

Education is your Secret Weapon

Creating Brand Sustainability through Education, Storytelling, Training, and Hospitality



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A Little About Me



LaTreace Harris, Certified Cicerone ®, Certified BJCP Judge
Owner, Beery Godmother Consulting

I am passionate about approachable Beer Education; it is essential to the brewing industry

Connection was what brought me to beer initially, and it's what keeps me excited

I think that the beer industry is in a reinvention phase, with the opportunity to capture new audiences. The sky is the limit.



What We'll Cover

Education is the foundation of a well-oiled, thriving beer program and brewery growth.

How it's used to build brand credibility, cultivate confident staff and engaged customers determines its effectiveness.

01

Education Building Credibility

A chance to show what you know, and separate your brand from the pack

02

Storytelling Through Ingredients

Touch, smell, and taste.. And why your beer is magic

03

Using Education as the Edge: Training and Hospitality

Knitting staff education and consumer hospitality into your fiber

04

An Education Strategy: Where to Start

Collaboration, strategy & sustainability



WHY EDUCATION?

Education comes in different flavors, but when implemented strategically it can be:

- 1 An opportunity to show how ingredients, processes, and artisanal skill create your magical liquid
- 2 A touchpoint that allows for a customer to see behind the curtain, and for you to define what you'd like to showcase
- 3 An experiment in seeing what works in taproom engagement and programming.
- 4 A steppingstone to convey your core values, going beyond the beer

Education is an Opportunity... To Build Credibility and show YOUR Magic

Credibility starts with letting people see how the magic happens. Having the desire to genuinely pull back the curtain – to teach, not just to serve – is what earns guest trust. That trust becomes the foundation your brand's identity.



EDUCATION AND STORYTELLING

Education builds a foundation and creates connection.

Beer education is a well-established, critical component of long-term success for any brewery or beer-serving space

Investments in staff training, learning opportunities for customers, and transparency around brewing processes, ingredients, and finished styles all strengthen a brewery's footprint and brand identity.

But without impactful storytelling, a commitment staff training, and elevated, hospitality-driven consumer experiences, breweries risk missing the touchpoints that spark real curiosity in their beer.



Something for Everyone

- Ownership and Stakeholders
- Brewery Staff
- Customers
- Ingredient suppliers
- Collaborators

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INGREDIENTS AS STORY

Storytelling Through Ingredients

Every hop, grain, and yeast strain has a story. Touching, smelling, and tasting ingredients turns education into experience – elevated and special, without needing to be pretentious. Connection is everything!



Brewing and Ingredients are Ripe for Telling Your Story



Grain (or Hop) to table

Every ingredient has an origin story, a texture, and a taste. Approach them with an artisanal, farm to table approach.



Talk about your process

Every interaction – big or small – is a chance to teach, pull back the curtain, and build trust.



Tell the story of your why

Make your story of ingredient selection, recipe development, and beer products a part of your business culture.



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“Gen Z (21+), which now comprises 9% of Beverage Alcohol buying households, for instance, values authenticity, sustainability, and experiences over material goods, making them more likely to gravitate toward purpose-driven brands and innovative, eco-friendly packaging.”

Nielsen Data Insights regarding consumer trends for the emerging category of beer and alcohol consumers

STORYTELLING

Ingredient to Glass

Track Brewing launched their “Cultivate” series spotlighting a hop farm and the varieties in each beer of the series.

- Artisan storytelling
- Farm to pint experience for customers
- Education on varieties and their contributing aromas to the finished product



STORYTELLING

Share the process

Coldfire x Rexius x YCH x Coleman
Agriculture collab – using Spent Grain to
compost which is used to fertilize the hop
fields, which are used in a collab.

- Transparency of process
- Education opportunity
- Builds trust with customers



STORYTELLING

Telling the story of your own why

Firestone Walker – created a documentary, “Hop Dreams” about the 2021 hop harvest that sparked the idea for Hopnosis IPA

- Communicates what your business values
- Creates buy-in from consumer



Develop a Sustainable Strategy by Starting Simple



Set an initial, achievable goal

- Start with a single beer, and a deep dive. Tell its origin story
- Decide HOW you will tell this story
- Create your simple communication strategy



Talk to your suppliers, and learn what's special

"What is the history of the hop?"
"What growing conditions are needed for the malt to thrive?"
"What is the story behind your house yeast culture?"



Bring everyone along, with one voice

- Develop talking points
- Build a simple campaign
- Implement a simple, relatable message, and a change to educate

Write Your Story & Build Connection

- 01 Identify your Why**

Why do you brew your beer, and why are the ingredients special? Why would a consumer want to try your product, and what should keep them coming back.
- 02 Assess the Current Landscape**

You can't determine where you are going without assessing where you are. Evaluation of your current engagement status will do just that.
- 03 Creating Strategy**

Keep it simple, clear, and easy to implement. Start with the basics, farm to kettle
- 04 Building a Following**

Let education and brand identity be the reason guests keep coming back. Pull back the curtain. Shine a light on your ingredient selection process.
- 05 Sustainability**

Choose a message and principles that will be easy to illuminate and infuse into the fiber of your company.





Education and Storytelling Open the Door For Meaningful Engagement

Consistent educational touchpoints – tastings, staff-led stories, behind-the-scenes moments – don't just inform guests. They build loyalty, and loyalty builds community.

Collaboration With a Common Purpose

Partnership is an opportunity to collaborate and elevate key aspects of beer and ingredients, but also tell a mutual story to a consumer

It humanizes both brands



Work with your partners... to tell a common story

Lead with commonality

Think about the common story you'd like to tell, and how to leverage joint resources to do the job.

Make It Sensory

Beer is an entire sensory experience; ingredients can be connected to life's moments, and most of all people. Lean in.

Humanize the Beer... and the Collaboration

The beer is just one part of the story. Use common value, history, and a love of fantastic beer to talk about the magic of the product and the human connection created from it.

Start Simple, Stay Agile

Intentional collaboration can bring lasting success. Build a framework that is agile and can grow with your brewery, and future partnerships.

Consistent Taproom Training Cultivates Confident Staff...and Strengthens Customer Connection

Meaningful staff training can be a difference maker not just in revenue, but also with the culture and overall “vibe” and perception of your brewery.



WHY TRAINING?

Training should be meaningful, approachable, and consistent

1 It's an opportunity to bring styles, sensory, brewing, and history of the page and into tangible experiences

2 It's a chance to invest in creating knowledgeable staff. The more knowledgeable, the more equipped for customer interaction.

3 It's a mechanism to iterate on what is working, what is not, and how to foster curiosity in staff and consumers

4 It's the way to build a culture of education, transparency, and commitment to growth



Shifting towards training, with hospitality and implementation method in mind



Memorizing Styles vs. Beer Style Emersion

Tangible queues are easier to remember

- Start with a single beer, dissect it and allow staff to explore its flavors, aromas, and emotions
- Brewer/front of house interaction joint exploration.
- Make it a part of regular shift prep



Teaching Brewing 101 vs. Functional Cross Training

Cross training of staff boosts morale and team dynamic

- Establish a “day in the life” training opportunity for roles in the brewery
- Reinforce the need for buy from everyone, at every job level
- Ensure that you explain “why cross training is important to success



Repeating the Menu vs. Sensory driven Description.

Incorporating all aspects of taste, smell, and experience.

- Create sensory driven menu descriptions
- Use “descriptor queue” to help staff quickly orient

Include reference to “experience” and a how a beer will make someone feel



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THE SHIFT

Moving from the What to the Why: The Shift to Hospitality-Driven Training

THE WHAT: The Beer

- Product-only education
- Styles, ingredients, and process facts
- Preparation for transactional customer interactions
- Information is delivered, not experienced

THE WHY: Your Brand Experience

- Hospitality-driven storytelling
- Romanticized process and product
- Memorable, curiosity-sparking moments
- Customer sees themselves in your brand
- Staff who translate knowledge with warmth

What separates a good brewery from a great one isn't just what's in the glass – it's how they make people feel.



Start where you are... and build a training strategy

Training doesn't have to be complex, but it should be intentional

Build in how success will be evaluated, from the beginning

Reinforcement of expectations and what everyone o staff "should know" even on a small scale, can be effective

Reward staff who invest in going the extra mile

Simple Wins. Agile Strategy.

You don't need a five-year plan to get started. Pick one simple goal, execute it well, and stay agile enough to adjust as you learn what resonates with your guests.



Key Takeaways

Education is the foundation, but intention moves the needle

Storytelling is about connection

Strategy is important, but doesn't have to be complex

People want to know about you. Tell them through your brand values, hospitality, and your product



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Thank You!



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