



## Beer Academy® | Hop-filled teambuilding activity in Wallonia



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**Beer Academy® is a teambuilding activity run by Cinéréa Benelux designed to leave you fizzing with pleasure after their original beer-based experience.**

### The concept

Give free rein to your visionary talent to create a unique product. In your role as a team of expert brewers, blend different types of malted grain-based beers, with varying degrees of hoppiness, to produce your own beer-making recipe.

Your objective is to create the tastiest beer, as voted on by all the teambuilding attendees during the final blind tasting session.

- A ready-made event
- From 9 to 250 people
- Duration: 90 minutes to 2 hours

## The schedule

- Produce a unique special “vintage” blend of beer from those on offer for the event.
- Decide on a brand name and a label for the bottle.
- Devise an original marketing event to launch your beer on the market.

## The organiser

The leading organiser of high-end informal wine-tasting events in Belgium, Cinéréa Benelux organises business events based on various product tastings, such as wine, beer chocolate and so on.

Another beer-based teambuilding activity is [Beer Vegas®](#)

Take a look at all the teambuilding activities offered by [Cinéréa Benelux](#).

**Beer Academy®: an original experience to strengthen team bonding while producing a new beer.**

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The information contained herein is provided as a guide only.

We recommend that you check with the local supplier before you leave.

Website editor

Michel VANKEERBERGHEN, Wallonia Belgium Tourism Chief Executive Officer (WBT asbl).

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