



Lead Beer Appreciator Guide: AIPAs vs NEIPAs

A Hops & Brains workshop

This guide breaks down tasks that need to be completed before the workshop. It starts four months out and goes until 10 minutes before class starts.

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At least four months before the in-person workshop

- Confirm the location for the workshop- the venue should have enough space for a class of 10-15, as well as AIPAs and NEIPAs on tap. A day during the week when the bar/brewery/venue is quieter than usual is recommended. There should be gluten free and non alcoholic options available (if needed).
- Determine if it would be okay for an employee to assist with serving the flights.
- Confirm how the workshop will be promoted and how/if the venue will be supporting advertising.
- Determine when registration will open and close.
- Create the course site and registration page.
 - Registration page should require a name, pronouns and email address (name and pronouns will be used to create name tents)
 - Confirm that digital course materials are in the site

At least two months before the in-person workshop

- Start advertising. If the venue will be helping, make sure to follow up with them and to repost social media shout outs.
- Regularly monitor social media, email, course site for learner questions.



At least three weeks before the in-person workshop

- Make sure pre-workshop materials are visible on the course site.
- Update the venue on registration.

At least two weeks before the in-person workshop

- Email all learners and let them know how to access the course site. Remind them of when and where the in-person portion of the course will take place and that the post workshop activity is required if they would like to receive the digital badge.
- Print the Hops & Brains sign (or use a previously laminated sign).
- Print the worksheets needed for the in-person workshop
 - Style guide worksheets (1 AIPA and 1 NEIPA per beer appreciator, double sided is fine)
 - Tasting sheets (2 for each beer appreciator, double sided is fine)
 - Comparison tasting sheets (1 for each beer appreciator) DOUBLE SIDED, ON THE BACK IS A PERSONA
 - Half of the tasting sheets should have Persona A on the back
 - Half of the tasting sheets should have Persona B on the back

The day before the in-person workshop

- Close registration if the workshop is not already full, and send a reminder to learners about how to prepare for the in person workshop and when/where everyone is meeting. Tell them to look for the Hops & Brains table sign when they arrive.
- Confirm venue availability and setup- general. If logistics permit, the space should be set up an hour before the workshop starts.
- Make sure all materials are together and ready for the in-person workshop.
- Create and print the name tents.

At Least one hour before the in-person workshop

- Confirm if there is an employee that can assist with serving the flights, share timing with them.
- Participant seating: Avoid high tops if possible (they are less accessible). One medium sized table with chairs or two small tables with chairs are ideal. They need to be close enough together that the Lead Beer Appreciator can be heard by everyone, and have enough space so that all learners have room for their beers, water, palate cleansers and tasting sheets on the table. Ideally the table(s) is positioned away from the entrance and bar, and in a corner, so that it is easy to hear each other and there are fewer distractions. A bright location is best, so that learners can easily see their worksheets and the color of their beer.
- Put the Hops & Brains sign on the table(s), so that the space is easy for beer appreciators to find.
- Put pretzels or other palate cleansers and water carafes in the middle of the table(s).
- At each spot set up: name tent, style guide worksheet, tasting sheets, pen, make sure to leave space for the flights



At least ten minutes before the in-person workshop

- Start pouring and setting out the flights.

List of Materials for the workshop

For additional details on the materials needed, please see the [Materials Guide](#).

Online materials:

- Downloadable Resources used during the in-person workshop
 - Style guide worksheets
 - Full page tasting sheets
 - Comparison tasting sheet with personas
- Reaction Survey

In person materials:

- Beer Tasting Kit
 - Lead Beer Appreciator packet
 - Name tents
 - Hops & Brains sign
 - BJCP style guide worksheets
 - 2 full page tasting sheets for the first AIPA and NEIPA for each beer appreciator (first group tastings)
 - Comparison Tasting sheets with personas on back (blind tasting + recommendation activities)
- 4 tasters, two AIPAs and two NEIPAs for beer appreciator
- Pitchers of water and glasses for everyone
- Pretzels/crackers/other palate cleanser
- Pens for each beer appreciator