

At a beer tasting, people pay to be entertained by you and learn a little about the world of beers. To ensure that nothing goes wrong on the day of the beer tasting, it is therefore important to prepare well for the tasting.

The selection of beer

The beer selection is the be-all and end-all at a beer tasting. On the one hand, it determines how much you earn at the tasting, but on the other hand, it also determines how satisfied the participants are with the tasting. Therefore, the following should be considered when selecting the beers:

- Number of beers
- Storytelling
- Quality of the beers

Of course, it is important to find out as much as possible about all beers. Primarily, it is a matter of knowing in any case

- the brewery,
- the beer style,
- and the beer itself

should know well. You should also gather more information than you plan to share in the tasting. So you can also respond well to follow-up questions.



The preliminary information

In order for the beer tasting to start on time, all participants should know when they are supposed to be where and, ideally, how they will get there.

If the tasting takes place online, it is important to inform all participants that they should chill their beer in advance, when they can get the beers from the refrigerator, which glasses they should provide and that, at best, a bottle opener is also at hand.

Tasting setup

On Site	Online
<ul style="list-style-type: none">• Chill beers• Remove from the refrigerator in time	<ul style="list-style-type: none">• Inform all participants about the procedure by mail• Give instructions to keep the beers cool and to take them out of the refrigerator in time
<ul style="list-style-type: none">• Provide scripts, glasses, water, and bottle opener.• prepare snacks if necessary	<ul style="list-style-type: none">• Provide information about the glasses by mail. At best also send along a script• Have bottle opener and water ready• Send snacks along or point out snacks
<ul style="list-style-type: none">• Be ready at least 15 minutes before the start on site	<ul style="list-style-type: none">• Technique check at least 1 hour before tasting• Enter chat room 5 minutes before start

Introduction

Once all participants have arrived, it is important to first prepare the participants for the tasting. A short introduction therefore makes sense:

- Introduction of the own person
- Short introduction to the location
- Planned course of the tasting
- Are there breaks?
- When and how questions can be asked