

HOP TO IT – build your team through beer



Your Hop To It Beer Tasting Experience will help your team by working on the following areas:

- Team Values
- High Performance
- Celebrating team successes
- Decision Making
- Conflict Management
- Energy and motivation
- Presentation Skills
- Having Fun
- Sharing learning and collaboration
- Building trust through shared experience

Your Journey

The “Hop To It” team experience is run by one of the UK’s limited number of beer Sommeliers’ and founder director of Purecraft Bars, winner of the UK Pub Award for Best Beer Pub 2015. You will take a journey through the wonderful world of beer, to not only learn more about our national alcoholic drink but also on how to collaborate and make decisions as a team.

Individuals will learn about the best techniques to taste, pair and judge beer, will gain beer knowledge to impress friends, partners and colleagues. They will learn what hops and malts do, how to pair beer with food, how to pour and to taste to the full. Individually you’ll never look at beer in the same way again after this event.

As a team you will work together to agree decision methodology to judge and decide upon your favourite beer, best food pairing and who should face the blind taste test to identify your chosen beer. This presents an opportunity to play to position if you and your team like a little healthy competition. You’ll have lots of fun and create memories with your team. The Hop To It beer team build lasts around 2 hours, and includes tasting between 4 and 6 beers and includes special gifts for each individual to take away including of course a beer to enjoy in full.

The Experience

During this amazing activity you will explore decision making to set the criteria and required standards for choosing the right beer. 4 to 6 beers will be introduced and taught, giving you insights into idea food pairing, hops and malts. Our expert sommelier will share top tips and take you through the journey to a blind tasting. Winners will leave with a special prize just for them.

Practical Details

Group size: 6 plus (Price based on a minimum of 10 participants
For large group sizes please get in touch.

Duration: 1 to 2 hours

Everyone will receive a branded beer glass, bottle opener and a bottle of beer to take away.



POSITIVE – TRUSTING – CARING – STRIVING