



ONLINE COURSE • 2026

Brand Strategy and Positioning for Breweries

Work out who your brewery is for and why it is different, then write it down so every label, post and pint says the same thing.

Brand Strategy and Positioning for Breweries.

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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

- Founders planning a new brewery or brewpub
- Owners whose brand feels like everyone else's
- Marketing leads in drinks companies

What you walk away with

- Map your competition on a positioning matrix
- Cut a long list of values to three to six you will use
- Write up to three drinker personas
- Agree a one-line brand essence with your team

WHO TEACHES IT



Chatty Girija

Instructor. Beer Podcaster ·
Creative Strategist

SYLLABUS

Week by week.

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

Week	Focus	Topics	Assignment
Week 1	Where you stand	Brand and positioning, and why great beer alone does not stand out; Listing your real competitive set; Building a two-axis positioning matrix and spotting gaps; Writing a positioning statement	Map six local competitors and write your positioning statement.
Week 2	Who you are and who you are for	Mission, vision and values a team will use; Drinker personas built from real conversations; Branded house or house of brands; Brand essence in one line	Write your values, two personas and a draft brand essence.

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/brand-strategy-and-positioning-for-breweries-course.html or ask us on WhatsApp. Cohorts cap at 20 students.

WEBSITE

craftbeerschool.in

WHATSAPP AND PHONE

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EMAIL

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CLASSES

Online

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