

Beer Competence

Goals

- Bring new focus to your beer menu with deeper knowledge and smarter selling
- Deliver consistently engaging and memorable guest experiences
- Run a smoother bar with less waste and more efficiency
- Boost beer sales through confident recommendations and food pairings

Why GSL?

- Developed in collaboration with the Swiss Breweries' Federation
- Evaluated by beer and hospitality industry specialists—rated 4.3 / 5
- Engaging, interactive learning experience
- Practical knowledge that translates to immediate results

How it works

Approach

A 100% digital self-paced course

Who should enroll?

Bar and service staff at restaurants, bars, hotels and catering services

Duration & schedule

2 hours / self-paced

Enroll now

60 CHF / per learner

- Available in German only
- Participants get an enrollment link after payment and can start immediately

Benefits for your company

Guest satisfaction

Improved guest experiences, stronger reviews, and more repeat business

Employee retention

Higher staff confidence, better engagement, and lower turnover costs

Quality management

Greater consistency in beer service standards and quality expectations

Operational efficiency

Measurable ROI through smoother onboarding, efficiency and reduced waste

Course content & reviews

What's inside the course?

1

Introduction

A quick intro to our platform and what's ahead in the course

2

History and production

Beer's origins, ingredients, and the key stages of brewing

3

Purchasing and storage

Proper beer storage, packaging basics, and draft-system care

4

Serving

Pouring techniques for draft / bottled beer, and glassware essentials

5

Customer engagement

Food pairing, presentation, upselling tips and a final knowledge check

Ratings and reviews

4.3/ 5



Entertaining and engaging. Easy to understand. Covers everything related to beer. I would recommend to anyone working in service.



Marc
*Hotel
Ermitage*

I benefited from the insights into fermentation processes, which opened new perspectives for me regarding flavour, pairings, and guest recommendations.



Damian
*Restaurant
Bürgis Burehof*

I found the knowledge checks especially helpful, and the interactive elements (flipcards and videos) very useful. I learned a lot about beer.



Christoph
*Schweizer
Brauerei-Verband*