



ONLINE + IN PERSON COURSE • 2026

Winery Business

Run a small winery as a business: costing a bottle, licences and excise, route to market, cellar door and wine tourism in India.

Winery Business.

Run a small winery as a business: costing a bottle, licences and excise, route to market, cellar door and wine tourism in India.

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 small winery or wine brand
- Grape growers thinking about making their own label
- Hospitality and drinks people moving into wine

What you walk away with

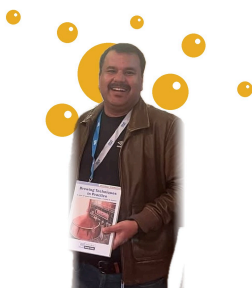
- Cost a bottle of wine from grape to shelf
- Map the licences, excise and label approvals for your state
- Choose a route to market and set prices that work
- Plan a cellar door and wine tourism offer

WHO TEACHES IT



Ankur Napa

Instructor. Course Instructor · Master Brewer



Rahul Baliyan

Instructor. Brewing Science Instructor · Delhi & North India



Chatty Girija

Point of contact. 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	Costs, licences and compliance	What a bottle costs: grapes, winemaking, glass, closures, labels and duty; Buying grapes or growing them, and contracts with growers; Winery licences, excise and label registration, which differ by state and change; Planning around one harvest a year: cash flow and stock	Build a cost sheet for one wine.
Week 2	Selling the wine	Route to market: distributors, on-trade, retail and direct sales where allowed; Pricing for each channel without losing margin; Cellar door, tastings and wine tourism; Building a brand people remember	Write a one-page sales plan for your first vintage.

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/winery-business-course.html or ask us on WhatsApp. Cohorts cap at 20 students.

WEBSITE

craftbeerschool.in

WHATSAPP AND PHONE

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CLASSES

Online + in person

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