

At a beer tasting, you drink beer together in a group.

As a beer lover, you try to describe your impressions to the group and teach them something about the world of beer.

Why does someone book a beer tasting?

There are several simple reasons why someone should book a beer tasting:

- Entertainment
- Expand knowledge
- Fun with friends
- Understand beer

Especially for events, such as company parties or larger family gatherings, a beer tasting is a great way to start the program.

The motivation to offer a beer tasting

In addition to an advanced knowledge of beer also motivation to hold a beer tasting. Common reasons are:

- Sparking enthusiasm for the topic of beer in others.
- To share knowledge
- Earning money
- Building a brand



Of course, there are numerous other reasons for offering a beer tasting. Breweries, for example, can also use beer tastings to present their own beers.