



ONLINE COURSE • 2026

AI for Craft Breweries

Put GenAI to work on your brewery's copy, social posts and weekly admin, and use it responsibly. No coding needed.

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2 Weeks

4 live sessions, 2 hours each

Sat-Sun

12:00 to 2:00 PM IST

20

Students per batch, at most

₹5,000

Course fee

Who it is for

- Brewery and brewpub owners who write their own posts at midnight
- Taproom, marketing and sales people who handle the copy and the admin
- Brewers who would rather brew than fill in spreadsheets

What you walk away with

- Brief a GenAI tool with your brewery's real facts and get copy you can actually use
- Plan and draft a month of on-brand social posts in one sitting
- Hand one repetitive weekly task over to AI, with a human check at the end
- Write a one-page responsible AI policy for your brewery

WHO TEACHES IT



Ankur Napa

Instructor. Course Instructor · Master Brewer



Chatty Girija

Point of contact. Beer Podcaster · Creative Strategist

Week by week.

2 weeks. Two live sessions every weekend and one assignment a week.

Week	Focus	Topics	Assignment
Week 1	GenAI for your brewery's words	How large language models work, in plain English, and where they go wrong; Briefing the tool properly: style, ABV, ingredients, tasting notes and your brewery's voice; Tap list notes, menu cards, label copy and newsletters; A month of social posts around launches, festivals and the monsoon; AI images versus real photos of your beer, and when each one fits	Write tasting notes for your current tap list and a month of posts, then edit them until they sound like you.
Week 2	Repetitive tasks and responsible AI	Drafting replies to common questions and reviews; Turning brew logs and sales notes into short weekly reports; Spreadsheet formulas, checklists and first drafts of SOPs; Checking every fact: AI must never invent an ABV, an award or an ingredient; Customer data, image rights, and India's rules on alcohol advertising, which vary by state and change; Nothing aimed at minors, and no health claims	Hand one weekly task to AI from start to finish, and write your brewery's one-page AI policy.

HOW IT RUNS

Format, terms and how to enrol.

1. **Schedule.** Live on Saturdays and Sundays, 12:00 PM to 2:00 PM IST. Timings may shift by mutual agreement with the cohort.
2. **Batch size.** Maximum 20 students, so every question gets answered.
3. **Included.** Session recordings, presentation decks, weekly assignments and the learning kit.
4. **Certificate.** Certificate of Completion once every assignment is in and you have attended at least 80% of live sessions.
5. **Beyond the screen.** Recommended microbrewery visits, so you see the kit you are studying.
6. **Fees.** Paid in full at sign-up. No discounts apply, and a package of courses cannot be changed once confirmed.
7. **Refunds.** Read the refund policy at craftbeerschool.in/refund.html before you pay.

Course fee per student

₹5,000

Enrol at craftbeerschool.in/ai-for-craft-breweries-course.html or ask us on WhatsApp. Cohorts cap at 20 students.

WEBSITE

craftbeerschool.in

WHATSAPP AND PHONE

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EMAIL

chatty@cheerschattyventures.com

CLASSES

Online

Fees and dates are correct at the time of printing and may change; the website has the latest. Drink responsibly.