



ONLINE COURSE • 2026

Taproom Marketing and Community

Turn first visits into regulars: events, beer clubs, staff who live the brand and local partnerships for a taproom or brewpub.

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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

- Taproom and brewpub owners
- Front-of-house managers
- Brewers who pour for the public

What you walk away with

- Plan a calendar of events that bring people back
- Start a beer club or regulars' programme
- Train staff to carry the brand
- Find local partners worth working with

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	Bringing people back	Why first visits do not become regulars; Events that fit your beer and your space; Beer clubs, loyalty and WhatsApp groups; Responsible serving at every event	Plan a three-month taproom event calendar.
Week 2	People and partners	Staff as the brand: hiring, training and service; Tap list talk that helps guests choose; Local partners, collaborations and food pairings; Measuring footfall and repeat visits	Write a one-page service guide and a plan for one partnership.

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/taproom-marketing-and-community-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.