



ONLINE COURSE • 2026

Rebranding a Brewery

Plan a rebrand that keeps the drinkers you have: audit, goals, budget, the design brief and a roll-out timed to new labels and approvals.

Rebranding a Brewery.

Plan a rebrand that keeps the drinkers you have: audit, goals, budget, the design brief and a roll-out timed to new labels and approvals.

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

- Breweries whose look no longer matches their beer
- Owners planning new packaging or a new range
- Teams who have to manage a design agency

What you walk away with

- Decide between a refresh and a full rebrand
- Run a brand audit and keep what drinkers remember
- Set goals, a sign-off team and a budget
- Plan a roll-out around label approvals

WHO TEACHES IT



Chatty Girija

Instructor. 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	Before any design	Pain points across identity, packaging, website and reputation; Refresh or full rebrand; SMART goals and a sign-off group of four to six; Budget, stakeholders and choosing a design partner	Write your rebrand goals, team and budget on one page.
Week 2	Audit, brief and roll-out	Brand audit: assets, trade marks and recall drawings; Writing a design brief; Label approvals as the slowest step; Launch timing, who to tell first and the campaign	Draft a design brief and a roll-out timeline for your brewery.

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/rebranding-a-brewery-course.html or ask us on WhatsApp. Cohorts cap at 20 students.

WEBSITE

craftbeerschool.in

WHATSAPP AND PHONE

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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.