media platforms. To close this rigorous work, a general conclusion will be drawn from the theoretical and practical data that have been studied.

Keywords: brewery, English use, external communication, social media, breweries' websites

List of abbreviations

B2B = business-to-business

B2C = business-to-consumer

BELF = English as a business lingua franca

C2B = consumer-to-business

C2C = consumer-to-consumer

D2C = direct-to-customer

ELF = English as a lingua franca

EN = English

ES = Spanish

FR = French

HORAL = the High Council for Artisanal Lambic Beers

IT = Italian

LTA = the International Trappist Association

NL = Dutch

TSG = the Traditional Specialty Guaranteed

UK= United Kingdom

US = the United States

Chapter 1: The use of English as a lingua franca in business

Digital marketing has become a mandatory step to reach international markets. Therefore, people who use those new marketing strategies need to share a common language to be understood. A shared language arguably emphasizes relationships between two partners. Historically, different languages have been used as a lingua franca, such as Latin, French, etc. Nowadays, English seems to be the most widely used language in worldwide communication. As noted by Jafari (2020, pp. 1-44), “the rapid growth of English” led to an increase in the number of speakers from different horizons.

1.1) Definitions of a lingua franca and an international language

As Ammon (1997, pp. 25-53) points out, an international language is a language that is widely used in international communication. He also specifies that languages could have different degrees of internationality. As such, any language can be a worldwide language when used as a means of communication between different nations. More specifically, an international language can be defined by its use between people from different countries or because of its application between members from different linguistic communities. This means that a language used between citizens of different countries can be considered an international language. French, for example, which is spoken in both France and Belgium but also in parts of Canada and some African countries, is a global language.

Knapp and Meirekord (2002, p.29) remind us that, initially, a lingua franca was a variety of Latin spoken along the South-Eastern coast of the Mediterranean between, approximately, the 15th and the 19th century. Jafari (2020, pp. 1-44) also echoed Hall’s conception of a lingua franca as a combination of European languages that became a vehicular language of the tradesmen who first used it in medieval times.

Although those historical facts define the origin of the term “lingua franca”, they do not define the term in a modern context. Currently, a lingua franca is a language variety that is spoken as a communication means between people who have different native languages, or to use Sharifian’s words (2015, p.291), between “speakers of different languages for the majority of whom the code is not a first language”. In other words, in a multilingual context, it implies that speakers are not expected to master the lingua franca perfectly; neither are they expected to respect all the normative rules of the language variety. More important than the notion of accuracy is the idea that users of such a code demonstrate collaboration to enable their partnership.

1.2) English as an international language (EIL) and a lingua franca (ELF):

As a result of increased globalization, English has become an integral part of worldwide communication. Its use has been generalized by people who engage in multilingual and intercultural membership. As pointed out by Jafari (2021, p.1), “economic, cultural, educational contexts have admitted English’s status as an international language”. She also reports that English can be considered as an intercultural language because of its large number of varieties which have generated intercultural communication.

MacKay (2003, pp.64-81) asserts that English as an international language (EIL) is not exclusively spoken in an international context but can also be used locally “as a language of wider communication within multilingual societies”. Belgians can relate to this fact, as they either speak French, German or Dutch. Often, Belgians adopt English as a communication language when they do not speak the other national languages. She also mentions that English should be denationalized because it is made of different linguacultural backgrounds. Consequently, it cannot be owned by a unique nation or culture. Smith (2015, p.166) agrees with the independent status of the EIL; and its independence prevents English from being bound to any social or cultural identities. Instead of being a national quality, English “should be perceived as the reflection of the language behaviour of its users.”

Seidlhofer (2009, p.237) states that EIL is often seen “as being the spread of English norms” rather than a widespread variety of English that aims to meet international needs. Another scholar, Sharifian (2009, pp. 3-11) simplifies the theory explaining that EIL rejects any “particular variety being selected as a lingua franca for international communication.” It defines itself by its modern application and not a linguistical belonging. Seidlhofer (2004, p.210) also argues that English can neither be codified nor categorized on the international scene because of the denationalization, that appears when English is appropriated by foreign speakers.

It is important to note that English (which is now used as a contact language between people from different backgrounds) shows both an international trait and a lingua franca trait. It even surpasses these two definitions since it has, over time, been applied to a wide range of fields: education, politics, business, academics, diplomacy, etc. Consequently, it is justified to claim that English arguably differs from the lingua francas of the past by its great flexibility. As discussed earlier, a lingua franca is a linguistic code that provides a shared communication tool to members belonging to two or more different linguacultures, so that they can still interact. Jafari (2020, p.11) illustrates this with the example of the Association of Southeast Asian Nations (ASEAN), “where there are more than 1000 different languages spoken by the populations of member nations”. Similarly, Belgians (who live in a trilingual country but do not necessarily speak all three official languages) use English in order to bypass the issues that may arise due to linguistic diversity. Although some scholars do not include native speakers in the ELF system, they should be included in the interactions that occur between international communicators; mainly because native speakers will have to change their communication strategies when interacting with people from different backgrounds. (Jafari, 2020, pp. 15-20)

In other words, English is both an international language and a lingua franca. The distinction lies in the function being analysed. If we only consider the extension of English as a whole as well as the number of speakers who can communicate in English from basic to expert level, then we are considering the international perspective. However, English as a lingua franca is defined as a strategic language with specific communicational goals in an interlingual context. However, it is more than a mere geographical setup; it is a social process that includes multilingual speakers who have reached communicative skills. Jafari (2020, pp. 1-43) stresses that ELF norms are “on an impromptu and negotiated basis” and ELF users focus on using inventive linguistic structures to achieve the purpose of their communication. In view of such a definition, it is clear that the lingua franca should not be studied according to the grammatical rules imposed by traditional norms but, rather, by the functional role which it assumes (Seidlhofer, 2009, pp. 236-245). Seidlhofer (2011, p. 18) also states that ELF is based on “co-constructing a *modus operandi* to achieve communicative goals”.

To summarize, a lingua franca can be any language by which people achieve mutual understanding. Nowadays, because of globalization and because of the place it has taken in international trade, this role is taken on by the English language; and a growing community membership emerges from intercultural interactions. This process depends on the time and space in which it occurs, and is, therefore, constantly evolving. Linguistically, ELF will never have a standardized form and will always be influenced by both context and culture. It relies on shared cooperation but does not rely on grammatical accuracy. (Sharifian, 2009, pp. 3-11)

1.3) English as a business lingua franca in specialized environments:

To understand the impact English has on marketing communication of local Belgian breweries, it is important to address the concept of “Business English as a Lingua Franca” or also known as “English as Business Lingua Franca” (BELF) (Anne Kankaanranta and Leena Louhiala-Salminen, 2013, pp. 19). BELF study can be considered as a branch of ELF investigation. As ELF, BELF speakers are not interested in the grammatical accuracy of their speech; what matters is the mutual understanding about their specific field of expertise. BELF contextualizes the language in a specialized setting.

Along with advancing globalization, BELF has become key to investing international markets and to sharing the interests of corporate activities on the Internet. Over the years, and since the coronavirus pandemic, the significance of social media has increased. Unlike old traditional and local businesses, modern businesses need to deal with their partners using specific words and meanings regarding their shares, their exports, or their common intentions. As illustrated by Kankaanranta and Louhiala-Salminen (2013, pp.17-34), a company of nationality A can merge with an associate of nationality B which has market shares in countries C and D. Consequently, a well-shared language is an absolute necessity to maintain lasting international relations. Although international companies are often located far apart, a study carried out between 2000 and 2002, demonstrated that within a merger between Swedish and Finnish companies, English could be used when both parties use a similar native language but need an

all-purpose neutral language in order to achieve common goals. Moreover, the study also pointed out that the native languages are not forgotten during the international exchange. The English that was spoken between the Finnish and Swedish colleagues had cultural traits of their respective native languages. For example, the politeness found in mails was related to the dynamic of the speaker's native language and its conventions. The case that was studied was about internal communication. Nevertheless, BELF is more present in external communication in B2B or with consumers. In 2006, they investigated "the role of communication in the business knowhow of globalized operations". They were helped in their investigation by the discovery that digital platforms, IT systems, globalization, and the modularization had affected communication strategies of corporations. It mainly disclosed that English is now an important resource to get work done. As in similar ELF interactions, BELF communication does not expect its users to follow the linguistic norms of British English, for example. BELF competences encompass accommodation skills, listening skills and tolerance skills in their contextualized field of use (Kankaanranta and Louhiala-Salminen, 2013, p. 27).

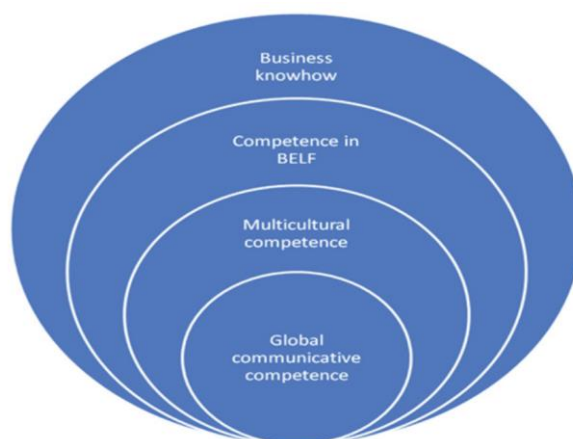


Figure 1. Model of Global Communicative Competence (Louhiala-Salminen & Kankaanranta, 2011, p.258)

Figure 1 illustrates the Global Communicative Competence of any business worker is multi-layered. It implies that they need to master those competences to communicate efficiently. In a nutshell, multicultural competence depicts the skills required to deal with national variations and cultural differences. The most essential values are *respect* and *tolerance* toward members who do not belong to the same system (social, educational, etc.). Kankaanranta and Louhiala-Salminen further mention the second layer as "Competence in BELF". This competence refers to the mutual interest that needs to be met by different business speakers. It involves competences in the English language because professional relationships rely on the mutual understanding of all participants, on maintaining rapport, and on making common projects evolve in a specific and idiosyncratic situation. Ultimately, they describe the outermost layer as the business knowhow. This layer covers both the specific business context, which means the domain of use and the general skills, and the business knowledge a worker needs in the business community.

In a second study led by Kankaanranta and Planken in 2010, they emphasized the importance of Business English as a dynamic code which has been simplified to bring forward the accuracy

and the transparency of content in highly specific situations. They elaborated a definition of BELF that is indispensable if we want to understand why Belgian breweries tend to use English in their marketing strategies or in their international communication. Indeed, they supported that BELF is a neutral language which purpose is to conduct business and to help “people representing various “cultural identities” who constitute that domain” (Kankaanrata and Planken, 2010, pp.380-407). It entails that Belgian businesses also need to compete internationally by collaborating when using BELF.

In essence, BELF enables to get work done and gives tools to companies that want to succeed internationally. It is also a communication code that carries the cultural features of the participants and includes a high degree of forbearance when it comes to accuracy and communicative skills. Moreover, it has taken an important place in the business arena as the official corporate language. In fact, BELF can be considered as part of the corporate knowledge and an essential skill to evolve extensively. Nowadays, BELF is required and used by several multinationals on all continents, mainly because of its sense of collectiveness, multidisciplinary definition, and its effectiveness. Although ELF research already gave us a good overview of how English became an international language, BELF investigations demonstrate how English became ubiquitous in business projects. Interestingly, the status of English is also legitimized as a lingua franca since its use highlights the success of professional and business interactions (which require good business communication skills and competences, efficiency, and acceptance of individual backgrounds).

Chapter 2: Digital Marketing and digital communication

2. Digital communication and linguistic community

Languages are important when it comes to communication; and communication is essential to develop a good marketing strategy. In this thesis, the focus will be put on the use of languages and digital communication. The Belgian context is particularly interesting because of its multilingual society. The linguistic complexity of the country must be taken into consideration when investigating digital communication.

2.1) A modern tool in a traditional strategy

2.1.1) Strategies remain the same

As in communications, marketing strategies are oriented towards an audience. Since high connectivity has become the norm, being able to communicate through digital tools is an essential skill nowadays. Strategies to reach customers remain the same as previously, even if media channels are different.

Business communications include different types of marketing models, depending on who the transactional correspondents are. Chaffey (2019, p.17) lists the following models: business-to-business (B2B), consumer-to-consumer (C2C), consumer-to-business (C2B), direct-to-customer(D2C), and business-to-customer (B2C). All these models use traditional communication strategies because they follow the fundamentals of business communication and traditional marketing. However, each type of transaction exists in a particular context that requires additional methods. The focus of this thesis will be on B2C transactions and relationships.

As pointed out by Chaffey (2019, p.6), the term “customer lifecycle” is used in marketing to refer to all the actions needed to make a person become a customer. This customer journey can be applied to a lot of business situations, but the contexts keep changing. Traditional techniques are still essential to reach people and to create engagement. Therefore, the new challenge for businesses is to find a balance between traditional marketing communications and digital communications. Both need to be integrated into a global strategy to be effective. Digital communications cannot be neglected as the majority of a company’s prospects are more likely to first look for its services and/or goods on the Internet. This increases the ways in which organizations can coordinate their business action plans. (Chaffey, 2019, p. 138)

2.1.2) Internet: a dynamic motor in reaching customers

The virtual world takes an increasingly important place in our lives. As mentioned in Chapter 1, speakers’ behaviour is important in a business context. Business communicators need to share ideas and information but, more specifically, they need to be understood. Nowadays,

customer communications are multichannel. Chaffey (2019, p.10) uses the term “omnichannel marketing”, which highlights the combination of traditional channels of communication with modern means of communication.

2.2) Fundamentals of digital marketing on social media:

Digital marketing is a branch of marketing that focuses on the use of new technologies and media through the use of modern devices such as smartphones, tablets, laptops, etc. It can be used in different ways and companies may want to use digital marketing for advertising, sales transactions or as a direct-response tool, for example. As pointed out by Chaffey and Ellis-Chadwick in *Digital Marketing, strategy, implementation and practice* (2019, pp. 235-243), digital marketing includes a brand-new domain: social media marketing. Like digital marketing strategies, social media marketing aims to achieve marketing objectives and to support the global management of a company. Moreover, and as the term suggests, social media strategies need to be oriented towards human desires and customers' needs. In addition to a better consumers' engagement, another of the main benefit of such strategies is to offer the company better competitiveness on the market. First, the Internet offers organizations a way to observe their competitors. It also allows them to use additional communication channels to extend their communications (Chaffey and Ellis-Chadwick, 2019, pp. 72-86). Furthermore, social media are very efficient to emphasize the relationship between the brand and its customers. It allows closer contact by sharing and participating in product creation, product advertisements, etc. Besides, social media are excellent platforms for international purposes because they make it possible for a company to get known abroad without having to move its physical infrastructures. Financially, they help reducing direct marketing costs because social media are owned media, which means organisations do not have to pay a domain owner to host them.

Additionally, a good digital marketing strategy highly depends on the importance given to search engine optimization (SEO). Chaffey (2019, p.524) describes SEO as an organisational structure that is used to improve the position of the company's websites and applications in search engine rankings. As explained by Achkasov (2015, p.201), SEO includes editing skills, writing skills and social understanding. SEOs first objectives are to progress through the search engine listings. To achieve this, content must be the priority by including particular words, semantics, and textual structures. It is the combination of writing skills and understanding of users' behaviour that makes a SEO strategy relevant. The use of expressions and culturally accepted content are different relative to the languages that are used. This assertion has been confirmed by Erdogum and Çiçek in the research they led in 2012. In their paper, they concluded that creating relevant content is the best strategy to manage a brand on social media (Erdogum and Çiçek, 2012, pp.1355-1356).

2.2.1) Digital communication and social media:

Digital marketing cannot work without elaborating a digital communication strategy that is focused on each specific channels. According to Achkasov (2015, p. 201), communication on social media needs to be oriented to the human needs of the brand's audience. Therefore, language appears as a tool that emphasizes the quality of customer experience, and the way customers feel linked to the brand. With regards to social media, one of the main benefits of digital marketing is the additional touchpoint with customers. The Internet also facilitates contacts abroad and has enabled companies to sell their products on new geographical markets. The virtual flexibility of the digital world is the key to a better internationalisation of business. The low cost of advertising is even more interesting since companies do not need to add new infrastructures to their existing international domains.

In this thesis, the focus remains on the business model described by transactions between companies and customers (B2C – business to customer communication). As described previously, social media are now a big part of marketing and communication strategies. The world we live in is changing and technology is becoming increasingly important. In the case of B2C communication, social media have seen their role increase and those channels are efficient in encouraging customer communications through owned media. They already had influence on product promotion in previous years but since the Covid-19 crisis, social media have become more than just promotional tools. For some organizations, they have become real online stores (Nguyen and Al. 2021, pp.1-7). Nowadays, the main objective is to nourish relationships between brands and their customers through networking platforms. To succeed in building an online community and making connections with it, it is essential to create a balance between promoting products, sharing events, and offering enjoyable content. For Erdogan and Çiçek (2012, pp. 1355-1360), those criteria lead to better consumer loyalty. To conclude this subsection, the correlation between a good marketing strategy and the written content is the key to make social media effective marketing tools. Consequently, there is a connection between how language interferes with the elaboration of content that is central in digital communications.

2.3) Languages in international marketing communication:

To reach customers, companies need to be understood. If the ideal audience is mainly international, it means the company must work on approaches to target an international audience. In Belgium, the linguistic situation is complex since schools offer partial bilingual education. According to Vogl and Hüning, in their article *One nation, one language? The case of Belgium* (2010, pp. 228-247), this systemic multilingualism has been a quality in the understanding of accepting the importance of language varieties. It may also explain why different language possibilities are given on online platforms (cf. Chapter 3). As pointed out by Ginsburgh and Weber (2007, pp. 35-36), Wallonia is impacted by language learning. In 2000, and always according to their study, only 17% of the Walloon population spoke English and 19% spoke Dutch. However, English shows its importance in the Belgian linguistic environment since it was already spoken and understood by 42% of the population of Brussels

and 52% of the inhabitants of Flanders. There is no further study on the subject, but the situation has undoubtedly evolved given that in 2002 the analysis led by Ginsburgh and Weber had already demonstrated that the younger population was learning more languages thanks to education programs (Ginsburgh and Weber, 2007, p.37).

Belgium's situation is arguably a great advantage in the empowerment of social forces. The concept of social forces has a significant importance in digital marketing. Since an audience is determined by demographic and psychological criteria, it is essential to adapt digital communication strategies in regard to those social forces. It allows to reach customers and prospects. Chaffey (2019, p. 126) affirms that it makes them comfortable with the brand's message and it enhances their engagement. The use of languages on social media can boost consumer experience and customer loyalty. Achkasov (2015, p. 203) notes in his research that content needs to be "linguistically and culturally appropriate" to reach the audience and to optimize the legitimacy of the platforms. Since languages are the means to build content, content needs to be reworked when it is translated to meet consumer expectations. In addition, content creation must respect the demands of search engine optimization. In other words, this suggests that content will be different depending on language and culture, using expressions that differ from one language to another. This will be explored in further detail in *Section 4.4. Online Presence* of this thesis.

Chapter 3: Methodology and Data

3. Methodology and Data

This chapter discusses the research question addressed in this thesis and the data and method used to attempt to answer it.

3.1) Research question:

This thesis starts from the assumption that, as the world keeps changing, marketing strategies need to evolve. Since global marketing methods need to follow the trends, companies need to adopt new digital strategies as well.

Research question: To what extent do local Belgian breweries in Wallonia use English to communicate externally on their websites and on social media.

3.2) Data and method:

To answer our research question, we will focus on 7 different Walloon breweries. The examination sets out to explore if they use English and why they use it to reach prospects and customers. Since English isn't the official language of Belgium, the study investigates the benefits of using English in a business context. For example, is English used to give a more professional image? Is it to reach tourists and/or foreigners? Or is it to export their products and reputation?

The sample of studied breweries incorporates companies of different sizes and (international and regional) reputations. Those criteria are important since they could be an indication of variable marketing capacities. In fact, internationally known companies usually have higher budgets dedicated to marketing. It also involves that those breweries may stand out from the smaller ones with more effective and advanced language content.

The following seven Walloon breweries will be investigated (cf. Section 3.3. *Presentation of the breweries under study* for a description of the breweries):

- Brewery of Achouffe
- Espace Chimay
- Brewery of Bellevaux
- Bertinchamps brewery
- Dubuisson brewery
- Gueuzerie Tilquin
- Microbrewery of Mont-Saint-Jean Farm

This study investigates the breweries' websites and social media. Although an overview of the breweries' different social media use will be provided, the focus will be on Facebook and Instagram, which are arguably the best adapted to the needs of online B2C sales. They are also considered to be widely popular among consumer communities, with 545 million uploads on

Instagram and 416 million on Facebook¹ in 2021; and are therefore the most interesting for organizations that want to reach consumers.

This study also analyses the online presence of the breweries by focusing on their websites and social media posts. The analysis also examines the breweries' online use of languages and, especially, the use of English. The approach is both quantitative (e.g. number and frequency of the posts; number of posts in English) and qualitative (e.g. content of the posts in English).

3.3) Presentation of the breweries

3.3.1) The Achouffe brewery:

The brewery was built at the end of the 1970s in Achouffe, a small village that is part of the municipality of Houffalize, in the province of Luxembourg. The first brew was produced on August 27th 1982, and amounted to 49 litres. In 1986, the brewery became a commercial entity and decided to extend its products to the international beer market. This Belgian brewery is successful internationally with a production of 5,000 hectolitres per year. The brand image was created by means of a "story telling" strategy. This idea came from the desire to take distance from the traditional monk who was often the symbol of a brewery. To be more original the Achouffe brewers decided to use a gnome as their ambassador.² The brewery has oriented its marketing towards the fairy world in which each beer of the range is represented by an elf. This approach has a strategic origin since the goal was to differentiate itself from beer producers that were using monks and abbeys as their brand image. The Achouffe brewery is recognized all over the world and uses its reputation as a marketing tool by sharing the testimony of international consumers.³

3.3.2) The Bellevaux brewery:

The Brewery of Bellevaux is a young brewery located in Malmedy, an Eastern Townships of Belgium, in the province of Liege. This family-owned microbrewery's first brew was produced in 2006. They produce five beers: La Blonde de Bellevaux, La Brune de Bellevaux, La Black, La Blanche de Bellevaux, Malmedy Triple – all of which are available on the national market exclusively.⁴ According to Renard C (collaborator in the Bellevaux brewery), the product export is limited to few customers of neighbouring countries.

¹ Koetsier John, *Top 10 Most Downloaded Apps And Games Of 2021: TikTok, Telegram Big Winners*, for Forbes (2021) - <https://www.forbes.com/sites/johnkoetsier/2021/12/27/top-10-most-downloaded-apps-and-games-of-2021-tiktok-telegram-big-winners/>

² Full explanation can be found on <https://chouffe.com/en-gb/our-brewery/the-name-chouffe>

³ Information from the website: <https://chouffe.com/en-gb/chouffefan/chouffe-around-the-world/>

⁴ Information from the website: <https://www.brasseriebellevaux.be/fr/la-brasserie/bieres>

3.3.3) The Bertinchamps brewery:

The Bertinchamps Brewery was founded in 2013 in Gembloux, in the province of Namur. This family-run business has a yearly capacity of 6,000 hectolitres. The brewery is present both on the national and international markets, but it is unclear which countries their products are available in.⁵ After contacting the brewery, it appears that their exportations are mainly geared towards the Asian and European markets.

3.3.4) The Chimay brewery:

The Chimay beers are part of the Chimay Wartoise⁶ foundation, which was created on 27 September 1996 in Chimay, in the province of Hainaut. The initiative came from the Cistercian monks of the Abbaye de Scourmont who wanted to separate their religious duty from their business activities. The beers are recognized as official trappist products and they are labelled « AUTHENTIC TRAPPIST PRODUCT », a label which is delivered by the International Trappist Association (I.T.A.). For consumers, this label is the guarantee that the sales income will be distributed to charity. Chimay was introduced to the international market more than 20 years ago. As of 2022, 60% of its production is exported outside of Belgium.⁷

3.3.5) The Dubuisson brewery:

The Dubuisson brewery was created in 1769, in the province of Hainaut. This brewery, which production reaches more than 100,000 hectolitres per year, exports its beer internationally. In 2014, exports represented at least 44% of the total volume of production. Their products are exported to European, American and Asian countries. As mentioned on their website, they are present on the Australian, Italian, Vietnamese, and Chilean markets.⁸

3.3.6) The Gueuzerie Tilquin:

Located in Bierghes, in the province of Walloon Brabant, the Gueuzerie Tilquin specialises in the blending of Gueuze and was founded in February 2009. Since 26 January 2012, the Gueuzerie is a member of the High Council for Artisanal Lambic Beers (HORAL) which is a non-profit organisation that helps Gueuze producers to protect their brewing process as well as the authenticity of the Lambic.⁹ Moreover, the label *Gueuze à l'ancienne* is protected by the European community, under the Traditional Specialty Guaranteed (TSG) label. The Gueuzerie Tilquin mainly sells its products to Belgian companies and private customers.¹⁰

⁵ Information from the website: <https://www.bertinchamps.be/bertinchamps>

⁶ Information from the website: <https://www.trappist.be/en/> and <https://www.chimaywartoise.be/>

⁷ Information from the website: and <https://chimay.com/> and <https://www.awex-export.be/fr/plus-d-infos/actualites/bieres-de-chimay-choisit-l-inde-comme-60eme-marche-d-exportation>

⁸ Information from the website: <https://www.dubuisson.com/fr/brasserie/histoire/>

⁹ Information from the website: <https://www.horal.be/en/welcome>

¹⁰ Information from the website: <https://www.gueuzerietilquin.be/>

3.3.7) The Microbrewery of Waterloo:

Located in Waterloo, in the province of Walloon Brabant, the Microbrewery of Waterloo was created in 2005 and renovated in 2015. They work in collaboration with the Mont-Saint-Jean farm. Both brands belong to the John Martin company (which is also located in the province of Walloon Brabant). Combined, those two breweries produce a yearly yield of 10 hectolitres. After production, their beer takes on the official name of the brand: “Waterloo Beers”.¹¹

	Location (province)	Foundation	Reputation
Achouffe brewery	Luxembourg	1982	International
Bellevaux brewery	Liege	2006	National
Bertinchamps brewery	Namur	2013	International
Chimay brewery	Hainaut	1996	International
Dubuisson brewery	Hainaut	1769	International
Gueuzerie Tilquin	Walloon Brabant	2009	National
Microbrewery of Waterloo	Walloon Brabant	2005	International

Table 1. Summary of the breweries' data

Table 1 shows the list of the breweries that were studied. All the establishments were founded between 1769 and 2013 in Wallonia. The breweries are active on different markets: 5 of them are present on the international market and only two out of the seven breweries are exclusively present on the national market.

¹¹ Information from the website: <https://waterloo-beer.com/>

4. Presentation of the findings and discussion:

In the digital era, many tools can be used to promote companies: social media, advertising platforms, websites, etc. Therefore, in this section we will analyse how breweries introduce themselves to the audience on the Internet and in the digital world. First, an overview of the online presence will be made. In this regard, four social media (YouTube, LinkedIn, Facebook, and Instagram) will be studied in detail. More specifically, the linguistic and textual content will be examined to assess to what extent English is deemed important in French-speaking Belgian companies. Special attention will be paid to Facebook and Instagram since those applications offer more content to evaluate.

4.1) Online presence:

In this section, the use of social media and websites by the selected breweries in their marketing strategy will be analysed. We will start with a general overview of the online presence of the breweries before moving on to a more detailed analysis of their presence on the different social media networks and the use of English on these networks and on their websites.

	Youtube	LinkedIn	Facebook	Instagram	Website
Achouffe brewery	Yes	Yes	Yes	Yes	Yes
Bellevaux brewery	Yes	No	Yes	Yes	Yes
Bertinchamps brewery	Yes	Yes	Yes	Yes	Yes
Chimay brewery	Yes	Yes	Yes	Yes	Yes
Dubuisson brewery	Yes	Yes	Yes	Yes	Yes
Gueuzerie Tilquin	No	No	Yes	Yes	Yes
Microbrewery of Waterloo	Yes	No	Yes	Yes	Yes

Table 2. Online presence of the breweries on the digital platforms under study

Then, we will continue our analysis with Table 2, which gives an overview of the presence of the breweries on the Internet (website and social media). Online presence is now part of their marketing strategies, and they arguably need it to be viable. Table 2 shows how important the presence of companies online has become: all the breweries have a website and all of them are present on Instagram and Facebook. While all but one (Gueuzerie Tilquin) have a YouTube channel, four out of the seven breweries can be found on LinkedIn.

In other words, YouTube and LinkedIn are less used than a private website, Instagram or Facebook. In the following subsections we will study YouTube and LinkedIn first because of their lower rank in the social media hierarchy. Afterwards, we will turn our attention to Instagram and Facebook, which are the most popular social media in terms of business and online strategies. According to Oberlo¹², a blog specialised in the drafting of marketing articles, about 200 million businesses use the marketing tools offered by the Meta group (Facebook, Instagram, Messenger, etc.). Those tools are very popular among business because they make it possible to reach a massive audience and their extensions allow users to manage parameters regarding this audience (age, gender, localisation, etc.). It is important to highlight that our analysis will differentiate Facebook from Instagram even though both are part of the Meta group. This will enable an easier comparison of the frequency of posts by the different breweries.

¹² Information from the website: <https://fr.oberlo.be/blog/chiffres-facebook#:~:text=Au%20troisi%C3%A8me%20trimestre%20de%202021,au%20premier%20trimestre%20de%202019.>

4.1.1) Online presence on YouTube:

To understand the habits of the breweries' publication on YouTube, we will compare the rate of publications on their respective channels. While the six breweries that have a YouTube channel do not seem to frequently publish on this platform, there are still observations that need to be highlighted.

4.1.1.1) The Achouffe brewery:

The Achouffe Brewery posted 12 videos on its YouTube page¹³, which is named "CHOUFFE".

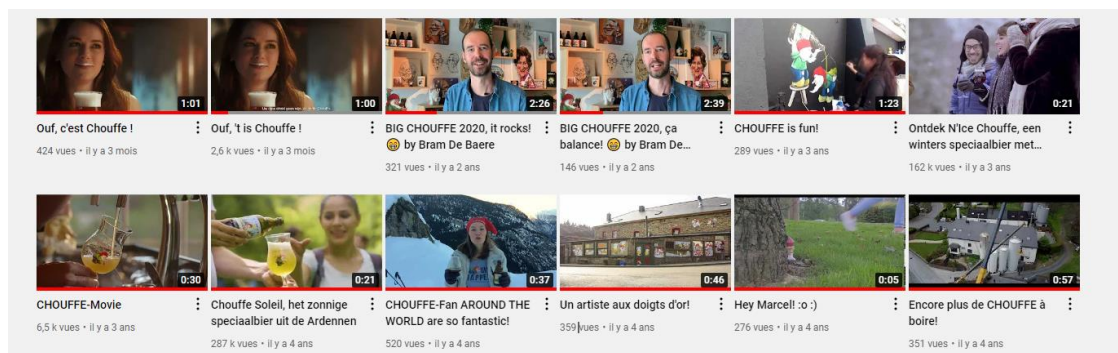


Figure 2. YouTube videos of the Achouffe brewery

The Achouffe YouTube page has been publishing contents for four years, which means that it publishes an average of 3 videos per year. Those publications include similar videos published in different languages. One out of twelve is in English. Two videos were made in French and two in Dutch. Seven of those twelve videos do not contain spoken language but are accompanied by a musical background. Furthermore, it is noteworthy that five of the videos have English title.

4.1.1.2) The Bellevaux brewery:

The Bellevaux brewery published a unique video 11 years ago. The video was made in Dutch. This is the reason why the title is in Dutch.¹⁴ The aim of this video is to promote the brewery to tourists.

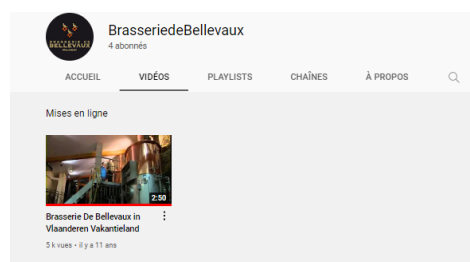


Figure 3. YouTube videos of the Bellevaux brewery

¹³ Can be found on the following link: <https://www.youtube.com/user/ChouffeBelgium/videos>

¹⁴ Can be found on the following link: <https://www.youtube.com/user/BrasseriedeBellevaux/videos>

4.1.1.3) The Bertinchamps brewery:

The Bertinchamps brewery posted 16 videos that were published between 2017 and 2021¹⁵. It means the brewery publishes an average of 3 videos per year.

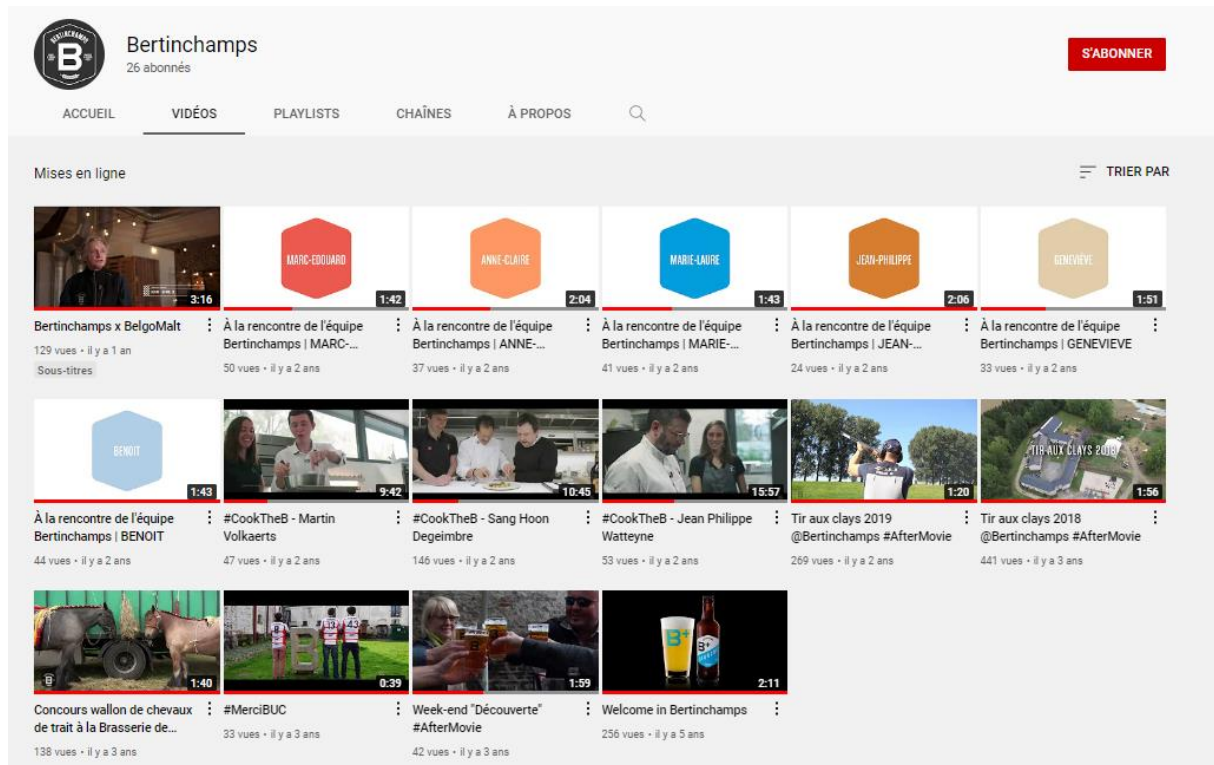


Figure 4. YouTube videos of the Bertinchamps brewery

Ten out of the sixteen videos are published in French, this may be explained by the fact that they introduce the brewing process and the team working on it. Three out of those ten French-speaking videos have an English title. They are titled “#CookTheB” and introduce recipes with head chefs. One video was made in English and published with an English title. Besides the videos with oral content, there are five videos that only contain visual content with a musical background. Those last videos all sum up past events.

¹⁵ Can be found on the following link:

<https://www.youtube.com/channel/UCVAXHjxOUUbJkgvfwv2sgcA/videos>

4.1.1.4) The Chimay brewery:

The Chimay Brewery posted 136 videos on its YouTube page between 2011 and 2022.¹⁶ It means that the Chimay brewery tends to publish 12 videos per year. In total, the brewery published 45 videos in French, 48 in Dutch, 23 in English, 12 in Italian and 8 in Spanish. Although the number of videos is relatively large, some videos appear more than once. Also, many of those videos were made in French, then subtitled in the language of the targeted audience. Consequently, 85 videos were initially made in French for the French-speaking audience, when only 29 videos were directly produced in Dutch for the Dutch-speaking audience. For the English-speaking audience, only 12 out of the 23 videos were instantly produced in English. Regarding the other languages, 6 videos out of 12 were readily posted in Italian and only one was posted in Spanish. Figure 5 demonstrates the translation strategy of the Chimay brewery.



Figure 5. YouTube videos of the Chimay brewery

Figure 5 shows that a first video was produced in French before it was translated in other languages. After watching those videos, and accordingly to the observed strategy, it is important to highlight that the information given in those videos is identical. This strategy is observed in 40 videos.

Moreover, it can be noticed that a same video has been used throughout the years.



Figure 6. Comparison of same YouTube videos of the Chimay brewery

Finally, the Chimay brewery includes languages as an organizational structure since every video is put in a playlist that groups videos in a same language together (Cf. Figure 7). Videos for the French-speaking audience are put in the “FR” (abbreviation for *French*) playlist, those for the Dutch-speaking audience are in the “NL” playlist (abbreviation for *Dutch*), then comes

¹⁶ Found on the website: <https://www.youtube.com/user/Chimay1862/videos>

the “EN” (abbreviation for *English*) playlist, the “ES” (abbreviation for *Spanish*) playlist and the “IT” (abbreviation for the *Italian*) playlist.

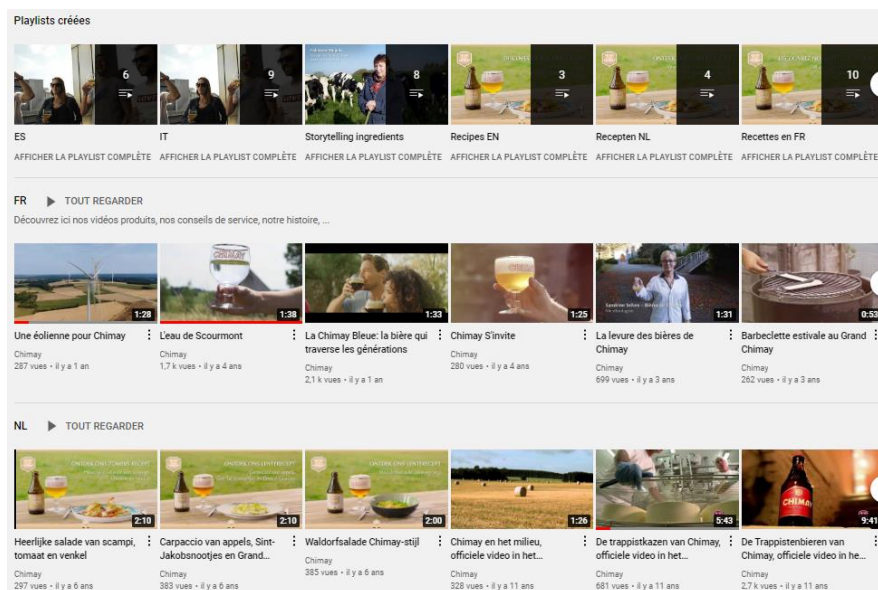


Figure 7. Comparison of same YouTube videos of the Chimay brewery

4.1.1.5) The Dubuisson brewery:

The Dubuisson brewery posted 109 videos between 2013 and 2022. As such, the brewery publishes an average of 14 videos per year.¹⁷ Regarding the audio-visual content, 3 main languages can be highlighted: French, Dutch, and English. 56 of the 109 videos were produced in French. Nonetheless, 27 out of the French videos are given an English title and three are subtitled in English. Two French videos are subtitled in Dutch. Further, the Dubuisson brewery published 46 videos in Dutch. 6 out of those Dutch videos are subtitled in English and two out of them have French subtitles. 4 videos were made in English. Only one out of the 109 videos include Spanish content. The last two videos have neither textual nor oral content.

We further observed that 46 videos were titled in French while 49 were titled in English and 11 in Dutch. 3 of the videos were titled after the brewers (names that cannot be related to a specific language). We noted a pattern through the titling strategy: when the beers' names are used in a title, they remain in French. Nevertheless, each video concerning a beer pairing is accompanied by an English title. Finally, all videos that bear a Dutch title have Dutch content.

Regarding the video recurrence, it has been observed that 15 videos were translated from the original version to offer more language opportunities. Figure 8 demonstrates this phenomenon (miniatures circled in the same colours).

¹⁷ Found on the website: <https://www.youtube.com/c/DubuissonBeers/videos>

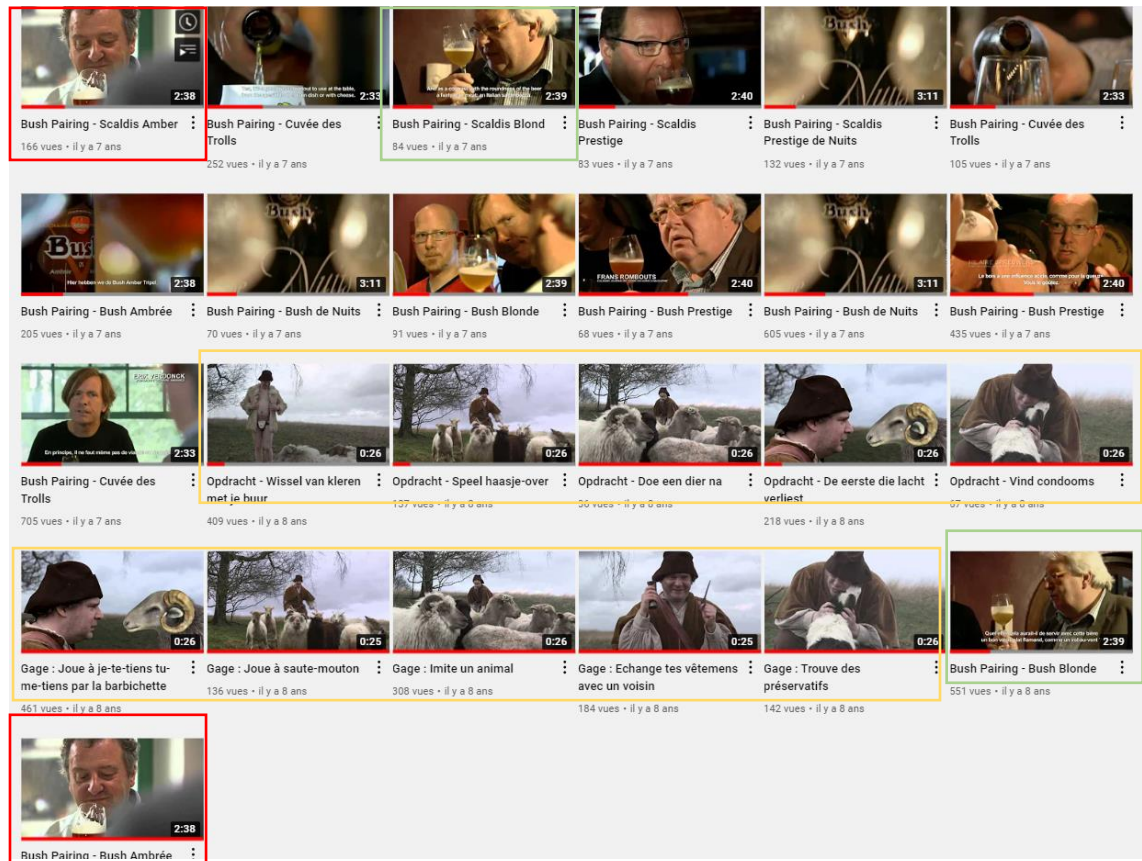


Figure 8. Recurrence in Dubuisson brewery's videos

4.1.1.6) The Microbrewery of Waterloo:

On its “Waterloo Beers” channel, the Microbrewery of Waterloo posted 19 videos between 2015 and 2017. This indicates that the brewery has a publication rate of 6 videos per year. Before analysing the linguistic situation of the videos, it is important to highlight that no video has been posted recently since the last published video dates from 2017.¹⁸

Linguistically, the Microbrewery of Waterloo offers four languages: French, Dutch, English and Spanish. Concretely, the brewery posted four French-speaking videos and four Dutch videos. Then, it has nine videos in English. Finally, the brewery offers one video in Spanish and one in Italian. In those 19 videos, there are eight original videos that have been declined to other languages.

¹⁸ Found on the website: https://www.youtube.com/channel/UCMpd_LW_OVgditFyjiUihQw/videos

4.1.1.7) Conclusion on the YouTube presence:

To adopt a contrastive scheme, the data obtained on the YouTube pages of the breweries will be compared as follows. Table 3 groups the results found about the publication habits of the breweries.

Breweries	Total # of posts	# of posts in FR	# of posts in DU	# of posts in EN	# of posts in Spanish	# of posts in Italian	# of post without language
Achouffe brewery	12	2	2	1	0	0	7
Bellevaux brewery	1	0	1	0	0	0	0
Bertinchamps brewery	16	10	0	1	0	0	0
Chimay brewery	136	45	48	23	8	12	0
Dubuisson brewery	109	56	46	4	1	0	2
Gueuzerie Tilquin	0	0	0	0	0	0	0
Microbrewery of Waterloo	19	4	4	9	1	1	0

Table 3. Presence of the breweries on the digital platforms under study

As we saw, only six out of the seven studied breweries have a YouTube channel (the Gueuzerie Tilquin has been highlighted in grey because of its absence on the platform). The number of videos posted on YouTube differs from one brewery to the other. The brewery that has the least content is the Bellevaux brewery with only one post. On the contrary, two breweries published a high number of videos: Chimay brewery with 136 videos, and Dubuisson brewery with 109 videos.

Linguistically, four out of the seven studied breweries published videos in both (main) Belgian national languages: Dutch and French. It is also to be noted that five breweries offer English-speaking content. We further observed that only three breweries offer Spanish content and two offer content in Italian. In addition, the Microbrewery of Waterloo is the only brewery that has more English-speaking videos than French-speaking videos (Cf. Table 3). Bellevaux Brewery, on the other hand, is a very interesting case. Since it is located in the French-speaking Region of Belgium, consumers may expect to find French content. However, the only video available on the brewery's channel is in Dutch. This can be explained by the fact that the video is a re-upload of a documentary that was made for "VRT Vlaanderen Vakantieland", a TV-programme which is based on the discovery of Belgian regions on a Flemish broadcasting channel.¹⁹

Moreover, some videos are not unique. Sometimes, the breweries republished previously posted videos changing only the language. This strategy of recycling content appears on the channel of Achouffe brewery (with 2 former videos), on Chimay's channel (with 40 former videos), Dubuisson's channel (with 15 former videos) and on the channel of Microbrewery of Waterloo (with 8 former videos). It is important to note that the duplicated content share identical information but in different languages (cf. Figure 5).

In addition, it is important to distinguish content fully published in a language and the title of that content. Table 4, below, shows that the title is not always linked to the language of the video's content. As an illustration, the Chimay brewery posted 23 videos titled in English while only 12 videos are fully produced in English. The same pattern can be noticed for the Dubuisson

¹⁹ Found on the link:

https://www.youtube.com/watch?v=40JKVuacuu8&t=5s&ab_channel=BrasserieDeBellevaux

brewery which has 53 videos with an English title while it only has four fully English-speaking videos.

	Total # of posts in English	# of titles of videos in English	# of videos fully in English
Achouffe brewery	5	4	1
Bellevaux brewery	0	0	0
Bertinchamps brewery	1	5	1
Chimay brewery	23	23	12
Dubuisson brewery	53	49	4
Gueuzerie Tilquin	0	0	0
Microbrewery of Waterloo	9	9	9

Table 4. Presence of English on the YouTube channels of the breweries under study

In conclusion, the languages used on this media platform vary greatly depending on the brewery. Generally, they tend to use French and Dutch as their main languages (Cf. Table 3). Nonetheless, English has an unquestionable place on the breweries' YouTube channels since it is used for titles, captions, and main content. In most cases, English appears to be used as an "advertising language". This 'advertising' use of English has been observed on different channels, including the channels belonging to "CHOUFFE", "Waterloo Beers", and "Bertinchamps". Finally, out of the combined 285 videos posted by the six breweries on YouTube, 64 were produced using English as their main language. this represents a total of 22.4% of videos published in English, which means creating content in English is of the utmost importance; even for French-speaking Belgian companies.

4.1.2) Online pages on LinkedIn:

LinkedIn is a social media platform which is characterized by its professional perspective. Therefore, the content that is published on this platform is slightly different from what is usually found on other social media.

Focusing on Table 2 (p.13 of this thesis), four breweries were found on LinkedIn. Before analysing the information on LinkedIn, it is important to point out that the Bellevaux Brewery and the Gueuzerie Tilquin Brewery have no LinkedIn pages.

4.1.2.1) The Achouffe brewery:

Achouffe brewery's presentation page on LinkedIn was written in English²⁰ (Cf. Figure 9).

Présentation

Brewery Achouffe is nestled in a lush green forest in the south of Belgium. The brewery has enjoyed an enviable reputation since 1982 for its excellent speciality beers, its outstanding choice of ingredients and the expertise of its brewers. Allow the brewery's beers to whisk you off to a land of enchantment and unleash your inner gnome.

Figure 9. LinkedIn presentation of the Achouffe brewery

Regarding the number of posts, Achouffe brewery only published a unique post which is a recruitment advertisement (Cf. Figure 10)



Figure 10. LinkedIn post of the Achouffe brewery (April 2022)

²⁰ Found on the link: <https://www.linkedin.com/company/brasserie-d-achouffe/>

4.1.2.2) The Bertinchamps brewery:

On its LinkedIn page²¹, the Bertinchamps Brewery introduces itself with a presentation in French (cf. Figure 11).

Présentation

NOTRE MISSION

Les produits Bertinchamps offrent une merveilleuse expérience sensorielle à votre palais, un moment convivial, le plaisir en toute simplicité.
Des produits du terroir issus d'un savoir faire unique, brassées personnellement par le maître des lieux, brasseur, et par toute sa famille.

NOTRE HISTOIRE

Notre famille était à la recherche d'un site de caractère pour y développer une nouvelle brasserie et ainsi continuer la longue liste des bières déjà brassées par notre père, Benoît Humblet.

En 2011 nous découvrons à proximité de Gembloux, la vieille Ferme en carré de Bertinchamps sise au milieu des champs dans un superbe environnement, mais dans un piteux état. La ferme nécessite une rénovation totale, nous démarrons donc directement les travaux en mettant souvent nous-même les mains dans le béton.

Puis en mars 2013 notre installation brassicole ultra moderne d'une capacité annuelle de 6.000 hl est placée dans les vieilles granges, contraste saisissant entre la pointe de la technologie et un site de plus de 7 siècles.

Figure 11. LinkedIn post of the Bertinchamps brewery

The Bertinchamps brewery published eight posts. As shown in Figure 12, only one of them contains complete information in English and shows the Bertinchamps team attending a professional event for the agri-food sector. In this post, it can also be noticed that the brewery uses five English hashtags: “#fair”, “#wallonia”, “#walfood”, “#belgium”, “#beers”.



Figure 12. LinkedIn post of the Bertinchamps brewery (November 2021)

Finally, a use of trendy words is to be noted. In figure 13, the word “cheers” appears at the end of the post. This word is typically used in English after serving drinks. It may suggest the desire to make the post more welcoming to the digital community.

²¹ Found on the link: <https://www.linkedin.com/company/bertinchamps/>

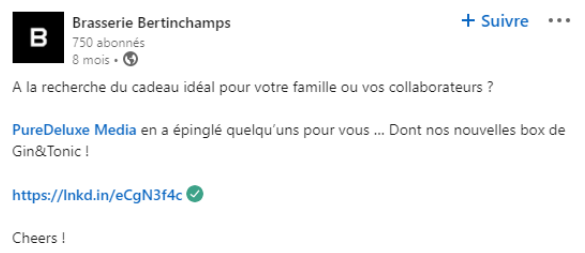


Figure 13. LinkedIn post of the Bertinchamps brewery (April 2022)

The other publications are in French and share information about different events. All the recruitment advertisements are written in French as well, which can be explained by the fact that the brewery is looking for employees in/near the region of Wallonia, which is mainly French speaking.

4.1.2.3) The Chimay brewery:

The Chimay brewery introduces its company in French. Figure 14 shows the information the brewery chose to share with LinkedIn users.

Présentation

Bières et Fromages Trappistes de Chimay.
Sociétés fondées par la communauté monastique de l'Abbaye Notre-Dame de Scourmont.
Production et distribution dans le monde entier des bières (Dorée, Rouge, Triple et Bleue)
Production et distribution dans le monde entier des fromages ("Grand Chimay", "A la bière", "Grand Cru", "Vieux Chimay", "Poteaupré")

Figure 14. LinkedIn post of the Chimay brewery (April 2022)

The Chimay Brewery published only one post (Cf. Figure 15). It promotes the engagement the brewery took to produce sustainable food and drinks. This post aims to show the company values in terms of environment.²²



Figure 15. LinkedIn post of the Chimay brewery (April 2022)

²² Found on the link: <https://www.linkedin.com/company/bi-res-de-chimay-sa/posts/?feedView=all>

4.1.2.4) The Dubuisson brewery:

The Dubuisson brewery published a French-written introduction (Cf. Figure 16) and published six posts.²³

Présentation

La Brasserie Dubuisson a des racines profondes et des valeurs qui lui confèrent une authenticité dont peu de brasseries peuvent se prévaloir...et qui en font la plus ancienne et la plus authentique brasserie de Wallonie.

Créée en 1769 par Joseph Leroy l'aïeul maternel de Hugues Dubuisson l'actuel gérant, la Brasserie Dubuisson est la plus ancienne brasserie de Wallonie.

Toujours située au même endroit, 8 générations de brasseurs s'y sont succédées en ligne directe pour en faire une brasserie qui demeure aujourd'hui toujours 100% indépendante.

Les origines brassicoles de la famille sont plus anciennes encore, puisque avant cette date, Joseph Leroy et les siens brassaient sur le domaine seigneurial de Ghissegnes situé juste en face de l'actuelle brasserie.

Pour supprimer la concurrence déloyale que représentaient les brasseries seigneuriales, jusqu'alors exemptées de taxes, l'Impératrice Marie-Thérèse d'Autriche, qui régnait à l'époque sur nos régions, ordonna leur destruction pure et simple en 1769. C'est alors que Joseph Leroy décida de s'installer sur le domaine actuel, terre non-seigneuriale, et acquit par la même occasion son indépendance en qualité de fermier-brasseur.

Figure 15. LinkedIn post of the Chimay brewery

Regarding the posts, the Dubuisson brewery does not published posts that are exclusively in English. However, English is not totally absent. Two posts contain English terms. It may indicate that English has integrated the current business language. In Figure 16, the term “webshop” appears to describe the online platform that allows customers to buy the brewery’s products online. Figure 17 shows a recruitment advertisement that uses the term “Sales Manager” (in English) instead of “Responsable de ventes” (in French).



Figure 16. LinkedIn post of the Dubuisson brewery (March 2022)

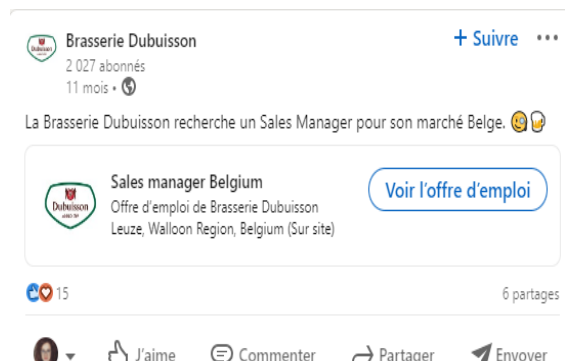


Figure 17. LinkedIn post of the Dubuisson brewery (July 2021)

²³ Found on the link: <https://www.linkedin.com/company/brasserie-dubuisson/>

4.1.2.5) Conclusion on the LinkedIn presence:

To summarize the LinkedIn subsection, there is a combined 17 publications for the four LinkedIn pages of the breweries studied. While only one post is fully written in English, only one of the five presentations was provided in English.

	Total # of posts on LinkedIn	Total # of posts containing English	# of presentations in English	# of posts fully in English	# of hashtags in English
Achouffe brewery	2	0	1	1	
Bellevaux brewery	0	0	0	0	
Bertinchamps brewery	8	2	0	1	5
Chimay brewery	1	0	0	0	0
Dubuisson brewery	6	2	0	0	0
Gueuzerie Tilquin	0	0	0	0	
Microbrewery of Waterloo	0	0	0	0	0

Table 5. Presence of English on the LinkedIn pages of the breweries under study

The infrequent use of English on LinkedIn can be explained by the fact that companies use LinkedIn for professional purposes, by promoting career opportunities and their sustainability engagements. All their contents are oriented to the French-speaking customers and/or future employees. Regarding the type of content that may be found on LinkedIn, it involves posts about recruitment, the promotion of the company's values, events, and sometimes new or current products. As shown in Table 5, and in comparison, to the data found about YouTube (Cf. Table 3, p.19 (make sure the page is still correct after proofreading/correction)), few publications were published by the companies on LinkedIn. This observation may suggest that Belgian breweries do not consider LinkedIn an essential online communication tool.

4.1.3) Online pages on Facebook:

As can be seen in Table 2 (p.13 of this thesis), all the breweries studied have a Facebook page. Moreover, posts are published more frequently on this platform, which makes them numerous and more complicated to analyse. Therefore, in this subsection we will focus on a limited period of time: the first half of February (from 1 February 2022 to 15 February 2022) and the first half of April 2022 (from 1 April 2022 to 15 April 2022).

4.1.3.1) The Achouffe brewery

The Achouffe brewery is on Facebook since 2017.²⁴

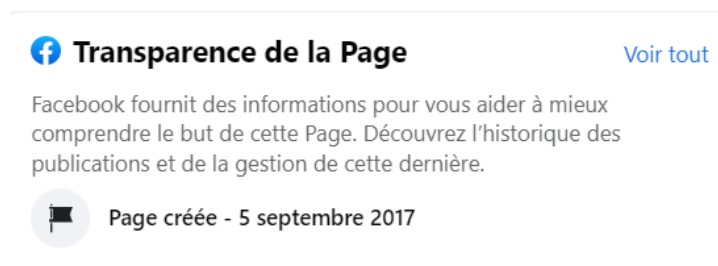


Figure 18. Creation of the Facebook page of the Achouffe brewery (5th of September 2017)

Achouffe's page records 20 posts that were written in French and Dutch. 10 out of the post are exclusively published in French and the other 10 are in Dutch. The average number of posts published amounts to 10 per half-month, with 5 posts published in French and 5 posts published in Dutch in both February and April. All the content that is published on Facebook aims to promote the products made by the Achouffe brewery, and the events attended by the brewery.

From a linguistic point of view, each post has been published in the two national languages: French and Dutch. This highlights the bilingual environment of the Belgian audience. As an illustration, both Figure 19 and Figure 20 demonstrate that a French-written post has its Dutch counterpart for the studied time-period.

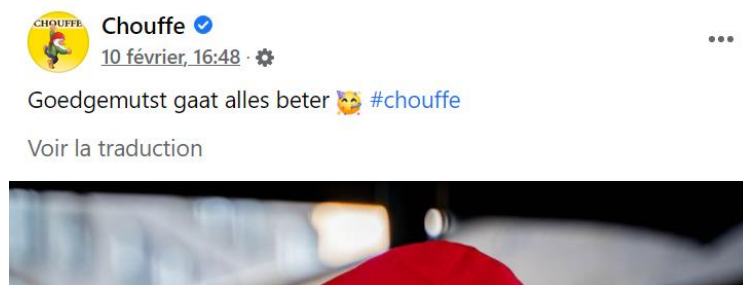


Figure 19. Facebook post of the Achouffe brewery – Dutch version (10th of February 2022)

²⁴Found on the link: <https://www.facebook.com/chouffebelgium>

Le couvre-chef indispensable des Chouffe-fans! Une valeur sûre pour réveiller le lutin qui sommeille en vous 🧚
#chouffe



Figure 20. Facebook post of the Achouffe brewery – French version (10th of February 2022)

Above is an example of two posts that were published with the same pictures and at the same time. In the post in Dutch, we observe a unique sentence that can be translated as “with a good mood, everything is alright”, while at the same time referring to the hat (‘muts’) worn by the goblin character associated with Chouffe. In the French-speaking post, the message, which also refers to the hat (“couvre-chef”), is longer and seems to include the readers more through the use of the term “value” and the personal pronoun “vous”. While the two posts arguably aim to engage with prospects and customers, the post in French can be seen to directly address readers.

Again, in Figure 21 and Figure 22, the topics are similar and the objectives are clear. Consequently, it is worth mentioning that the information shared is the same in the two languages.

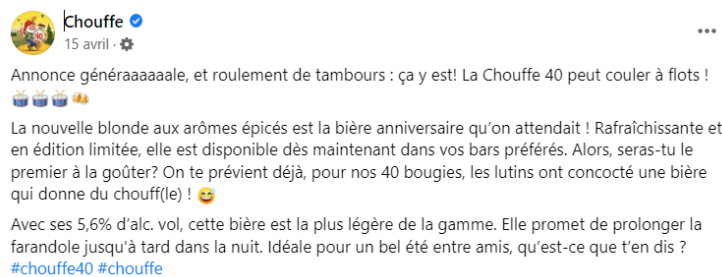


Figure 21. Facebook post of the Achouffe brewery – French version (15th of April 2022)

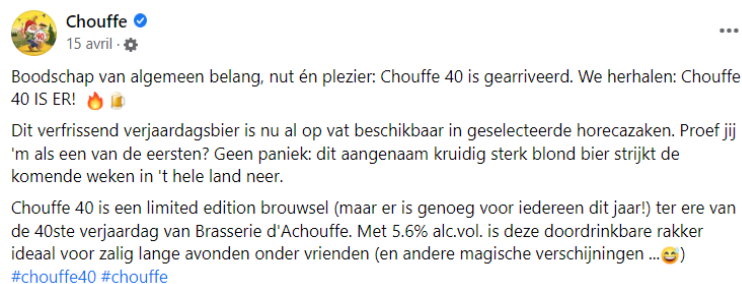


Figure 22. Facebook post of the Achouffe brewery – Dutch version (15th of April 2022)

It is noteworthy that some English words are used in the posts. Most obvious is the hashtag (keywords used on social media to directly access a general subject; they are recognizable by the symbol “#” which introduces them) “#cherrychouffe” (Cf. Figure 22). Also prominent is the term “limited edition” (Cf. Figure 23).



Figure 23. Facebook post of the Achouffe brewery – French version (3rd of February 2022)

4.1.3.2) The Bellevaux brewery:

The Bellevaux brewery has a Facebook page since 2 February 2010 (Cf. Figure 24). Its introduction is written in English (Cf. Figure 25).²⁵

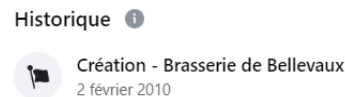


Figure 24. Creation of the Facebook page of the Bellevaux brewery (2nd of February 2010)

Independant family owned micro-brewery located in Malmedy
Craft Beers/local food/shop/guided tour

Figure 25. Facebook presentation of the Chimay brewery

The brewery published five posts in the studied time-period. More specifically, they published three posts between 5 February and 9 February 2022. Afterwards, two posts were published from 4 April to 11 April 2022. Because of the irregularity in publishing habits, no average was calculated.

From a linguistic point of view, the Bellevaux brewery writes all its posts in French. Although French is the main language, English terms remain present in some posts; as in Figure 26, for instance, where the word “team” appears as part of the brewery’s signature in two posts.



Figure 26. Facebook post of the Bellevaux brewery (11th of April 2022)

²⁵ Found on the link: <https://www.facebook.com/BrasserieDeBellevaux>

Regarding the content, the information is about the brewery's restaurant. The posts show the new menus; the change in the restaurant's opening hours; or the events attended by the brewery. Thus, it is important to point out that no information about the brewery's beers is shared on the platform.

In conclusion, the Bellevaux's example demonstrates that English is not always required as an informational language. The exclusive use of French may be explained by the geographical situation of the brewery, which is located in the small town of Malmedy, located in the Belgian East Cantons, and where the majority of the population speaks French. This may suggest that Belgian companies do not use other languages when they know their audience is only or mostly made of French speakers.

4.1.3.3) The Bertinchamps brewery:

The Bertinchamps brewery created a Facebook page on 31 December 2014 (Cf. Figure 27).²⁶

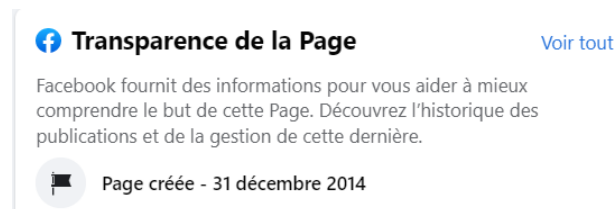


Figure 27. Creation of the Facebook page of the Bertinchamps brewery (31st of December 2014)

An examination of the frequency of publication reveals that the Bertinchamps brewery publishes an average of three posts over a 15-day period. From the 2 February to the 12 February 2022, three posts were published. Afterward, three posts were published from 8 April to 14 April 2022.

With regards to the language used, the content is written in French exclusively. English words or keywords are embedded in four out of six posts. For instance, consider the posts below (from Figure 28 to Figure 31). The first three posts mainly include English words as hashtags: “#Belgium”, “#Beer”, “#Beautiful”, “#Sun”, “#Walk”, “#Family”, “#Cheers”, “#Beertourism”, “#tourism”, “#Share”, “#Moment”, and “#Craft”. Those hashtags are oriented towards the company's values. After those publications, one post published on 11 April 2022 includes the word “Cheers”, while the general message is in French.



Figure 28. Facebook post of the Bertinchamps brewery (12th of February 2022)

²⁶ Found on the link: <https://www.facebook.com/bertinchamps>

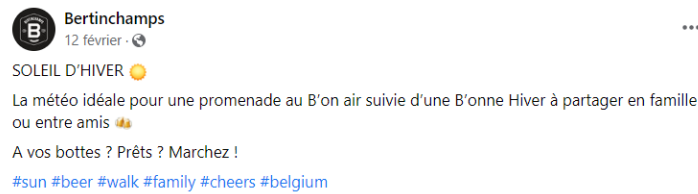


Figure 29. Facebook post of the Bertinchamps brewery (12th of February 2022)



Figure 30. Facebook post of the Bertinchamps brewery (8th of April 2022)



Figure 31. Facebook post of the Bertinchamps brewery (11th of April 2022)

The previous posts help us understand the role played by the English language in digital marketing. It appears as the language of choice for hashtags. Since there are many English speakers, the use of interconnected keywords in English is arguably an interesting strategy which allows for better contact with a wider audience.

4.1.3.4) The Chimay brewery:

The Chimay brewery is present on Facebook since 23 May 2011 (Cf. Figure 24). It introduces itself to the Facebook community through an English-written presentation (Cf. Figure 25).²⁷

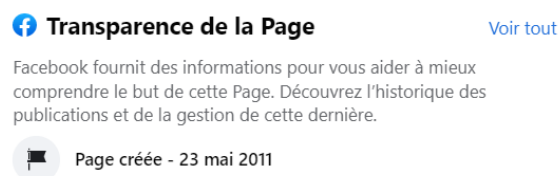


Figure 24. Creation of the Facebook page of the Chimay brewery (23rd of May 2011)

²⁷ Found on the link: <https://www.facebook.com/chimay>

i Official fanpage of Bières de Chimay SA.
In order to provide for their needs and those of their foundations, as well as to support employment in their region, the Cistercian Trappist monks of Chimay have, since 1862, developed the production of Belgian beers and Trappist cheeses that, thanks to their character and their qualities, found and continue to find great success. **Voir moins**

Figure 25. Facebook presentation of the Chimay brewery

In total, the brewery has posted seven publications throughout the studied period. It means that they publish an average of 3 posts every fortnight. In the first half of February (from 3 February to 9 February 2022), five posts were published on Chimay's Facebook page. Then, in the first half of April (from 4 April to 15 April 2022), only three posts were published.

From a linguistic point of view, six posts were written in French and one in Dutch. Those figures show that French is predominant in the Chimay communication strategy. All the posts are oriented toward the advertising of the brewery's products. Although no post is entirely written in English, the use of this language has not been excluded since most of the hashtags are in English. For example, the Chimay brewery frequently uses the hashtags “#trappist”, “#pairing”, “#lunch” and “#chimaylovers”.

To summarize this linguistic analysis, it must be noted that the focus seems to be on French-speaking communities since the majority of the content is in French. Nevertheless, English shows its importance in the digital environment since it is used for the nexus made by the hashtags. In the seven posts, seven English hashtags have been identified, which means they appears at least once per publication.

With regards to the content, all the posts are advertisements and aim to promote Chimay products (Cf. Figure 26).



Figure 26. Facebook post of the Chimay brewery – French version (9th of February 2022)

In Figures 27 and 28, we observe that Dutch and French posts share similar information.

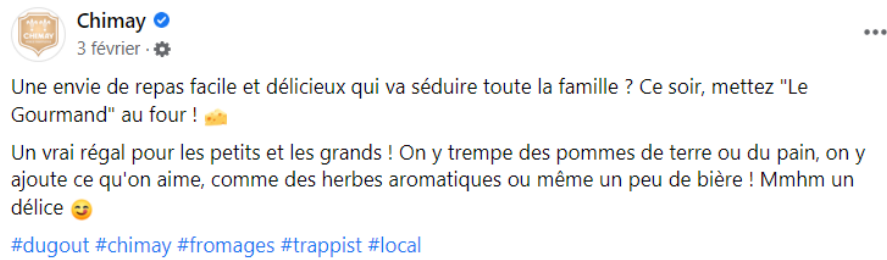


Figure 27. Facebook post of the Chimay brewery – French version (3rd of February 2022)



Figure 28. Facebook post of the Chimay brewery – Dutch version (3rd of February 2022)

4.1.3.5) The Dubuisson brewery:

The Dubuisson brewery is present on Facebook since 10 October 2013.²⁸

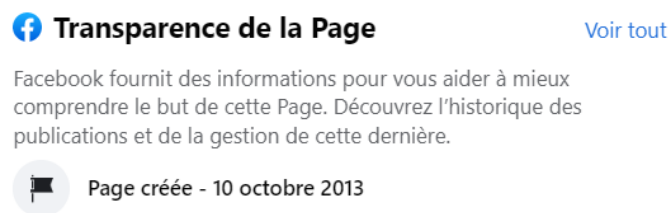


Figure 29. Creation of the Facebook page of the Dubuisson brewery (10th of December 2013)

The brewery published a total of seven posts. From 2 February 2022 to 14 February 2022, five posts were published. Then, from 1 April to 5 April 2022, only two publications were published. The seven posts were published in French only; and three of them are accompanied by the brand hashtag, which is in English: “#NoOneIsStrongerThanBush”.

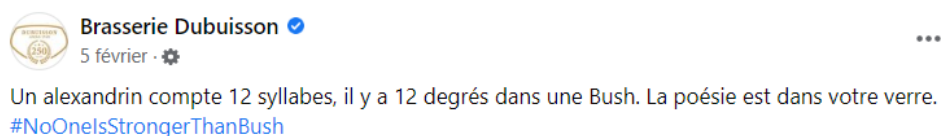


Figure 30. Facebook post of the Dubuisson brewery (5th of February 2022)

The brand hashtag is directly linked to the brand and reflects one of the characteristics of the beers (they are very strong!): “#NoOneIsStrongerThanBush”, where “Bush” is the name of the

²⁸ Found on the link: <https://www.facebook.com/brasserieDubuisson>

beers (Cf. Figure 30). This suggests that although English is not used as a communication tool to reach a wider public, it is seen as a trendy language to use in a slogan.

As to the shared information, all the posts promote the beers produced by the Dubuisson brewery. As is made clear in Figure 31, the company uses events such as Valentine's Day, for instance, to promote their products.



Figure 31. Facebook post of the Dubuisson brewery (14th of February 2022)

4.1.3.6) The Gueuzerie Tilquin brewery:

The Gueuzerie Tilquin created its Facebook page on 27 October 2022 (Cf. Figure 32).²⁹

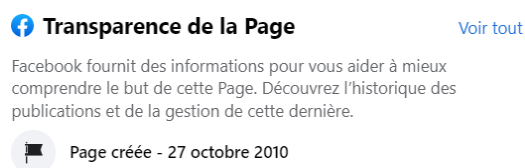


Figure 32. Creation of the Facebook page of Gueuzerie Tilquin (27th of December 2013)

²⁹ Found on the link: <https://www.facebook.com/gueuzerietilquin>

Its introduction to the Facebook users is written in English and it gives an overview of the schedule and opening hours (Cf. Figure 33).

Welcome on the official facebook page of Gueuzerie Tilquin,
Belgium's newest lambic blendery

From the second half of August to the first half of July, the
blendery is open every Saturday morning from 10h30 to 13h
for selling to individuals and unformal tour of the blendery]

We don't open on Saturdays from the 15th of JULY to the
15th of AUGUST (included)

Formal group visits with tastings included are possible from
Monday to Saturday on appointment for group of minimum
10 people. Please contact, to fix the terms of your visit Voir
moins

Figure 33. Facebook presentation of the Gueuzerie Tilquin

The brewery published seven posts with an average of four posts every fifteen days. From 6 February to 12 February 2022, five posts have been identified. In the first half of April (from 6 April to the 15 April 2022), three posts were published.

As to the language used, three out of those publications are written in English, exclusively. As illustrated below (Cf. Figure 34), the last four publications were written in three languages: French, English, and Dutch. The French text comes first and is in all likelihood the original version, which the translations into the two other languages is based on. The order in which the different languages appear suggests their main target is a French-speaking customer-base. In comparison to the other breweries, the Gueuzerie Tilquin does not integrate hashtags in their posts.



Figure 34. Facebook post of the Gueuzerie Tilquin (12th of February 2022)

Some peculiarities were identified on the Gueuzerie Tilquin page. First, they occasionally publish pictures without any textual information (Cf. Figure 35).



Figure 34. Facebook post of the Gueuzerie Tilquin (6th of February 2022)

In addition, when it comes to special events (like the Toer de Geuze 2022), they tend to use English. Furthermore, the posts that promote visits (shop opening, touristic events, etc.) are also published in English. This observation seems to indicate that the brewery wants to make their touristic activities understandable to a wider audience.

4.1.3.7) The Microbrewery of Waterloo:

The Microbrewery of Waterloo created a Facebook page on 15 January 2014. (Cf. Figure 35)³⁰

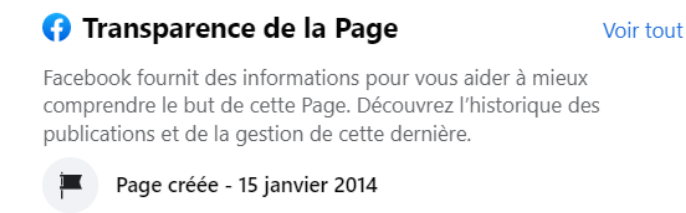


Figure 35. Creation of the Facebook page of the Microbrewery of Waterloo (15th of January 2014)

As can be seen in Figure 36, the Microbrewery complemented its page with an English introduction that briefly introduces the brewery's principles.

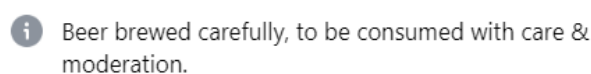


Figure 36. Facebook presentation of the Microbrewery of Waterloo

³⁰ Found on the link: <https://www.facebook.com/waterloobeers>

Waterloo beers published five posts in the studied time-period. Two posts were published between 4 February and 11 February 2022. In April, the brewery published three posts (from 1 April to 13 April 2022). All the posts were published in French, without the inclusion of English words.

Regarding the content, the Microbrewery mainly promotes its products (Cf. Figure 37) and advertises events it partakes in (Cf. Figure 38).

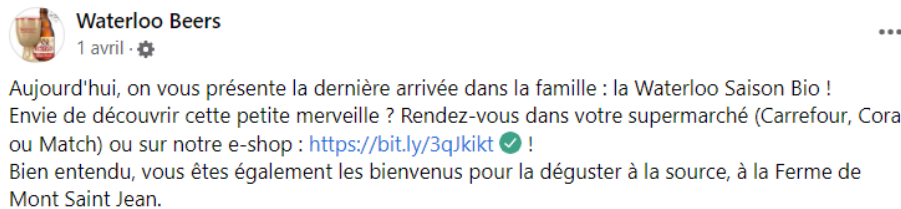


Figure 37. Facebook post of the Microbrewery of Waterloo (1st of April 2022)

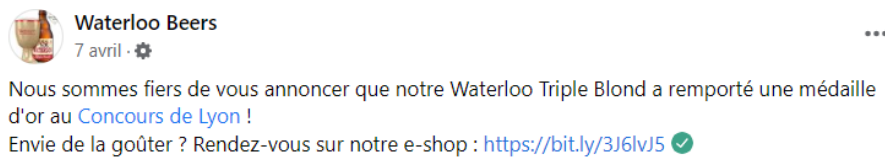


Figure 38. Facebook post of the Microbrewery of Waterloo (7th of April 2022)

Like the Dubuisson brewery, the Microbrewery of Waterloo takes advantage of commercial holidays (such as Valentine's Day – Cf. Figure 39) encouraging customers to offer beer-related gifts.

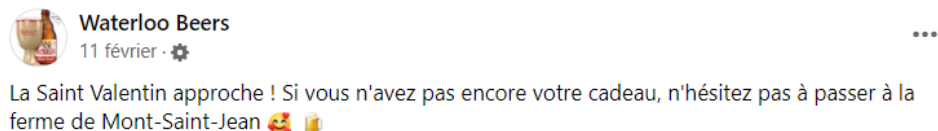


Figure 39. Facebook post of the Microbrewery of Waterloo (11th of February 2022)

4.1.3.8) Facebook presence and the use of English on Facebook pages:

To sum up the Facebook subsection, it is important to engage in a comparative reflexion. Primarily, it has been noticed that the seven studied breweries have a Facebook page. As is made clear in Table 6, and over the same period in time, the Achouffe brewery published twice as much content as the other companies. This may be explained by the high reputation of the brewery. In fact, it may indicate that it is easier for large companies to develop their marketing communication. Regarding the other six breweries, they all posted an average of six posts a month.

	Total # of posts	# of posts in FR	# of posts in DU	# of posts in EN	# of posts in Spanish	# of posts in Italian	# of posts without textual content
Achouffe brewery	20	10	10	0	0	0	0
Bellevaux brewery	5	5	0	0	0	0	0
Bertinchamps brewery	6	6	0	0	0	0	0
Chimay brewery	7	6	1	0	0	0	0
Dubuisson brewery	7	7	0	0	0	0	0
Gueuzerie Tilquin	8	4	4	7	0	0	1
Microbrewery of Waterloo	5	5	0	0	0	0	0

Table 6. Number of posts on the breweries' Facebook pages

Still focusing on Table 6, three breweries (the Achouffe brewery, the Chimay brewery, and the Gueuzerie Tilquin) offer content in the two national languages: Dutch and French. In addition, four breweries only post French content on their Facebook page (the Bellevaux brewery, the Bertinchamps brewery, the Dubuisson brewery, and the Microbrewery of Waterloo). Finally, the Gueuzerie Tilquin is the only brewery that publishes posts in English (with a total of seven posts). This first observation indicates that English is not the most important language when it comes to sharing information. It may be explained by the fact that those breweries are located in the French-speaking region that is Wallonia. Because of their localisation, the audience primarily belongs to a French-speaking community, which means breweries have more incentives to communicate in French.

As is clear from Table 7, six of the seven studied breweries use English in their posts. The way the language is used differs, though. However, one brewery (the Gueuzerie Tilquin) published English posts to reach a wider customer-base than only French-speaking prospective customers, which shows that English is widely recognized as the language to be used in order to communicate with a larger audience. Moreover, the findings reported in Table 7 suggest that English is the language of choice for hashtags. Four breweries (the Achouffe brewery, the Bertinchamps brewery, the Chimay brewery, and the Gueuzerie Tilquin) used at least two English hashtags. The hashtag strategies differ from one brewery to the other. Dubuisson, for instance, created a hashtag that is a slogan linked to the brand's strategy. By developing a slogan-hashtag, they make it possible for customers and prospects to find their posts by a uniquely connected keyword. For the Bertinchamps brewery, hashtags are used to promote its values internationally: “#Family”, “#Walk”, “#Belgium”, “#tourism”, and “#Beertourism” (Cf. Subsection 4.1.3.3, p.28 of this thesis). When it comes to the Chimay brewery, the digital keywords are oriented towards the products they offer: “#Pairing” (because it offers suggestions between beers, cheese, and other local food) “#Trappist” (because of it is the brewery's area of expertise), or towards the brand itself: “#Chimaylovers”. The Achouffe brewery, on the other hand, uses English hashtags to refer to its products: “#Cherrychouffe”.

	Total # of posts	Total # of posts fully written in English	# of posts containing English words	# of message with hashtags in English
Achouffe brewery	20	0	3	2
Bellevaux brewery	5	0	2	0
Bertinchamps brewery	6	0	4	3
Chimay brewery	7	0	7	7
Dubuisson brewery	7	0	3	3
Gueuzerie Tilquin	8	7	7	0
Microbrewery of Waterloo	0	0	0	0

Table 7. Presence of English on the Facebook pages of the breweries under study

The importance given to the legitimacy of English also appears in the way that French-speaking communities use trendy words such as “cheers” (Cf. Subsection 4.1.3.3, p.28 of this thesis) or “limited edition” (Cf. Subsection 4.1.3.1, p. 25 of this thesis).

In conclusion, we observed that not all the studied breweries use English on Facebook. Nevertheless, six of the breweries used at least one English word in their posts, which indicates that English can be used as an international language when it comes to marketing strategies. It also appears that English is used as a tool to reach wider audiences by publishing the main information or by uniting consumers through digital keywords.

4.1.4) Online presence on Instagram:

Similarly to Facebook, Instagram has become a business platform. Companies regularly publish on the platform and aim to promote their values and products. In this study the Instagram posts are analysed over the same time-period as the Facebook publications: the first half of February (from 1 February to 15 February 2022) and the first half April 2022 (from the 1 April to 15 April 2022).

4.1.4.1) The Achouffe brewery:

The Achouffe brewery has an Instagram profile that starts with a presentation in English (Cf. Figure 40).³¹ Achouffe brewery is very active on Instagram as they share a lot of content on the platform.

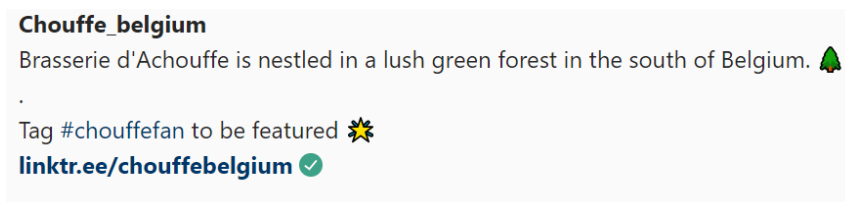


Figure 40. Instagram presentation of the Achouffe brewery

³¹ Found on the link: https://www.instagram.com/chouffe_belgium/

For the whole period that is analysed, the brewery published 12 posts. More specifically, they published seven posts from the 1 February to the 14 February 2022. Additionally, they published five posts between 8 April and 15 April 2022. As such, the brewery tends to publish an average of 3 posts every two weeks.

Regarding the language used, all the posts are in English (Cf. Figure 41). Sometimes, French is used in a hashtag: “#Lachouffe”.

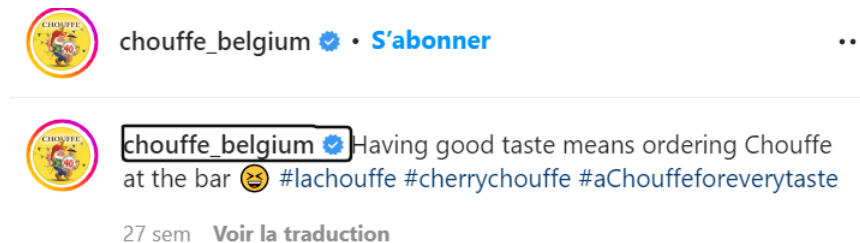


Figure 41. Instagram post of the Achouffe Brewery (3rd of February 2022)

The following hashtags are in English: “#truestory”, “#chouffefan”, “#Valentinesday”, “#Chouffeforeverytaste”, and “#Cheerstofriyay” (sic). The connected keywords demonstrate a direct link to the brand. As was the case on Facebook, English has an important role in their hashtag strategy. It allows the brewery to connect with consumers or Instagram users through a specific keyword. Over the studied period, all the publications were in English except for two hashtags, for which they opted for French (“#Chouffe”, “#Lachouffe”).

Most of the posts are directly oriented to the audience and tend to highlight the different products. Those posts are used as advertisements for events; and suggest a link between happy moments and products made by the brewery (Cf. Figure 42).

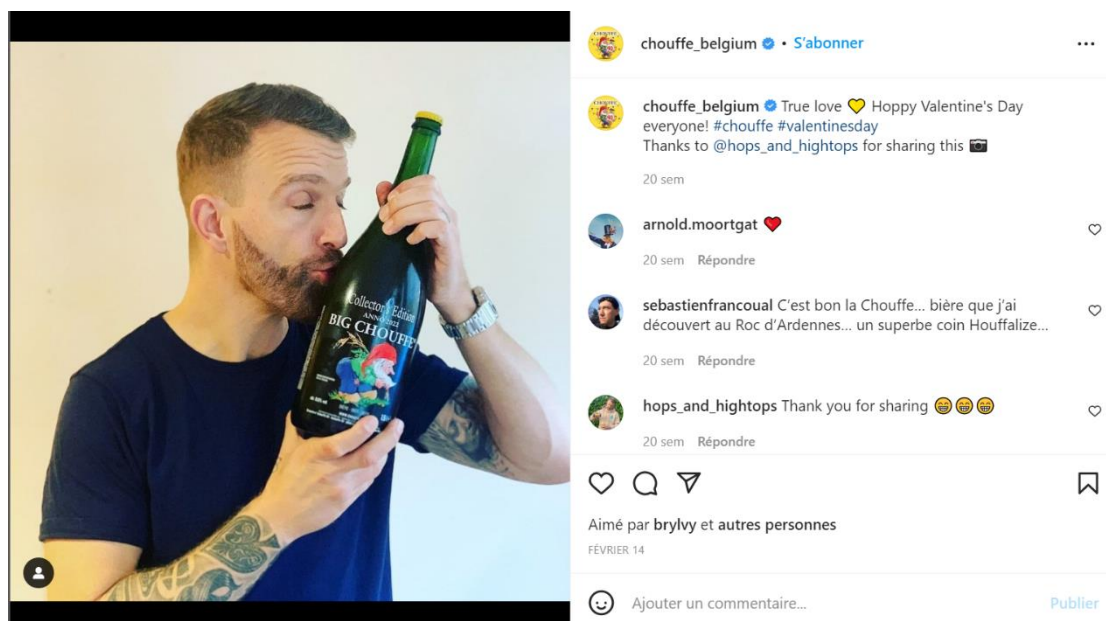


Figure 42. Instagram post of the Achouffe brewery (14th of February 2022)

Figure 42 shows that calendar events may be the inspiration for some posts. In this case, the event inspiring the post is Valentine's Day. Another example is the 40th anniversary of the brewery. Again, all the posts are directed to the promotion of the beer production and consumption.

4.1.4.2) The Bellevaux brewery:

The Bellevaux brewery introduces itself with a presentation in English (Cf. Figure 43).³²



Figure 43. Instagram presentation of the Bellevaux brewery

Unlike the previous breweries, the Bellevaux brewery only published three posts over the time-period covered by our study. From 4 February to 13 February 2022, two posts were published. For the entire month of April 2022, only one post was published, on 11 April 2022. This indicates that the brewery publishes less than two videos over a two-week span.

With regards to the language used, two posts were written in English (Cf. Figure 44), while only a single post was written in French. Nevertheless, English is still used in one of the two posts with a trendy catchphrase: “we are back” (Cf. Figure 45).

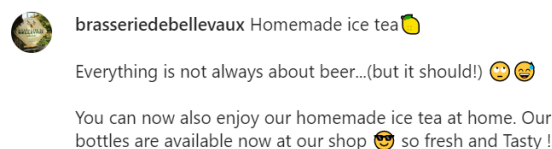


Figure 44. Instagram post of the Bellevaux brewery (11th of April 2022)

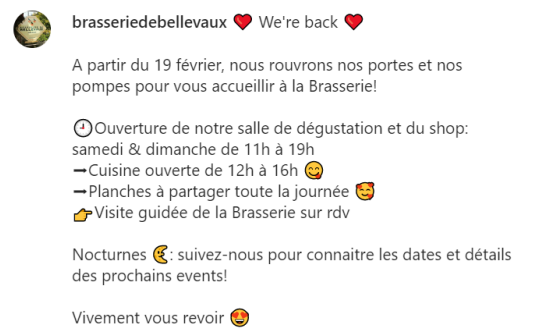


Figure 45. Instagram post of the Bellevaux brewery (13th of February 2022)

³² Found on the link: <https://www.instagram.com/brasseriebellevaux/>

Similarly to what was previously observed, the Bellevaux brewery attaches great importance to hashtags: “#newseason”, “#brewpub”, “#brasseriebellevaux”, “#malmedy”, “#belgiancraftbeer”, “#brewerytour”, “#belgiancraftbrewery”, “#beersofinstagram”, “#perceneige”, “#bellevaux”, “#madeinostbelgien”, “#reopening”, “#blackboard”, “#homemade”, “#icetea”, “#softdrink”, “#soda”, “#lemon”, “#blacktea”, “#brasseriebellevaux”, “#madeinostbelgien”, “#bellevaux”, “#malmedy”, “#craftsoda”, “#fresh”, “#new”, “#tasty”, “#belgiancraftbeer”, “#beerinstagram”, “#brewery”, “#craftbrewery”, “#belgiancraftbeer”, and “#brewerytour”.

To best illustrate this, our study focused on the brewery’s post published on 13 February 2022 as it contains no less than 13 hashtags: 9 of which in English (Cf. Figure 46). The post published on 11 April 2022 incorporates 14 hashtags, including 11 hashtags in English. Finally, the post published on 4 February 2022 only has 6 hashtags, all of them in English. In other words, the majority of the hashtags are in English.

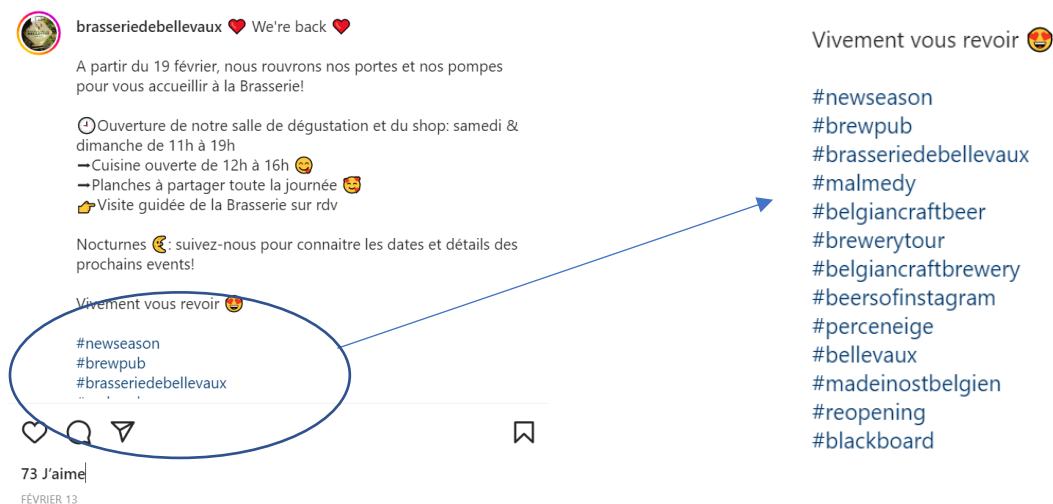


Figure 46. Instagram post of the Bellevaux brewery (13th of February 2022)

Those hashtags are mainly reminders for the readers about the type of products the company produces, but they also give a time and place context: “#newseason”, “#reopening”, “#madeinostbelgien”.

As we saw with previous breweries, those observations suggest that hashtags are used to make a connection to the main subject, which is the production of beer. In this case, English is a tool to reach a greater number of prospects or current consumers.

4.1.4.3) The Bertinchamps Brewery:

The Bertinchamps brewery has a profile on Instagram. Over the period covered by the study, five posts were published.³³ In the first half February (from 2 February to 12 of February 2022), the brewery published three posts; 2 of which were published on 8 February and 11 February 2022. Four of those posts were redacted in French, while the post published on 7 February only contains hashtags (Cf. Figure 47).

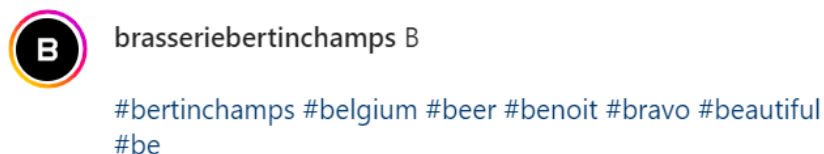


Figure 47. Instagram post of the Bertinchamps brewery (7th of February 2022)

As we can see in Subsection 4.1.3.3 *The Bertinchamps brewery*, the brewery communicates in French. Nevertheless, it uses trendy English words or English hashtags: “#Belgium”, “#Beer”, “#Beautiful”, “#Sun”, “#Walk”, “#Family”, “#Cheers”, “#Beertourism”, “#tourism”, “#Share”, “#Moment”, and “#Craft”. Again, those hashtags aim to highlight the field the company is working in and the values it tries to transmit. In the exact same way as on its Facebook account (Cf. Figure 31), they published a post on the 11 April 2022 which includes the word “Cheers”, while the general message is in French. As is made clear in Figure 48, the post published on 2 February 2022 includes words that are arguably used to make the content trendier: “mix and match” and “by” (plus someone).

Aujourd’hui, on part à la rencontre de la
[@brasseriebertinchamps](#), brasserie familiale située à Gembloux !
 On mix & match 2 univers gourmands, détendus et carrément
 belge pour obtenir un très très bon moment ! Bref, on s’est
 régalé et on a bien ri ! J’espère que vous aussi et que cela vous
 inspirera !

Pour une dizaine de crêpes
 *250gr de farine
 *3 oeufs
 *500ml de lait
 *200ml de Bière Bertinchamp blonde
 *50gr de beurre fondu
 *1 pincée de sel

Mélangez la farine avec les œufs, ajoutez les liquides au fur et à
 mesure jusqu’à ce que la pâte soit bien lisse. Ajoutez le sel et le
 beurre. Mélangez vigoureusement. Laissez poser au frigo 1h.

Figure 48. Instagram post of the Bertinchamps brewery (2nd of February 2022)

It is important to note that the post published on 7 February 2022 is exactly the same as the one published on Facebook on 11 April 2022, which shows that the brewery reuses some of its content on different platforms.

³³ Found on the link: <https://www.instagram.com/brasseriebertinchamps/>

4.1.4.4) The Chimay brewery:

As was the case with previously covered breweries, the Chimay brewery introduces its company in English (Cf. Figure 49)³⁴.



Figure 49. Instagram presentation of the Chimay brewery

Similarly, it is noteworthy that the company tries to publish content on a regular basis. For the period covered by this study, the Chimay brewery has published seven posts. Between 3 February and 9 February 2022, three posts were published. Then, from 4 April to 15 April 2022, the brewery posted four posts. It means that Chimay brewery tends to publish an average of 3.5 posts every two weeks.

From a linguistic point of view, all the posts were written in English. Only the post published on 5 February 2022 contains French words (Cf. Figure 50); namely “*tournée minérale*”. This can be explained by the fact that the name of the event needs to remain in French for people who are most likely to participate to the event to understand. It is, further, noteworthy that this post is also the only post that was made for an event that took place in the studied period. It is also important to note that 100% of the analysed content showed up in English.



Figure 50. Instagram post of the Chimay brewery (14th of February 2022)

With regards to the shared information, most of the posts pertain to products (beers, cheese, and local products). Therefore, the posts can be considered as advertisements. As is made clear in Figure 51, the posts are firmly oriented to brand creation and the consumption it leads to.



Figure 51. Instagram post of the Chimay brewery (2nd of February 2022)

³⁴ Found on the link: https://www.instagram.com/chimay_official/

All the publications posted by Chimay's Instagram profile are accompanied by hashtags. The number of those digital keywords is variable. They are often a reminder of the products or the company's values. Examples of such hashtags include: “#cheeses”, “#tasty”, “#force”, “#cheese”, “#trappist”, “#pairing”, “#sausage”, “#appetizer”, “#chimaylovers”, “#grilledcheese”, “#delicious”, “#strenght”, and “#nature”. As illustrated in Figure 52, all those hashtags remain in English. This corroborates what we observed previously: English is the preferred language when it comes to hashtags. Yet again, this may be explained by the fact that digital keywords are used to unite a wider group of users around a specific theme or word.



Figure 52. Instagram post of the Chimay brewery (13th of April 2022)

4.1.4.5) The Dubuisson brewery:

The Dubuisson brewery published seven posts.³⁵ From 3 February to 14 February 2022, the brewery published four posts. In the first half of April (from 4 April to 12 April 2022), three posts were published.

Linguistically, two posts were published in French; one post was published in Dutch; one in Spanish; one in Italian; one in Russian; and one in English. Figures 53 and 54 illustrate the type of posts that are published by the Dubuisson brewery.



Figure 53. Instagram post of the Dubuisson brewery (3rd of February 2022)

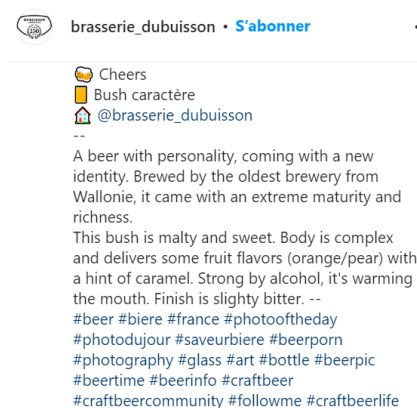


Figure 54. Instagram post of the Dubuisson brewery (11th of February 2022)

To feed its account, the Dubuisson brewery shares content that encourages to the consumption of its product (Cf. Figure 54). Although each post was written in a foreign language, the

³⁵ Found on link: https://www.instagram.com/brasserie_dubuisson/

majority of hashtags are in English: “#BelgianStrongAle”, “#DutchBeerLover”, “#InstaBeer”, “#BeersofInstagram”, “#Beerstagram”, “#bushtripleontheweb”, “#beer”, “#photooftheday”, “#beerporn”, “#photography”, “#glass”, “#bottle”, “#beerpic”, “#beertime”, “#beerinfo”, “#craftbeer”, “#craftbeercommunity”, “#followme”, “#craftbeerlife”, “#craftbeerporn”, “#followback”, “#craftbeerculture”, “#like4like”, “#f4f”, “#beerselfie”, “#beerlove”, “#stayhome”, “#staysafe”, “#bushcaractereontheweb”, “#beer”, “#belgianbeer”, “#craftbeer”, “#brooklyn”, “#prohibition”, “#fakenews”, “#twenties”, “#beertime”, “#beertography”, “#beerblog”, “#belgianblogger”, “#beertasting”, “#beergeek”, “#picoftheday”, “#instadaily”, “#stayathome”, “#quarantinelifelife”, “#belgium”, “#belgiumbeer”, “#belgianbeer”, and “#instabeer”.

To conclude on Dubuisson, the brewery offers more linguistic options (French, Dutch, English, Italian, Spanish, and Russian). As was observed previously, English is still the main language when it comes to hashtags. This further demonstrates that English is the common language that connects foreign consumers.

4.1.4.6) The Gueuzerie Tilquin brewery:

The Gueuzerie Tilquin introduces itself in English (Cf. Figure 55).³⁶

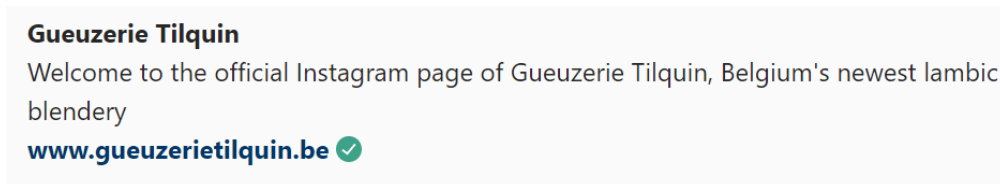


Figure 55. Instagram presentation of the Gueuzerie Tilquin

The Gueuzerie Tilquin published 3 posts over the studied period. From 2 February to 9 February 2022, two posts were published. On 6 April 2022, the brewery published one post.

With regards to the language, the three posts were published in English. In Figure 56, it must be noted that the posts repeatedly include hashtags that are oriented toward French speakers: #lambic, #tilquin, #gueuze. It is noteworthy that those hashtags are directly related to the brand and its field of expertise.

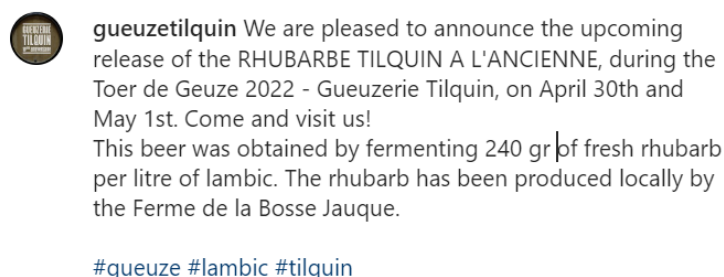


Figure 56. Instagram post of the Gueuzerie Tilquin (6th of April 2022)

³⁶ Found on the link: <https://www.instagram.com/gueuzetilquin/>

Regarding the content of its posts, the brewery introduces its products and encourage visits (Cf. Figure 56). On its Instagram account, the Gueuzerie Tilquin also shares important moments of the company (Cf. Figures 57 and 58)

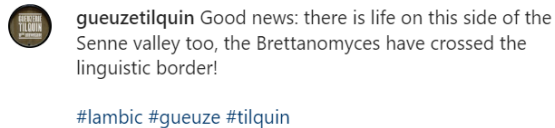


Figure 57. Instagram post of the Gueuzerie Tilquin (9th of February 2022)

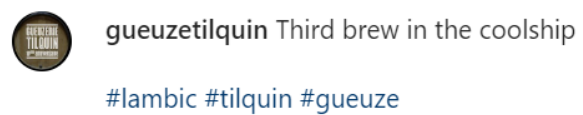


Figure 58. Instagram post of the Gueuzerie Tilquin (8th of February 2022)

4.1.4.7) The Waterloo brewery:

The Waterloo brewery created an Instagram account under the name: “Waterloo beers” which covers the production of its entire organisation.³⁷ They published a total of four posts. In February, a single post was published on 4 February 2022. In April (from 1 April to 13 April 2022), three posts were published.

Regarding the use of languages, we noted that all the posts were published in Dutch and French (Cf. Figure 59). The choice of publishing every post in those two languages may be motivated by the fact that Belgian consumers come from a bilingual society.



Figure 59. Instagram post of the Microbrewery of Waterloo (4th of February 2022)

Regarding the content, Figure 60 demonstrates that the brewery’s posts play the role of advertisements. They promote the products and try to give the consumers the desire to taste said products. As we can see in figure 61, the brewery uses the influence of a beer competition to encourage consumption of its products.

³⁷ Found on the link: https://www.instagram.com/waterloo_beers/

 **waterloo_beers** Aujourd'hui, on vous présente la dernière arrivée dans la famille : la Waterloo Saison Bio! Envie de découvrir cette petite merveille ? Rendez-vous dans votre supermarché (Carrefour, Cora ou Match) ou sur notre e-shop (lien dans la bio) ! Bien entendu, vous êtes également les bienvenus pour la déguster à la source, à la Ferme de Mont Saint Jean.

//

Vandaag stellen we je de nieuwste telg van onze familie voor : de Waterloo Saison Bio!
Zin om deze heerlijke nieuwkomer te ontdekken?
Je vindt hem in je supermarkt (Carrefour, Cora en Match) en op onze e-shop (link in bio) !

Figure 60. Instagram post of the Microbrewery of Waterloo 1st April 2022)

 **waterloo_beers** • [S'abonner](#) ...
Waterloo

 **waterloo_beers** Nous sommes fiers de vous annoncer que notre Waterloo Triple Blond a remporté une médaille d'or au [@concourslyon](#) !
Envie de la goûter ? Rendez-vous sur notre e-shop !

//

Met gepaste trots kunnen we jullie het heuglijke nieuws melden dat onze Waterloo Triple Blond een gouden medaille scoorde op de [@concourslyon](#) !
Zin om eens te proeven van dat goud? Rep je dan naar onze e-shop !

[#waterlootripleblond](#) [#concourslyon](#) [#goldmedal](#) [#waterloobeers](#)

Figure 61. Instagram post of the Microbrewery of Waterloo (7th of April 2022)

As was observed with the other breweries, some of the hashtags used are in English: “#Waterloobeers”, “#Beerstagram”, “#Instabeer”, “#Beerlover”, “#Belgianbeers” and “#goldmedal”. Those digital keywords essentially refer to beers and to beer consumers. The hashtag “#Waterloobeers” highlights the brand, while the hashtag “#Belgianbeers” describes the beer’s origins.

4.1.4.8) Conclusion on the Instagram presence and the English use on the platform:

To summarize the findings about the Instagram use, it is essential to note that all the breweries are present to this social media. As was indicated in Table 8, the minimum of posts that have been published is three. Once again, the Achouffe brewery published more content than the other breweries since it has a maximum of 12 publications for the period under study (the first half of February (from the 1st of February to the 15th of February 2022) and the first half April 2022 (from the 1st of April to the 15th of April 2022)). As was constated in Subsection 4.4.3.8, the high number of Achouffe publications might be justified by the fact that large companies have more resources to enhance their external communication.

	Total # of posts	# of posts in FR	# of posts in DU	# of posts in EN	# of posts in Spanish	# of posts in Italian	# of posts in Russian	# of posts without textual content
Achouffe brewery	12	0	0	12	0	0	0	0
Bellevaux brewery	3	1	0	2	0	0	0	0
Bertinchamps brewery	5	5	0	0	0	0	0	1
Chimay brewery	7	0	0	7	0	0	0	0
Dubuisson brewery	7	2	1	1	1	1	1	0
Gueuzerie Tilquin	3	0	0	3	0	0	0	0
Microbrewery of Waterloo	4	4	0	0	0	0	0	0

Table 8. Number of posts on the breweries' Instagram pages

In Table 8, the Dubuisson brewery is the only company that suggests content in the two national languages: Dutch and French. Moreover, two breweries (the Bertinchamps brewery and the Microbrewery of Waterloo) published French-written content on their Instagram profiles. Regarding the use of English, three breweries wrote all their posts in English: the Achouffe brewery, the Chimay brewery, and the Gueuzerie Tilquin. Then, it can be remarked that two breweries published some of their posts in English: the Bellevaux brewery (with two posts) and the Dubuisson brewery (with one post). For other foreign languages, the Dubuisson brewery is the only company to have posted content in Spanish, in Italian, and in Russian (with an average of one post per language). In comparison to Table 6, it can be demonstrated that Instagram profiles include more posts fully or partially written in English (with a total of 25 publications fully written in English, while seven posts were in English for Facebook pages). Those findings imply that English is the most important language when it comes to sharing information on the Instagram platform. It may be explained by the fact that Instagram has become a platform that foster international exchanges.

As is evident from Table 9, all the breweries under study wrote in English words in their posts. Five breweries communicated with full-written English. In this observation, it appears that English is widely expanded on Instagram. It shows the influence of this platform on the international scene. Moreover, the results stated in Table 9 suggest that English is the favourite language for hashtags. Six out of the seven breweries use at least three English-written hashtags. As demonstrated in Subsection 4.4.3.8, the use of hashtags can be introduced to refer to the brand, to the values or to the area of expertise. As an example, the Chimay brewery use hashtags related to its products, to its principles, and its domain: “#cheeses”, “#tasty”, “#force”, “#cheese”, “#trappist”, “#pairing”, “#sausage”, “#appetizer”, “#chimaylovers”, “#grilledcheese”, “#delicious”, “#strenght”, and “#nature”. Another illustration is the Bellevaux brewery. It wrote the digital keywords are oriented towards the products and the brewery events: “#newseason”, “#belgiancraftbeer”, “#brewerytour”, “#belgiancraftbrewery”, “#reopening”, “#blackboard”, “#homemade”.

Consequently, the findings reveal that English is a language used to speak and share information to a larger digital community. English is predominantly exposed on the Instagram platform.

	Total # of posts	Total # of posts fully written in English	# of posts containing English words	# of messages with hashtags in English
Achouffe brewery	12	12	12	6
Bellevaux brewery	3	2	3	3
Bertinchamps brewery	5	0	4	4
Chimay brewery	7	7	7	7
Dubuisson brewery	7	1	4	4
Gueuzerie Tilquin	3	3	3	0
Microbrewery of Waterloo	4	0	4	4

Table 9. Presence of English on the Instagram pages of the breweries under study

4.1.5) Languages used on the websites:

After studying the social media, we analysed the websites of the studied breweries. The first observation we made is that all the companies own a website.

4.1.5.1) The Achouffe brewery:

When a customer first lands on Chouffe’s webpage, they directly enter the world that has been created by the brand. Visitors can choose between five languages: French, English, Dutch, Spanish and Italian.

The English version of the website seems to be a translation of the Belgian French version. The « History » section (Cf. Extract 1) shows that both versions share the same information.

Extract 1 :

« Les débuts de la brasserie d’Achouffe - L’histoire commence à la fin des années 70, au cœur de la Vallée des Fées, lorsque 2 beaux-frères, Pierre Gobron et Chris Bauweraerts, décident de créer leur propre bière et ce, dans le garage de la belle-mère de Chris. Avec le peu d’argent dont ils disposaient à l’époque, ils entament ce que les fans de la brasserie appellent la « Chouffe Story ». Le 1er brassin est produit le 27 août 1982 et compte 49 litres. »

English version of the extract 1:

“The Achouffe Brewery – where it all began: The story begins in the late 1970s, in the middle of the Vallée des Fées (the Valley of the Fairies), when two brothers-in-law, Pierre Gobron and Chris Bauweraerts decided to create their own beer in the garage belonging to Chris’ mother-in-law. With the little money they had at the time, they began what the brewery’s fans now call the “Chouffe Story”. The 1st brew of 49 litres was produced on 27 August 1982. »

Based on those first fragments, it is obvious that both versions share the same bones. All the details specified in the original version are kept in the English extract; and the information remains identical when comparing both examples. Nevertheless, extra information was added to the international version. This is best illustrated in the following extracts.

Extract 2 :

« LA CHOUFFE révèle en bouche des notes d'agrumes, suivies d'une touche rafraîchissante, agréablement épicée, lui conférant une grande légèreté. **Cette bière dorée, au goût légèrement houblonné, a été la toute première à sortir des cuves de la Brasserie d'Achouffe, il y a 40 ans.** Depuis lors, ses saveurs uniques, récompensées par plusieurs prix, ont conquis les amateurs du monde entier ! »

English version of the extract 2:

« LA CHOUFFE leaves citrus notes on the palate, followed by a refreshing, pleasantly spicy note, giving it a lovely lightness. **With its 8% alcohol content and slightly hoppy taste, this golden beer has won over beer lovers from all over the world down the years.** Its unique taste has won various awards. »

The above examples show that the English translation is a condensed version of the French paragraph. Although it has been shortened, it contains extra information; namely the alcohol content of the beer mentioned.

The same was observed in the following paragraphs:

Extract 3: « Délicate, fruitée, rafraîchissante... CHOUFFE Soleil vous promet des moments radieux tout au long de la belle saison. Fabriquée à base d'un mélange d'orge malté, de blé et de seigle, CHOUFFE Soleil révèle un arôme doux de fleurs de sureau et de camomille. De délicieuses saveurs d'agrumes – mandarine et citron vert –, rehaussées d'une touche de vanille et de notes poivrées, viennent titiller nos papilles. A la fois lumineuse et légèrement trouble, CHOUFFE Soleil se déguste tout au long de l'année. **Elle vous promet un beau moment de convivialité !** »

English version of extract 3: « Delicate, fruity, refreshing... CHOUFFE Soleil promises you radiant moments throughout the summer. Made from a blend of malted barley, wheat and rye, CHOUFFE Soleil reveals the sweet aroma of elderflower and chamomile. Delicious citrus flavours - mandarin and lime -, enhanced with a touch of vanilla and peppery notes, titillate our taste buds. Both radiant and slightly cloudy, CHOUFFE Soleil can be enjoyed all year round. **Pleasant times guaranteed!** »

The information discrepancies persist on other subpages. To illustrate this, we turned our attention to the “Team” webpage which appears to be up to date in the French version. In the English version, however, the staff presentation has not been updated.

An examination of the text reveals that language-specific wordplays are simplified when translated into English (Cf. Figure 62). As is made obvious on the recruitment page, the French catchphrase used to motivate applications is more flavoursome than the English translation:



ALORS, FAITES MOUSSER VOTRE CARRIÈRE ET REJOIGNEZ-NOUS DANS LA VALLÉE DES FÉES !

Figure 62. French utilization of a play on words on the Achouffe brewery website.



IN THAT CASE, GIVE YOUR CAREER A BOOST AND JOIN US IN THE VALLEY OF THE FAIRIES!

Figure 63. English utilization of a play on words on the Achouffe brewery website.

It is also prevalent on the fan page, where both versions of the title share a common idea rewritten to accommodate a more English style (Cf. Figures 64 and 65):



CHOUFFE AMÈNE DU
SOLEIL DANS VOTRE
VERRRE

Figure 64. French utilization of a play on words on the Achouffe brewery website.



BRIGHTEN UP YOUR DAY
WITH CHOUFFE

Figure 65. English utilization of a play on words on the Achouffe brewery website.

After we analysed the “Booking” page, it was demonstrated that the structure of a website is determined by its main language (see Figure 66). For example, on the English version, the first option to book a visit in the brewery is in English. On the French webpage, the first language that is mentioned to discover the place is French. It shows that the preferred language is used as a reference in the construction of a website. This fact also highlights the coherence that is required when navigating online.

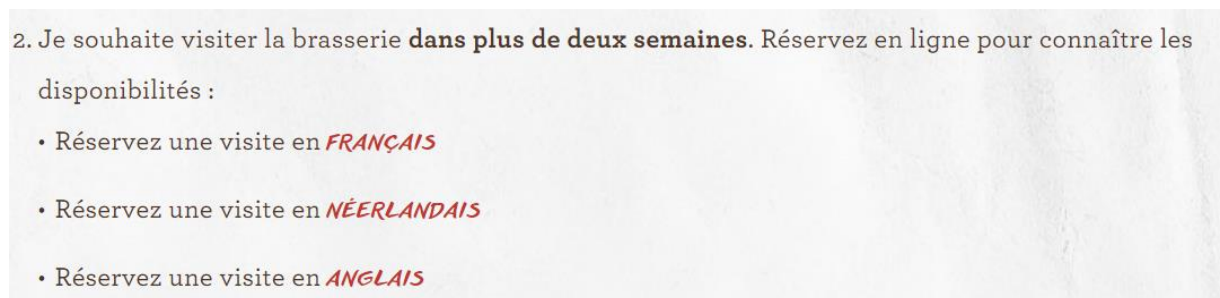


Figure 66. French version of the booking page on the Achouffe brewery website.

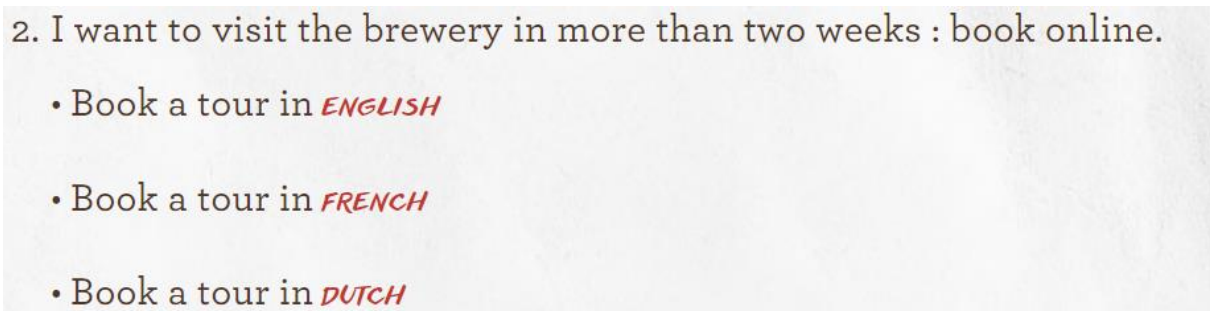


Figure 67. English version of the booking page on the Achouffe brewery website.

The last feature that needs to be discussed is the updated information. In the previous paragraphs, we showed that the English version was updated less frequently than the French version. Without making any controversial assumptions, it seems reasonable to assume that this situation may be explained by the ease of use of one's native language. Indeed, creating content is easier when the writer masters the language they write in. Therefore, it is understandable that the English translation requires more time to be created or that it needs more time to be revised before it is published.

Figures 68 and 69 highlight extracts of the "Fan" page of the Achouffe brewery. Both pages provide us with the same information. Nonetheless, from the subtitles "Christof, a chouffe life" onward, the English fan page has not been updated. On the contrary, the French fan page does include new content about the brand's fans. Yet again, it may suggest that the company tries to reach its closest members, who, most likely, come from the French-speaking community.

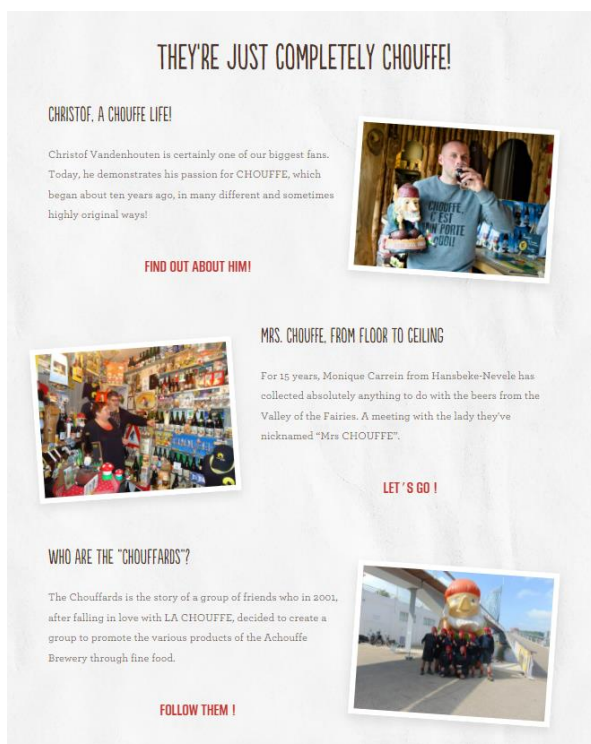


Figure 68. English version of the fan page on the Achouffe brewery website.



Figure 69. English version of the fan page on the Achouffe brewery website.

Finally, there are pages that do not offer the same opportunities to the visitor. The “Contact” section was built to allow customers to reach the company. This section is included on each linguistic version of the website. Nevertheless, the French version allows the customers to join a file if it is necessary. This is not possible on the English version of the website. this further confirms the observations that have been made before. The Achouffe website does not treat their French and English webpages equally.

Figures 70 to 72 are screenshots of the “Contact” page of the website. As we mentioned previously, the content and the actions allowed are different. First, the textual information differs from one language to the other. Yet again, the French webpage contains a fancy message, while the English page shows a simplified translation of said message. In Figure 70, it is observed that the page includes an option to share a file, while its equivalent is absent from the English version.



Figure 70. French version of the contact page on the Achouffe brewery website.



Figure 71. French version of the contact page on the Achouffe brewery website.



Figure 72. English version of the contact page on the Achouffe brewery website.

4.1.5.2) The Bellevaux brewery:

On the Bellevaux brewery's website, the number of languages is limited to only two languages: French and Dutch. It is important to remember that those two languages are the most widely spoken languages in Belgium. As is presented in Extract 4, the choice they made seems to correspond to the importance they give to local products.

Extract 4 (French version) :

« Savourez les délicieux produits du terroir qui font la fierté de notre région: fromages au lait cru, charcuteries artisanales et/ou bios, truite fumée, etc. Nous travaillons en circuit-court avec des producteurs de talent. »³⁸

Extract 4 can be translated as: “Enjoy the delicious local products that are the pride of our region: raw milk cheeses, traditional and/or organic charcuterie, smoked trout, etc. We collaborate with talented producers on a short channels basis.”

Nevertheless, English remains present. It is not used as a main language, but it is not absent from original texts either (Cf. Figure 73). Press releases shown in the press tag are an example where English is used. Below is one such example of an article that remains available to readers:

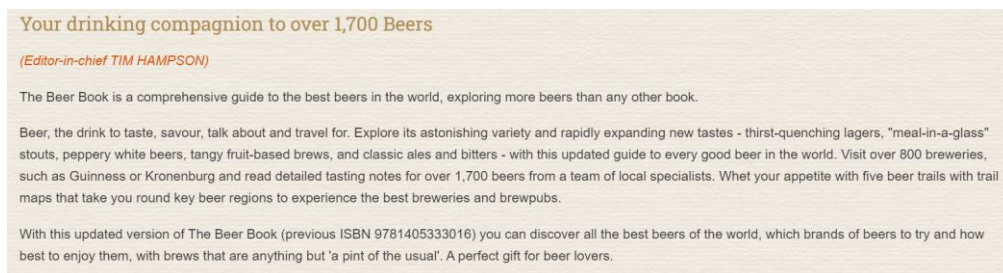


Figure 73. Article written in English on the press subpage of the Bellevaux brewery's website.

Moreover, some English terms have been kept because of their wide use. Words like “fairtrade” can be read in the “degustation” subsection. According to Kankaanranta and Louhiala-Salminen (2013, pp.17-34), these English words are included in a shared language and are unavoidable to maintain mutual understanding.

³⁸Citation can be found on <https://www.brasseriebellevaux.be/fr/>

4.1.5.3) The Bertinchamps brewery:

Bertinchamps brewery's website is available in three languages: French, English and Dutch. In comparison to the Achouffe brewery, the Bertinchamps website makes no difference between Belgian French (French spoken in Belgium) and French French (French spoken in France). In parallel with the Chimay brewery, no distinction is made between American English and British English either. On the French page, English is absent from the textual information. However, there are some words that have been kept from the general discourse. For example, the Covid Safe Ticket is an English term that is currently used in French as the main form. This can also be observed in the general menu, where English words, that are regularly used in French, have been used. Figure 74 is a good example of this. In the "event" subsection, the lexical element "team building" (which is an accepted term in Business French) was kept; even though it finds its origins in the English lexicon.



Figure 74. Article written in English on the press subpage of the Bellevaux brewery's website.

As such, the words "crackers", "pickles" and "dip" have been used in meal suggestions from their restaurant menu. This demonstrates how English has penetrated the French vocabulary in its daily use.

On Bertinchamps, website, the content was translated from French to English. It seems to be a direct translation, without paying much attention to idioms or linguistic specificities. Even on the English page, the beers' original French names are kept. The only use of direct English is seen on the booking system and the "webshop" subpage. The booking programme is provided by an external service called Risengo, and only offers "Dinner" and "Lunch" options. These words remain in English on both the English and French pages. Again, the link that redirects the consumer to the online shop is called "Webshop", which is a term rooted in the English vocabulary. Furthermore, the website does not follow a unique stylistic frame. Formal and

informal styles are mixed. Terms as “nibbles”³⁹ and “to embark on”⁴⁰ permeate the textual information even though they are on a different level of formality.

4.1.5.4) The Chimay brewery:

The other large company that was analysed is the Chimay brewery. They have a website that offers different options when it comes to languages: French, Dutch, British and American English, Italian, Spanish and Portuguese. From a linguistic point of view, the first noteworthy element is the difference is made between American and British English. It has its importance since the structure of the British version of the website differs that of the American version. As was the case with the Achouffe brewery, the website was analysed with regards to the connections and the variations that exist in the different versions.

First, it we noted that the website was created bearing in mind a number of variables as well as a good translation. As is shown on other websites, the original information was kept and directly translated. This is relevant for the descriptions, products, and event presentations. Although the majority of the pages are based on a revised translation, some distinctions can be made in the shared information. For example, on the French page, a video was published on the welcome page. The main languages are French and Dutch. It is noteworthy that the subtitles are in French when the speakers express themselves in Dutch. On the English page, the presentation video wasn't added to the welcome page. It was replaced with a display made of three product cards. Those product cards are more commercially oriented and introduce the coming events or the new beer editions.

In the “Discover” section of the website, we noted that some videos are published to inform the customers about the product's origins. Regarding this part, no difference with regards to the information was discerned between the English version and its French counterpart. (Cf. Figure 74 and Figure 75). However, the presentation of the barley production is not repeated on the American version (Cf. Figure 76). Still in this Internet tab, an illustrated timeline shows the important dates of the brewery's history.

³⁹ Online Cambridge dictionary definition: « nibbles »: [plural] UK informal: small pieces of food that are eaten between or before meals, often with alcoholic drinks.

(<https://dictionary.cambridge.org/fr/dictionnaire/anglais/nibble>)

⁴⁰ Online Cambridge dictionary definition : « to embark on » : phrasal verb with embark verb [I] UK formal: to start something new or important. (<https://dictionary.cambridge.org/fr/dictionnaire/anglais/embark-on-upon?q=embark+on>)



Figure 75. French version of the “discover” page on the Chimay brewery website.



Figure 76. UK - English version of the “discover” page on the Chimay brewery website.



Figure 77. US - English version of the “discover” page on the Chimay brewery website.

As shown in Extracts 76 and 77, the shared information is close to the French version, but are not equal. Furthermore, the American version does not follow the same structure as its British counterpart. In the “Share” section, all the beers are presented. Nevertheless, their names have been modified in the American version, even though the the French names were kept in the British version. In addition, the French tab introduces the “Grande Reserve fermented in barrels” by means of a video. The British and American versions, however, only provide textual contents.

In the “Visit” tab of the website, again, the American page offers a different version of the textual content. In the main suggestions of the subpage, the “Espace Chimay” (that was written for both the British English and French versions) has been changed into “Chimay Experience” on the American version.

Concerning the language, some linguistics adjustments were reported. To illustrate this, some terms and their translations are shown below (Table 10):

<u>French terminology</u>	<u>English translation</u>
Qualité irréprochable	Highest quality
Notre savoir ancestral	The knowledge we have inherited
Ingrédients nobles et naturels	Finest ingredients
Expériences sensorielles	Live the experience

Table 10. Translation from French terms to their English homolog

As was highlighted in the analysis of the websites of the previous breweries, the main information is often kept. But the way it is translated changes the stylistic effects. In the various examples from the Chimay website, we demonstrated that the French version used a more expressive vocabulary. For example, there is a noticeable difference between “irréprochable” (which could be translated into “faultless” or “impeccable” in English) and the superlative “highest”. Indeed, according to the Cambridge dictionary, those two elements do not share the same meaning. “Impeccable”⁴¹ means that the product has no faults or is perfect, while the term “highest”⁴² suggests than one object or situation has a greater level than a second object or situation. As stated by the Cambridge dictionary, it is justified to determine that the degree of perfection is different from the first adjective to the second. This appears frequently. Occasionally, the English version differs completely from the original text. For instance, “Ingrédients nobles et naturels” (might be translated by “Fine and natural ingredients”) does not reappear in its totality in the translation “finest ingredients” since the notion of “natural” was omitted.

In conclusion, the analysis of the website of Chimay brewery corroborates the idea that writing in a foreign language is always more complex than writing in one’s native language. It also refers to Achkasov’s theory (2015, p. 203) who pointed out that content highly depends on the writer’s first language. He also mentioned that translations cannot be similar since they are made to reach a different audience.

⁴¹ Definition of “impeccable”: adjective [not gradable] without mistakes or faults; perfect
(<https://dictionary.cambridge.org/fr/dictionnaire/anglais/impeccable>)

⁴² Definition of “high”: adjective (ABOVE AVERAGE) : a higher level than has ever been reached previously
(<https://dictionary.cambridge.org/fr/dictionnaire/anglais/high?q=highest>)

4.1.5.5) The Dubuisson brewery:

The Dubuisson website offers four languages: French, Dutch, Spanish and English. In this thesis, it is relevant to note that the languages are suggested according to the localisation of the visitor: Belgium, France, USA, Hispanic world, and international areas.

On the main page of the website, information between the French version and the English version differs (Cf. Figure 79), even though it remains identical on the international and the American page.

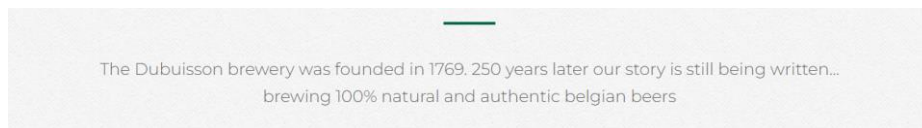


Figure 78. English version of the “home” page on the Dubuisson brewery website.

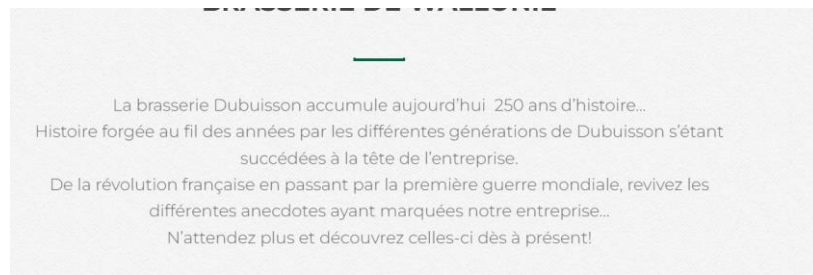


Figure 79. English version of the “home” page on the Dubuisson brewery website.

In the “Our Beers” section, the product description varies from one language to the other. First, it is important to highlight that, on the American page, “Bush” becomes “Scaldis” (Cf. Figure 80) (explain they had to do this for legal reasons because, in the United States, “Busch” (with an “s”) is the flagship of the Anheuser-Busch brewery, which is unrelated to Dubuisson).

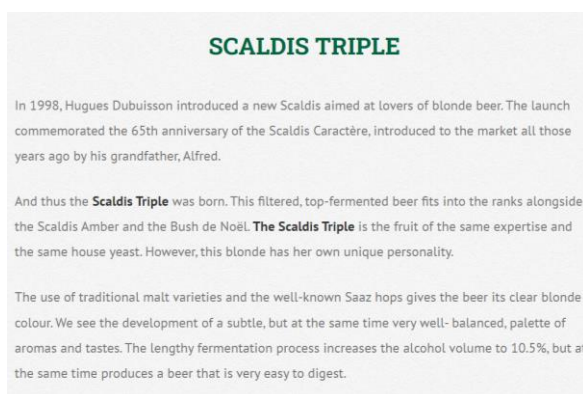


Figure 80. English version of the “Scaldis” subpage on the Dubuisson brewery website.



Figure 81. English version of the “Bush” subpage on the Dubuisson brewery website.

Figures 80 and 81 also show that the textual information differs in both versions. In Figure 80, the information is structured in three paragraphs and highlights two elements with a bold lettering. In comparison, Figure 81 is made of five paragraphs containing only one bold element.

The same observation can be made on other product pages (Cf. Figure 82 and Figure 83):

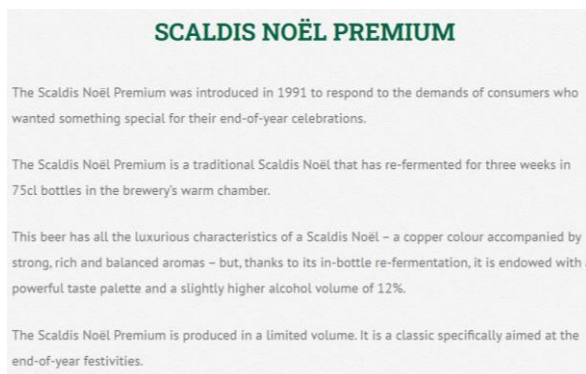


Figure 82. English version of the “Scaldis” subpage on the Dubuisson brewery website



Figure 83. English version of the “Buch” subpage on the Dubuisson brewery website

In Figure 84, an English slogan was inserted on the French page of the “Rasta Trolls” subpage: “Don’t worry, be happy”. The same catchphrase can be seen in the English version, but it is also accompanied by a smiling emoticon (Cf. 85). This last element differs from the French version.



Figure 84. French version of the “Rasta Trolls” subpage on the Dubuisson brewery website



Figure 85. English version of the “Rasta Trolls” subpage on the Dubuisson brewery website

The Dubuisson brewery gives different content depending on languages. It is important to highlight that the US-English page does not suggest the same products as the UK-English page. Figure 86 shows that the Rasta Trolls beers are not available on the US-website.



Figure 86. Us-English version of the “beers” subpage on the Dubuisson brewery website

This observation indicates which products are exported to the United States. When the beers are available in countries, the content is translated from the French version. (Cf. Figure 87 and Figure 88).

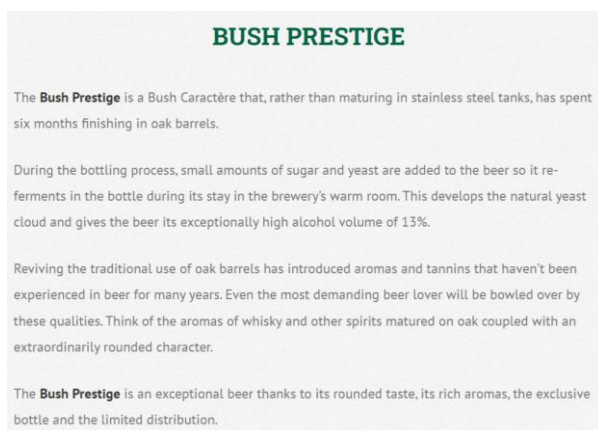


Figure 87. English version of the “Bush prestige” subpage on the Dubuisson brewery website

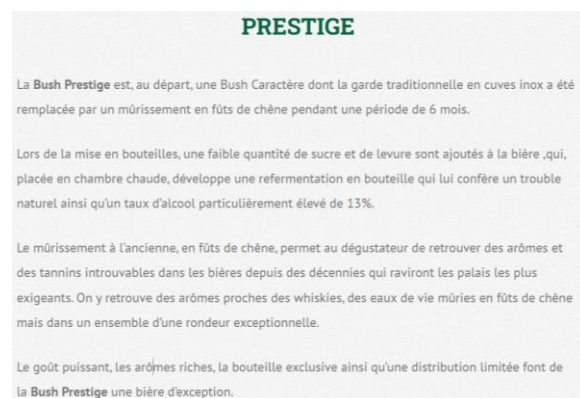


Figure 88. English version of the “Bush prestige” subpage on the Dubuisson brewery website

The beerpairing subsection introduces the customers to the food combinations they should do while drinking a Dubuisson beer. In this subsection, a difference of content can be highlighted at the end of the paragraphs.



Figure 89. French version of the “Beerpairing” subsection on the Dubuisson brewery website

The English-written section about beer pairing has an additional part that introduces the chefs participating in the “beerpairing” recipes. To show their influence and reputation, their workplaces are cited by the Dubuisson brewery. There is also a list of food journalists. Yet again, it may demonstrate the high level of expertise and quality of the Dubuisson products (Cf. Figure 90).

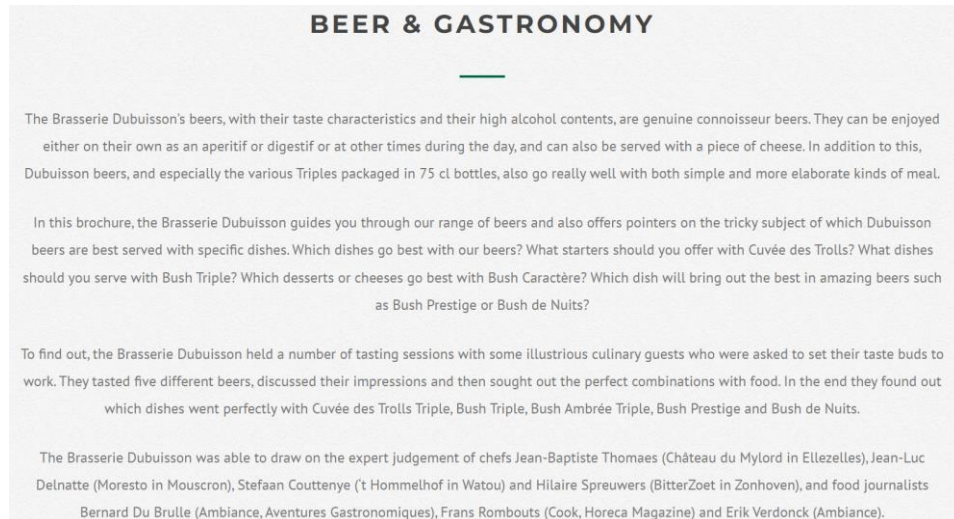


Figure 90. French version of the “Beerpairing” subsection on the Dubuisson brewery website

Following a similar reasoning, the advice given in the beerpairing articles is translated from French into English. Even if the information remains the same between both versions, the style is once again different on the French pages.

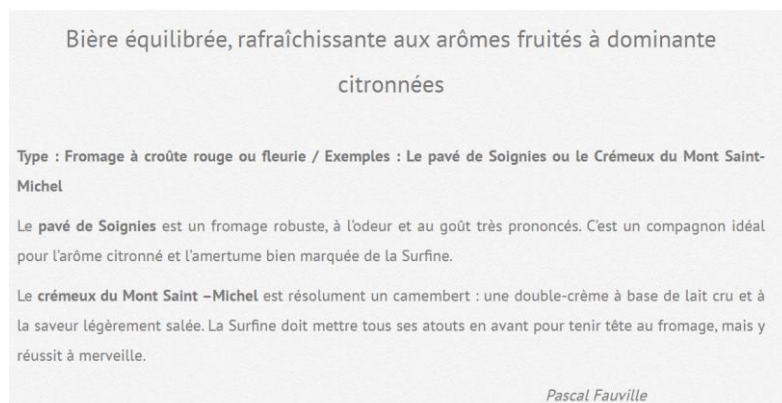


Figure 91. French version of the “Beerpairing” subsection on the Dubuisson brewery website

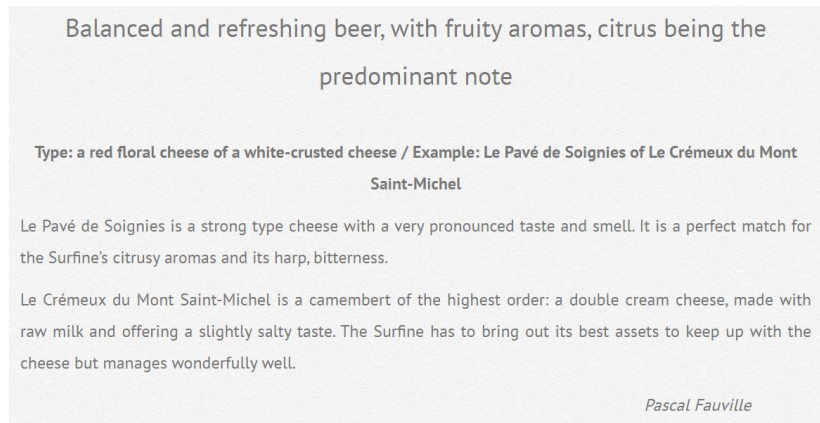


Figure 92. English version of the “Beerpairing” subsection on the Dubuisson brewery website

The “history” page begins with a brief introduction. The shared content is identical both in the English and the French versions. It is noteworthy that the importance of the brewery’s authenticity is preserved in both presentations (Cf. Figure 93 and Figure 94). It also highlights the importance Dubuisson gives to its core values.



Figure 93. English version of the “History” subsection on the Dubuisson brewery website

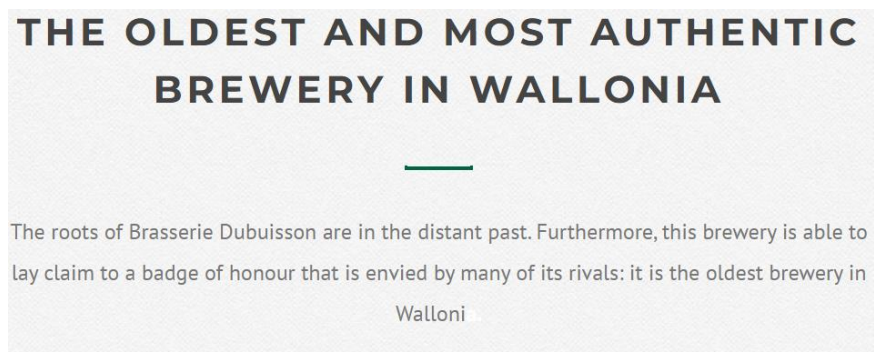


Figure 94. English version of the “History” subsection on the Dubuisson brewery website

The submenus that are suggested for the history and culture of the company depend on the part of the world they are visited from. As illustrated in Figures 95 and 96, the Belgium (written in French – Cf. Figure 95) and the international page (written in English – Cf. Figure 96) share a similar menu, which is based on the French version:



Figure 95. French version of the “History” subsection on the Dubuisson brewery website

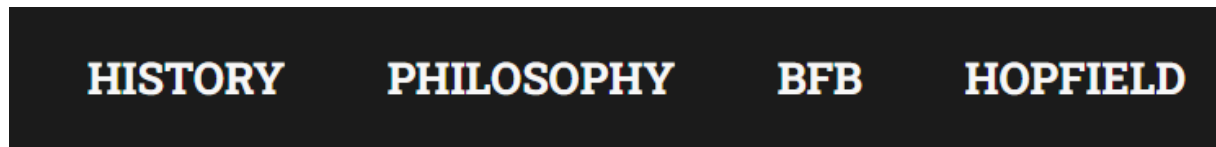


Figure 96. French version of the “History” subsection on the Dubuisson brewery website

Nonetheless, the American page (also written in English) only contains two options: “history” and “BFB” (Cf. Figure 97):



Figure 97. French version of the “History” subsection on the Dubuisson brewery website

The “History” subsection offers the same information as in the French version. We noted a peculiar detail in the “exportation” section. The Dubuisson brewery communicates different information about their export volumes. On the French page, they claim to export about 50% of their productions in over 40 countries (Cf. Figure 98). This figure falls to 44% of their production exported in 35 countries in the English version. This may be explained by the fact that English version is updated less frequently than the French version (Cf. Figures 98 and 99). As such, the export figure mentioned in the French version pertain to the year 2018, whilst the export figure mentioned in the English version pertain to the year 2014.



Figure 98. French version of the “History” subsection on the Dubuisson brewery website



Figure 99. English version of the “History” subsection on the Dubuisson brewery website

In the “Philosophy” section, information was simply translated. Figures 100 and 101, below, provide an example of the textual content that is published:

Brasser des bières de caractère 100% naturelles

Les brasseurs Dubuisson tiennent à défendre l'identité et la spécificité de leur brasserie et de leurs bières au sein d'un marché dominé par des grands groupes brassicoles et noyé par une multitude de produits. Dans cette optique, ils s'en tiennent à une gamme relativement réduite de bières, mais de bières qui montrent toutes un caractère et une personnalité très affirmés. Les bières de la Brasserie Dubuisson se remarquent par des arômes et des goûts très marqués, sans compromis ou facilité. La « neutralité » et le « lissage » des goûts, des arômes et des parfums n'a pas cours chez Dubuisson. Chaque bière Dubuisson est une bière « de caractère » dont le dégustateur se souviendra. Tout en restant fidèle aux principes de fabrication traditionnelle, la brasserie Dubuisson tente constamment d'améliorer le processus de fabrication afin de répondre aux exigences d'une clientèle répartie sur tous les continents. Toutes les améliorations se font dans le cadre strict de matières premières 100% naturelles.

Figure 100. French version of the “Philosophy” subsection on the Dubuisson brewery website

Brewing 100% natural beers

The Dubuisson brewers are keen to defend the identity and the unique nature of their brewery and their beers within a market dominated by large brewing groups and flooded by a multitude of products. From this viewpoint, they confine themselves to a relatively limited range of beers, but beers that all display a very asserted character and personality. The Brasserie Dubuisson beers are noticeable by very marked aromas and flavours, without compromising or cutting corners. The “neutrality” and “smoothness” of flavours, aromas and tastes is not appreciated at Dubuisson. Each Dubuisson beer is a beer “with character” that the drinker will remember. While remaining true to the principles of traditional production, the Dubuisson brewery is constantly trying to improve the production process in order to meet the demands of customers that are spread out over every continent. All of the improvements are made using strictly 100% natural raw materials.

Figure 101. English version of the “Philosophy” subsection on the Dubuisson brewery website

Equally obvious are the following examples (Figures 102 and 103), where the same strategy is applied on the subsection “BFB”. Here as well, the French version sets the pace:



Figure 102. French version of the “BFB” subsection on the Dubuisson brewery website



Figure 103. English version of the “BFB” subsection on the Dubuisson brewery website

For the “Hopfields” subsection, another difference in content is observed. As was the case for the “Philosophy” section, the content is not included on the American page. However, it is available on the “International” and Belgian French pages (Cf. Figure 97).

The taverns subpage introduces the different restaurants and taverns⁴³ that offer the beers produced by the Dubuisson brewery. As can be seen in Figure 104, the shared information remains the same in both languages.

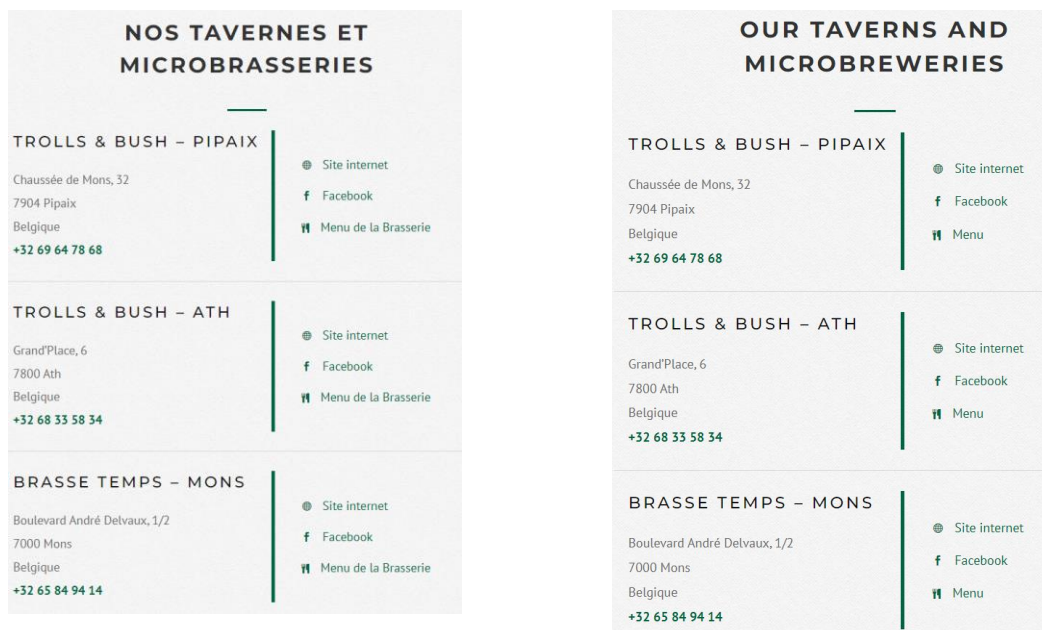


Figure 104. French and English version of the “Taverns” subsection on the Dubuisson brewery website

⁴³ Found on the link: <https://www.dubuisson.com/etablissements/>

Following the menus subsections, comes the “Blog” subpage. This subsection contains many articles. The first observation that can be made pertains to the publication update. In the English versions (both international and America webpages), the last post was published on 19 July 2019, whilst the last publication made on the French website was posted on 8 July 2022.⁴⁴ On the Belgian French website, 11 articles were published between those two dates. This distinction gives credence to the idea that the English blog is generally updated less often than the French blog.

When it comes to the language used, we chose to analyse an article that recently appeared in both versions. First, the “Trolls’it” cocktail, which was published on 4 June 2019.

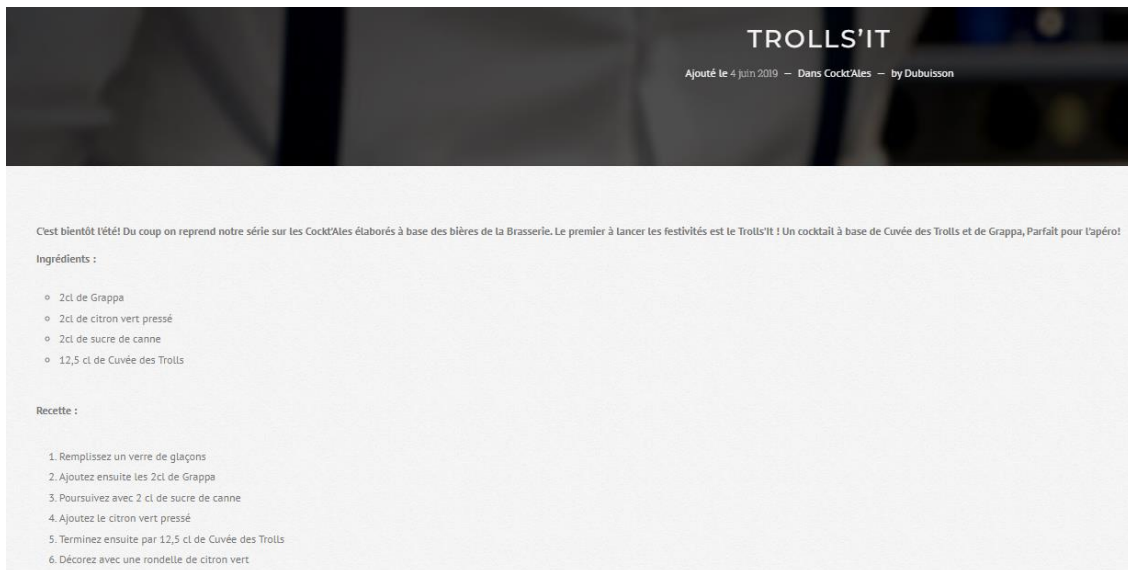


Figure 105. French version of the “Trolls’it ” article on the Dubuisson brewery website (4th of June 2019)

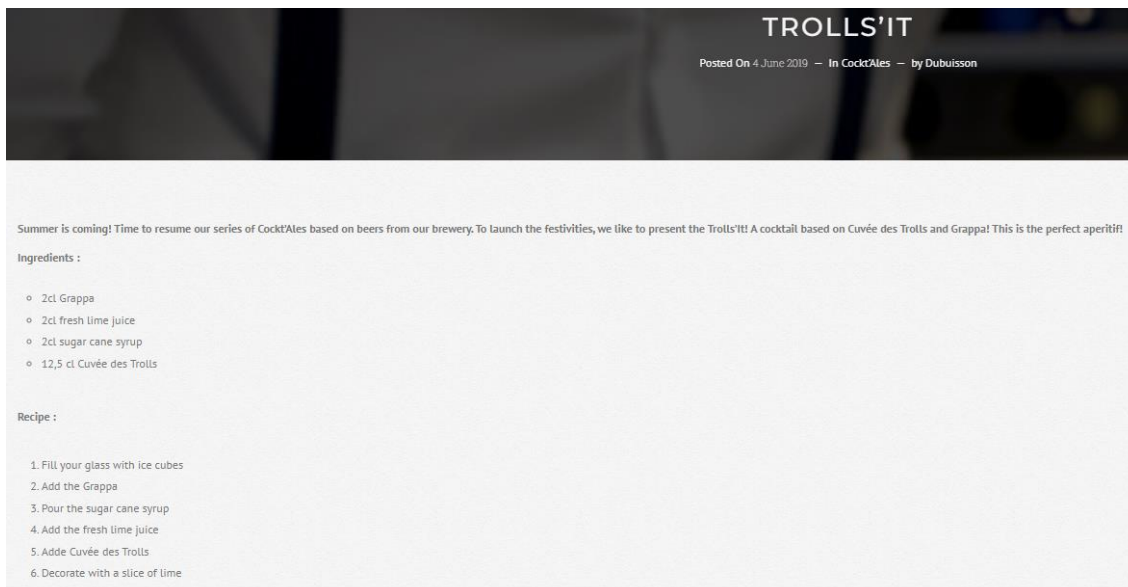


Figure 106. English version of the “Trolls’it ” article on the Dubuisson brewery website (4th of June 2019)

⁴⁴ This information can be checked on the Belgian website <https://www.dubuisson.com/blog/> and the English-speaking website <https://www.dubuisson.com/en/blog/>.

In the example above (Figures 105 and 106), both articles demonstrate that textual information is similar when it comes to making cocktails.

In the contact area, the content is the same both on the French and the English pages. Moreover, it remains identical on the International and the American versions. This section aims to receive messages from the consumers.

LAISSEZ NOUS UN MESSAGE

Nom*	Prénom*
Sujet	Email*
Message*	

☐ Je ne suis pas un robot
 
HCAPTCHA
Confidentialité - Conditions

Vos données ne seront pas conservées en base de données.

ENVOYER

INFORMATIONS

Brasserie Dubuisson
 Chaussée de Mons, 28
 B-7904 Pipaix

Téléphone: **+32 (0) 69 67 22 22**
 Fax: **+32 (0) 69 66 17 27**
 Email: **info@dubuisson.com**

Attention, pour joindre la taverne « Le Trolls & Bush » à Pipaix, veuillez utiliser exclusivement le n° de téléphone suivant : **+32 (0) 69 64 78 68**
 Ou l'adresse mail : **pipaix@trolls-bush.com**



Figure 106. French version of the “Contact” subsection on the Dubuisson brewery website

LEAVE US A MESSAGE

Name*	First name*
Subject	E-mail*
Message*	

☐ Je ne suis pas un robot
 
HCAPTCHA
Confidentialité - Conditions

Your data will not be kept in the database.

SEND

INFORMATION

Dubuisson Brewery
 Chaussée de Mons, 28
 B-7904 Pipaix

Phone: **+32 (0) 69 67 22 22**
 Fax: **+32 (0) 69 66 17 27**
 E-mail: **info@dubuisson.com**



Figure 108. French version of the “Contact” subsection on the Dubuisson brewery website

4.1.5.6) The Gueuzerie Tilquin:

There are less pages and subpages on Gueuzerie Tilquin's website than on the websites of larger companies (like the Achouffe brewery or the Chimay brewery). Although the website contains less information, it can be analysed from a linguistic point of view as well. First, the Gueuzerie Tilquin offers three options: French, Dutch, English. As such, it can be compared to the Bertinchamps brewery, which offers the same language combination. Both breweries are small-sized companies, which may explain why they have a smaller language offer than bigger companies such as the Achouffe and the Chimay breweries.

Following this first observation, other linguistic elements can be reported. First, on the presentation page of the French website, Dutch words are introduced and highlight the linguistic roots of the French term "gueuzerie", which derives from "geuzestekerij"⁴⁵. This use of a foreign language on the French website is not unique. As observed in the beer section, English words were used in the original beer tags: "product of Belgium", "Belgian beer", and "draft version" (Cf. Figure 109).



Figure 109. Example of beer tags written partially in English on the beer section of the Gueuzerie Tilquin brewery's website.

The introduction of English words can also be noticed in the main menu of the website, where the press section is called "NEWS". In addition, the title of one of the articles contains the term "release days" (Cf. Figure 110).



Figure 110. Example of an article written partially in English on the "news" section of the Gueuzerie Tilquin brewery's website

(21st of June 2022)

⁴⁵ Seen on <https://www.gueuzerietilquin.be/presentation/presentation-generale/>

To conclude the observations made on the French website, it was noted that English is always present in the website structure. Although English is not omnipresent, it remains present on different pages and on the official brand tags. It demonstrates that English has taken a special place in the business and marketing communications.

Now that the French version has been analysed, it is important to compare it to the English version of the website. To begin, it is important to note that both versions are close linked as the English version is based on a translation of the French version. Unlike previous breweries – in particular the Achouffe brewery– the content on the English page of Gueuzerie Tilquin is identical as on its French website. All the pages and subsections have been transferred following the original pattern (titles, paragraphs, information, etc.). To illustrate this, the following examples can be analysed (Figures 111 to 114):



Figure 111. French version of a beer presentation of the Gueuzerie Tilquin brewery's website.

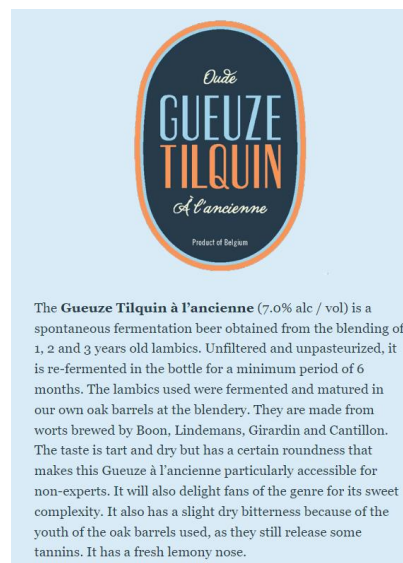


Figure 112. French version of a beer presentation of the Gueuzerie Tilquin brewery's website.



Figure 113. French version of the Gueuzerie Tilquin brewery's presentation.



Figure 114. English version of the Gueuzerie Tilquin brewery's presentation.

The four screenshots (Figures 111, 112, 113 and 114) were chosen from different subsections of the website. They reveal the translation method that has been performed to build the website. Although the content has been translated in English, it is essential to report that the beers' names remain in French. To better understand this strategy, the owner of the brewery has been contacted. According to Pierre Tilquin (the brewery's owner – contacted by email), the French names are more “exotic” on the English market and more attractive for this specific audience. Therefore, he didn't feel the need to make an English version of his beer tags. In conclusion, it is justified to say that the main objective of an English version is to give the opportunity to foreigners to understand the information the brewery shares without taking in consideration the cultural needs. However, and in contrast to the Achouffe brewery, the basic translation has been updated to all the pages of the website.

4.1.5.7) The Waterloo Microbrewery:

The Waterloo Microbrewery offers six options which are French, English, Dutch, Italian, Spanish and Russian. Since this study pertains to the use of English by French-speaking companies, only the French and the English versions of the website are analysed.⁴⁶

Regarding the content, some differences were observed. First, as shown in Figure 115, the English version of the website contains more information than its French counterpart. Indeed, in the presentation subpage, a paragraph on raw materials has been added, while it is not available on the French page.

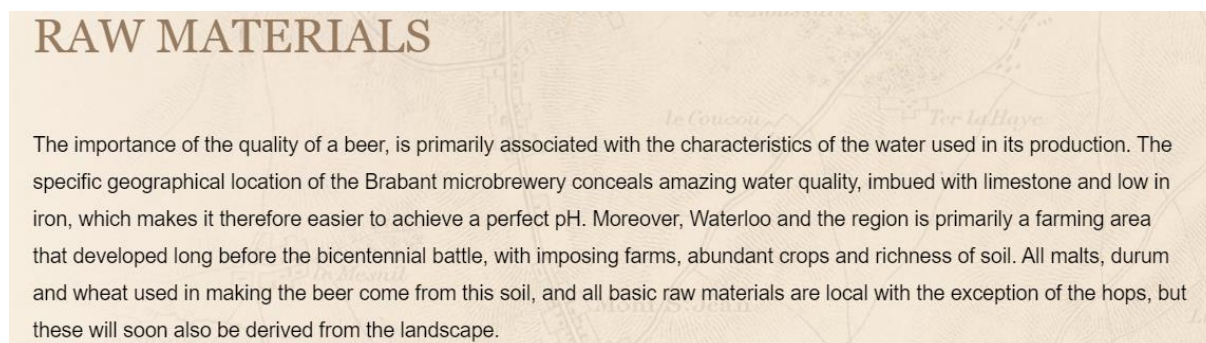


Figure 115. French version of the Waterloo microbrewery's presentation

Similar was observed in the brewers' explanations. In this case, it is the French page that appears to be more complete than the English version.

Extract 5: French-speaking information given about the brewers: « La fabrication des bières Waterloo n'a pas été confiée à n'importe qui. Encadrés par le maître brasseur Willem Van Herreweghen, ils sont deux jeunes brasseurs à prendre en main la destinée de toute la gamme de produits Waterloo. Le premier, Thomas Vandelanotte, a acquis une très bonne expérience grâce, notamment, à son travail auprès de la brasserie Timmermans pendant plusieurs années. Le second, Edward Martin, arrière-petit-fils de John Martin, issu d'une famille qui a des liens privilégiés avec l'industrie brassicole, est véritablement tombé dans la cuve à bière dès sa naissance et est très soucieux de la haute qualité des produits. Ce trio de brasseurs apporte authenticité, vitalité et qualité aux bières Waterloo, toutes chargées d'une importante page d'histoire. Kloris Devillé connaît le processus de

⁴⁶ Found on the link: <https://waterloo-beer.com/>

brassage depuis plus de 15 ans. Après sa formation en brasserie et malterie, il a commencé à exercer à la brasserie Timmermans, où il a appris l'aspect mystérieux du lambic. Depuis deux ans, il travaille également à la brasserie de Mont-Saint-Jean. »⁴⁷

As can be seen, the text in Extract 5 is a lengthy description of the brewing team. Extract 6 was translated from the French version. Nevertheless, it is essential to note that it has been shortened.

Extract 6: English-speaking information given about the brewers: « The manufacture of Waterloo Beer has not been assigned to just anyone. We have two young brewers, supervised by head brewer Willem Van Herreweghen, to control the destiny of our products. On the one hand, Thomas Vandelanotte has already gained experience thanks to his years spent with the Timmermans Brewery, which is associated with authenticity, vitality and quality. At his side is Edward Martin, great-grandson of John Martin, who bathed in beer from birth and is very fastidious about the high quality of the product. »⁴⁸

Compared to the next paragraph, this extract shows that the English content was simplified. Also, the English description does not introduce Kloris Devillé and his experience in the field.

Although some parts differ from one language to the other, the main strategy the brewery opted for is a basic translation of the original French version. To better illustrate this, two more extracts will be analysed:

Extract 7: French-speaking information given about the brewers: « La bataille de Waterloo : **Située à une vingtaine de kilomètres de Bruxelles, la ville de Waterloo est célèbre dans le monde entier pour avoir été le terrain d'une des plus célèbres batailles napoléoniennes: la bataille de Waterloo.** Cette bataille légendaire s'est déroulée le 18 juin 1815 et s'est terminée par la victoire décisive de deux armées : celle des alliés, commandée par le Duc de Wellington (composée de Britanniques, d'Allemands et de Néerlandais) et celle des Prussiens ; toutes deux opposées à l'armée française emmenée par l'Empereur Napoléon 1er. Les combats n'eurent pas tout à fait lieu à Waterloo mais un peu plus au sud, sur le territoire des communes actuelles de Lasne, Braine-l'Alleud et de Genappe. En France, la bataille a souvent été appelée « bataille de Mont-Saint-Jean », lieu plus précis de l'engagement effectif. Cette bataille est la dernière à laquelle prit part personnellement Napoléon, qui avait repris le contrôle de la France durant la période dite des Cent-Jours. Malgré son désir de poursuivre la lutte avec de nouvelles forces qui se reconstituaient, il dut, par manque de soutien politique, abdiquer quatre jours après son retour à Paris. »⁴⁹

Extract 8: English-speaking information given about the brewers: « This legendary battle took place on 18 June 1815 and ended with the decisive victory of the allies (British, Germans and Dutch), commanded by the Duke of Wellington, and the Prussians – both opposed the French army, led by Emperor Napoleon 1st. In fact, the fighting did not actually take place at Waterloo, but a little further south, in the territory of the present towns of Lasne, Braine and Genappe. In France, the battle has often been named 'The Battle of Mont-Saint-Jean', **instead of the more customary title.** This battle was the last in which Napoleon took part personally – he had taken control of France during the period known as the Hundred Days War. Despite his desire to continue the fight with reconstituted forces, he was forced, owing to lack of political support, to abdicate four days after his return to Paris. »⁵⁰

One may think that simplifications of content only apply to the theoretical aspects of brewing. However, these facts can also be seen in the technical data sheets of the various beers produced (Cf. Figures 116 and 117).

⁴⁷ Seen on <https://waterloo-beer.com/brasserie-2/>

⁴⁸ Seen on https://waterloo-beer.com/en/brewery/#brewing_process

⁴⁹ Seen on <https://waterloo-beer.com/histoire/>

⁵⁰ <https://waterloo-beer.com/en/history/>

SON GOÛT

Éléments typiques : Cerise, Amande, Houblonné, Malté, Épicé, Fruité, Sucré, Aigre, Amer

Savourez les griottes naturelles, dont l'acidité est contrebalancée par le vrai lambic grâce à un jus de cerise sucré et explosif. Avec ses notes d'amande et de pomme rouge, elle est LA bière fruitée par excellence à découvrir.

Figure 116. French version of a beer description.

TASTE

Typical elements : Cherry, Almond. Taste the natural sour cherries, that real Lambic balances with explosive sweet cherry juice. With notes of almond and red apples, THE fruity beer waiting to be discovered.

Figure 117. English version of a beer description

Again, Figures 116 and 177 show that the English and French contents are slightly different. The French extract shows more explicit details about the beer flavour. However, the core message remains the same.

Sometimes, the variations come from the fact that the stylistic structure used in French cannot be translated into English. For example, the French criteria of the drinks tend to be written in a refined way, when the English translation tries to keep the meaning and the stylistic effect without succeeding completely.

SON GOÛT

L'attaque en bouche est toute en rondeur. Le goût de malt torréfié renforce les arômes de café et de toffee (mélasse et beurre caramélisé).

Figure 118. French version of a beer's presentation.

FLAVOUR

The round mouthfeel and roasted malty flavour reinforce the aromas of coffee and toffee (molasses and caramelised butter).

Figure 119. English version of a beer's presentation (figure 31 is the original version).

4.1.5.8) Conclusion on the breweries' websites:

	English (not specified)	UK- English	US- English	French	Dutch (not specified)	Dutch (NL)	German	Spanish	Italian	Portuguese	Russian
Achouffe brewery	Yes	No	No	Yes	Yes	Yes	No	Yes	Yes	No	No
Bellevaux brewery	No	No	No	Yes	Yes	No	No	No	No	No	No
Bertinchamps brewery	Yes	No	No	Yes	Yes	No	No	No	No	No	No
Chimay brewery	No	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	No
Dubuisson brewery	No	Yes	Yes	Yes	Yes	No	No	Yes	No	No	No
Gueuzerie Tilquin	Yes	No	No	Yes	Yes	No	No	No	No	No	No
Microbrewery of Waterloo	Yes	No	No	Yes	Yes	No	No	Yes	Yes	No	Yes

Table 11. Use of languages on the different breweries' websites.

Table 11 shows that the studied breweries offer various options when it comes to language. A special distinction was made between linguistic variants. Therefore, it has been decided to separate some of the main languages with respect to national variations. For instance, a distinction was made between British English and American English, and between unspecified Dutch and Dutch Dutch (as in *from the Netherlands*) because some breweries did offer this choice as if it were a different language (and subsequently, different content).

In this subsection we analyse the languages that are used on the breweries' websites. All the breweries chose French as their *welcome* language; i.e. the language users see when they land on the brewery's homepage. This observation may reflect their main customer-base. This affirmation may be corroborated by the fact that all the breweries in this study are located in Wallonia, where French is, by far, the most commonly spoke language. Nevertheless, Table 11 indicates that breweries also provide information to foreign customers.

From a linguistic point of view, eight languages were identified on the breweries' websites: French, Dutch, English, Spanish, Italian, Portuguese, and Russian. It is important to highlight that a Dutch version of the website is made available by all the companies in this study. This is a direct consequence of the bilingualism that is prevalent in Belgium. Moreover, the owner of the Gueuzerie Tilquin, Pierre Tilquin, told us that a Dutch version was made available to not offend his Dutch-speaking customers. It is also a way of honouring the name *Oude Gueuze*, which is a term of Flemish origin. As such, it is clear that Walloon breweries do not let language barriers prevent them from promoting their products to all Belgian residents and other foreign consumers.

As Table 10 shows, six out of the seven breweries have an English version of their website (the Achouffe brewery, the Bertinchamps brewery, the Chimay brewery, the Dubuisson brewery, the Gueuzerie Tilquin, the Microbrewery of Waterloo). The only website that does not offer an English version is owned by the Bellevaux brewery. Few breweries have answered our enquiries about the presence of English on their website. On one hand, the Bertinchamps and the Gueuzerie Tilquin gave us a brief explanation for the linguistic choices they made. For

Bertinchamps brewery, the English version of their website was initially created for their English-speaking customer-base. For Gueuzerie Tilquin, however, it was important to have an English version of the website because it is their ambition to conquer the global market (United States, United Kingdom, Asia, etc.). On the other hand, the Bellevaux brewery made it clear that it has no intention of translating its website in English since their customers are essentially French and Dutch speakers.

Regarding the shared information, we observed that most of the English pages are direct translations of the French pages. In the process, some details were added or removed. This was demonstrated at the hand of examples from some of the studied breweries. Achouffe brewery is a very good illustration of this, as it offered different content with regards to its team presentation or its loyal customers, based on the language of the visited page. Dubuisson brewery is another example as it modelled its language options based on the product exportations. Nevertheless, in the translation, some pieces of information differed between languages: in the French version of the website, they indicate that about 50% of their productions is exported (Cf. Figure 98); while in the English version they indicate that only 44% of their products is exported (Cf. Figure 99). An ultimate example content distinction would be the Microbrewery of Waterloo. When it comes to the brewery presentation, they opted for a more detailed explanation in English (Cf. Figure 115). On the contrary, the product section was simplified in English and provides less information than its French counterpart (Cf. Figures 116 and 117). Though, pages are most often simply translated and slightly adapted. When it comes to the publication frequency, however, we observed that English pages were updated less often than the French versions.

Textually, we noticed that linguistic adjustments were needed in the translation of French information into English (Cf. Table 10). This is best emphasised by the Achouffe brewery, the Chimay brewery, and other breweries as the main information is often preserved. Nonetheless, the stylistic effect (which is sought after in the French version) cannot be reached in its English form. Therefore, and as was observed for the Chimay brewery, French versions tend to be more expressive.

Conclusion

In the current digital age, we wanted to determine to what extent Walloon breweries share information through social media (YouTube, LinkedIn, Facebook, Instagram) and on their website. To do this, the presence of seven breweries on social media was examined. The first observation that could be drawn from this analysis is the importance given to two social media in particular: Facebook and Instagram. All the studied breweries have an account on both platforms (Cf. Table 2). Secondly, it was noted that LinkedIn was the least used platform. After examining the other social media, we can conclude that LinkedIn is not the kind of platform to be favoured for promotional content. It is a fact that breweries' publications are often oriented towards advertising or toward connecting with consumers. It is therefore logical that LinkedIn is not a priority media since it is not meant to share this type of content. Rather, its core functions revolve around professional interactions. Unsurprisingly, Instagram and Facebook are the two social media on which most posts were published, with 41 and 58 posts published on each of these social media respectively over a given time-period (the first half of February 2022 (from 1 February 2022 to 15 February 2022) and the first half of April 2022 (from 1 April 2022 to 15 April 2022)).

To answer the research question, our thesis focused on information published in English. Consequently, it was important to evaluate the frequency at which the breweries communicate in English through social media. On YouTube, 38 videos were recorded in English exclusively, while 90 videos bore an English title. On LinkedIn, only two posts were written in English, and five included English hashtags. On Facebook, the breweries published a combined a total of 7 posts in English; 26 containing at least one English word; and 15 posts containing at least one hashtag in English. Finally, 25 of the Instagram posts were published in English, while 37 posts contain at least one English word. Again, 28 posts on Instagram include hashtags in English. Those figures indicate that English bears an undeniable importance in the Walloon brewery's communication. This corroborates Jafari's opinion (2021, p.1) about English being an international language in economic and cultural contexts.

Moreover, and to understand to what extent English is used by local Belgian breweries in Wallonia, we studied the kind of content that was shared. All the posts that were made in English advertise products as well as the values of the breweries that we studied. Considering the testimonies we received from the breweries, those posts are made to reach existent customers or foreign prospects. Subsequently, English appears to be used as a tool to integrate Belgian beers to an English-speaking market (sometimes they are limited to the European market; at other times they extend to the Asian and American market). As in subsection 4.1.5.5) *The Dubuissin brewery* (Cf. Figure 84) and 4.1.2.2) *The Bertinchamps brewery* (Cf. Figure 13), we noticed that English was used to produce trendier content. Chaffey (2019, p.126) specifies that using social forces (such as the generation, the cultural information, psychological criteria) helps to make consumers feel more secure about brands. Consequently, the use of English terms (even in a post written in French) indicates that the breweries adapt their message to the social context in which it appears.

The observations on Instagram and Facebook are different from what analysed on the YouTube channels and the websites of the breweries. On YouTube, English is used to translate French and Dutch information and engage with a wider audience. The objective remains similar: promote the breweries and their expertise. On their websites, the differences between languages derive from three causes: difference in exports, simplification of content and updating of the presented information. This observation can be linked to Achkasov's theory (2015, p. 201): communication on social media is directed towards the audience's needs. Therefore, language

appears as a key factor in the consumers' experience. Following similar reasoning, language options allow customers and prospects to directly identify which content relates to their experience.

In conclusion, this study revealed that English is now part of the communication strategies of Walloon breweries. On platforms such as Facebook and Instagram, the English language is used as an advertising tool. On YouTube and on the breweries' websites, English is used to share historical and geographical information, the company's principles, and product descriptions. Sometimes information about exports is displayed. In this specific case, English may be identified as a translation tool and as a means to connect with English-speaking markets. Finally, this thesis shows that companies benefit from using English as a marketing tool, as it allows them to promote their products to a wider audience, to reach tourists and foreigners who don't speak French, and to ease the export of their products thanks to the expansion of their brand image across linguistic boundaries.

In this thesis, different elements were mentioned without being properly analysed. The multifaceted criterion of our study suggests that other factors should be examined. Likewise, the importance of culture within linguistic elements could be a topic for further research.

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