

## **2026 Crafted Academy Course Descriptions**

**10:00 AM – 11:00 AM**

### **Why Hospitality? Overview of Major Hospitality Components and Holistic Training**

The customer experience is pivotal to the long-term success of any beer-serving space. This session explores how meeting customers where they are and guiding them through a thoughtful journey can elevate both service and education. Participants will learn how to incorporate key beer education elements into everyday interactions, making hospitality more intentional and impactful. Ideal for front-of-house staff and breweries looking to enhance their guest experience through education.

**10:00 AM – 11:00 AM**

### **From Consumer Taster to Sensory Panelist: What Changes?**

This session explores the shift from casual tasting to structured sensory evaluation. Participants will learn how to move beyond personal preference and develop the ability to assess beverages objectively. By separating “what I like” from “what I detect,” attendees will gain tools essential for quality control, product development, and professional credibility. A must for anyone involved in QC panels, competition judging, or product innovation.

**11:15 AM – 12:15 PM**

### **Aroma 101**

*Facilitated by Jen Blair and Michelle Turner*

Your sense of smell plays a central role in how you experience flavor. This session builds foundational skills in aroma recognition and introduces the concept of retronasal olfaction. Through guided exercises, participants will learn to identify key aromatic compounds across beverage categories. This course is especially valuable for

those involved in recipe development, quality assurance, and troubleshooting.

### **12:15 PM – 1:30 PM**

#### **Lunch + Learn: Impressionable Service Components**

This session examines how service elements such as glassware, menus, pour styles, and ingredients contribute to the overall customer experience. Participants will explore how these components can be used to tell a story and create meaningful connections with guests, transforming routine service into a memorable experience.

### **1:45 PM – 2:45 PM**

#### **Customer Interaction and Experience: Why It Matters and How to Elevate**

Focused on practical application, this session explores methods for enhancing customer interaction and measuring success through both qualitative and quantitative approaches. Attendees will identify current opportunities to highlight the unique and engaging aspects of beer service and walk away with actionable strategies to elevate the guest experience.

### **1:45 PM – 2:45 PM**

#### **Jockey Box Workshop**

*Facilitated by Jen Blair*

A staple of festivals and events, the jockey box is often overlooked despite its importance. This hands-on workshop covers setup, operation, cleaning, maintenance, and troubleshooting. Ideal for anyone pouring beer at events, this session ensures participants are equipped to deliver quality service in temporary draft setups.

**3:00 PM – 4:00 PM**

**Troubleshooting Draft Issues**

*Facilitated by Jen Blair*

A well-balanced draft system is essential for delivering beer as intended. This workshop dives into draft system components and common issues such as foaming, waste, and off-flavors. Participants will learn how to diagnose and resolve these problems, making this session especially valuable for taproom managers, sales reps, and anyone responsible for draft quality.

**4:15 PM – 5:15 PM**

**One Palate, Many Drinks: Cross-Beverage Sensory Training**

This session highlights how core sensory principles apply across beer, wine, cider, and spirits. Participants will explore attributes like acidity, sweetness, bitterness, body, and astringency, and learn how to apply their sensory skills across categories. This course is particularly useful for buyers, judges, consultants, and professionals working across multiple beverage types or expanding their expertise.