

Brew What Sells with AI

An evidence engine for craft breweries

Ankur Napa Growth Officer, Disruptive Advantage
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Ankur Napa

Brewer turned digital transformation consultant.



THE BLOG



LINKEDIN



You answer first. Then I do.

01

A question goes up

One question on the screen, and no answer under it yet.

02

You scan the code

Phone camera on the code in the corner. No app and no login.

03

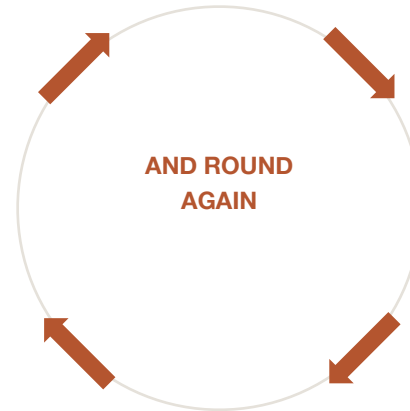
You type one line

Your own words, anonymous, and it is on the screen in seconds.

04

I read the room back

Your answers first, then mine. Where the two differ is the session.



Five questions, spread through the hour.

You are not watching a demo. You are the input to it.

BEFORE I GIVE YOU MINE

What is AI?

Scan it. One line, in the words you would use on the floor.

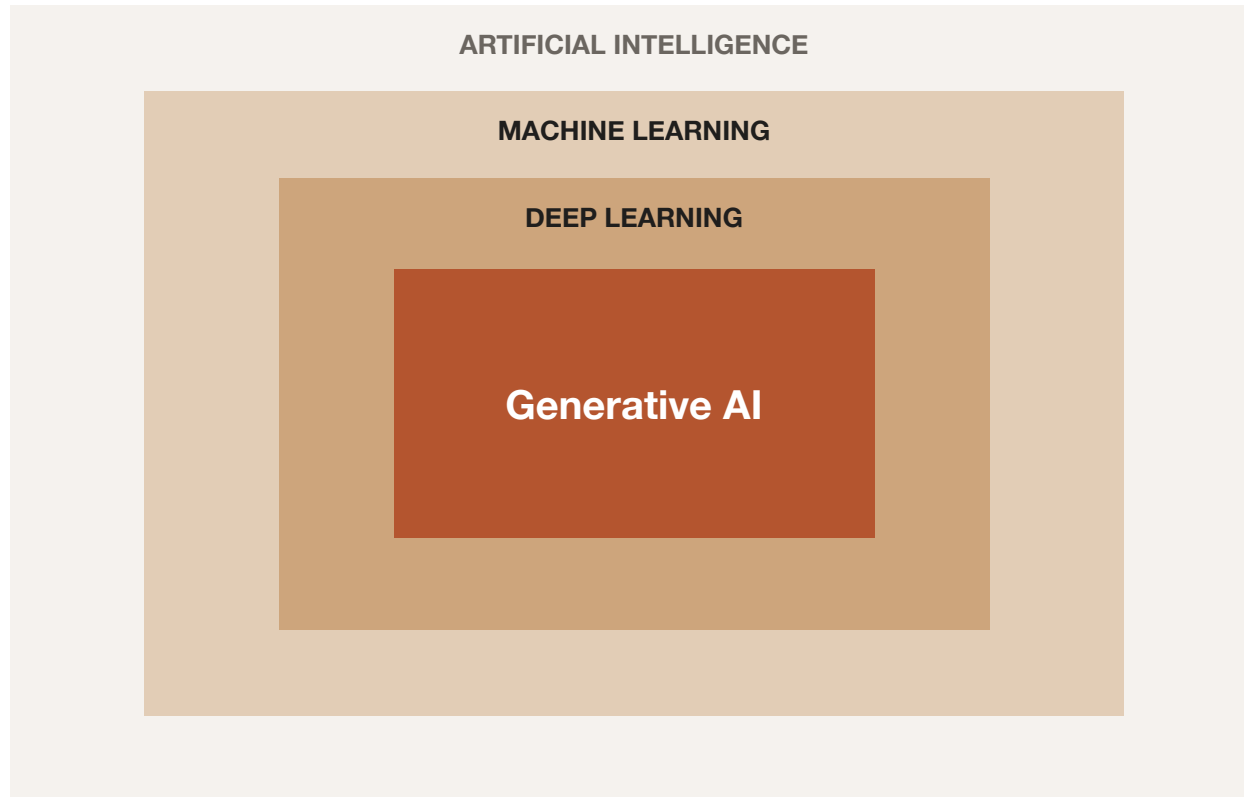
No wrong answers. I will read some of them out.

Every answer in this room will be right about something and thin about the same thing. That gap is the next two slides.





We are only in the smallest ring.



A chat model that reads the files you attach.

No sensors on your tanks. No model trained on your data. No project for anybody's IT department.

The outer rings are real, and they are what the trade press means by AI. None of them is what you will do on Wednesday.

The elephant in the room.

ChatGPT	Gemini	Claude	Copilot
Perplexity	Llama	Grok	DeepSeek
Mistral	Midjourney	Notion AI	Gamma

And that is a partial list from this month.

Same kind of tool. Which one is the loudest argument in the room and the least useful one.

The method is what transfers.

SECOND QUESTION

Paid or free?

How many of you already use one of these, in any form?

And is it the free version or a paid one?

Free will run most of what you see today. I will say clearly where it will not, and there are only two places.





Claude, and here is why.

1 It reads what you attach, closely.

Fifteen files and eighteen months of records in one thread, and it still has the first file when you get to the last question.

2 It says a number is thin instead of inventing one.

The honesty clause on your prompt card only works if the tool honours it. This is the one that most reliably does.

3 It answers in plain language, not code.

You ask for a table, you get a table. Nothing today needs a developer, and nothing today needs you to become one.

Pick a different one tomorrow and every prompt in your take-home pack still works.



Three doors in. One of them is not today.

The Claude app

PHONE OR BROWSER

Attach a file, ask, read. Where most of you will start, probably in the car park afterwards.

Claude desktop

YOUR LAPTOP

The same thing, sitting closer to your files. Best for the monthly planning job with the exports open.

Claude Cowork

THE LONGER JOBS

Point it at a folder of exports and let it work through them while you do something else.

Claude Code

For developers, in a terminal. It is the most powerful of the four and it is not this hour. Nothing today needs it, and I will not open it.

THE BREWERY FOR TODAY



Deccan Draught Co.

Pune

LOCATION

Year 4

AGE

8

TAPS

18 months

OF RECORDS

AND THE FILES IT ALREADY EXPORTS

Brewing process
data

Inventory

Sales of beer

POS data

Social media

Fifteen files. Every one of them is something you can export this afternoon from what you already run.
The brewery is not real. Every number in it is, built from Brewers Association benchmarks and 250 real recipes.

Before you paste anything real.

Five minutes that will save somebody in this room a bad week.



Do, and do not.

DO

Strip names, phone numbers and staff records. Quantities and prices are fine.

Turn off chat training on any account holding real numbers.

One thread per decision. Close it when the decision is made.

Read the output before it goes near a filing.

DO NOT

Paste bank details, GST logins or a contract under NDA.

Share one brewery login. You never know who uploaded what.

Assume a deleted chat is gone everywhere.

Put recipe IP in a workspace you do not control.



Before the file goes up.

Would you be comfortable if this file turned up in a competitor's inbox?

If not, take out the column that makes the answer no. It is almost always a name, and almost never a number.

Your sales quantities are commercially dull on their own. Your customer list is not. Send the first, keep the second.

THIRD QUESTION

What would you ask it?

You now have a brewery, eighteen months of its records, and the rules about what is safe to hand over.

So what is the first question you would put to it?

Whatever you type, somebody in this room has the same problem and has been solving it by hand for years.





The same data. Five different questions.

01

Brewery owner

What makes money, and what only looks like it does?

02

Brewer

What do I brew next, and will the tanks take it?

03

Brewing incharge

Can we actually run this plan on the floor next month?

04

Social media handler

What do I post, and what am I not allowed to post?

05

Inventory manager

What do I order, and when does the lead time bite?

Everything today is inventory, sales and POS questions, asked from one of these five seats.

Pick yours now. The three use cases each belong to one of them.



The prompt structure. Four lines.

1. The role and the decision

"You are helping me plan next month's production at a craft brewery."

2. The evidence, attached

"Attached are 18 months of taproom sales, brew records and the beer list."

3. The shape you want back

"Give me a table: beer, batches, litres, reason. Ranked. No commentary."

4. The honesty clause

"Tell me which numbers are thin instead of guessing."

Paste it, swap in your own file, and it works. Every prompt today is these four lines in a different order.

AI is not an
answer engine.

It is an
evidence engine.

Everything in the next fifty minutes turns on that.



From chasing numbers to reading evidence.

HOW IT WAS DONE

WHAT CHANGES

Three days pulling POS exports into one sheet

One thread, files attached, an answer in twenty minutes

The ranking you have always run, by volume

Four rankings side by side, including the one nobody runs

A plan that looks right until the Tuesday it breaks

The plan checked against tanks, taps and roster before you commit

An instinct you cannot show the bank

The same instinct, with the arithmetic attached

The instinct was never the problem. The evidence behind it took three days to assemble, so it usually never got assembled.



It is not looking anything up.

It is predicting the next word from everything it has read.

A malt that sounds right is, to the model, right.

It has read every brewing book ever published. It has never tasted a beer, and it has never seen your tank chart.

Fixable in one move. Stop asking it to remember. Start making it read.

Attach the evidence.
Ask for the shape.

That is the whole method. The four lines in your hand do exactly this.



Four pillars. Three of them need money.

Pillar 1 Time series

Tank logs read as a curve. Gravity, temperature and pressure over time, so a stuck ferment is flagged on day two instead of day five.

NEEDS LOGGERS ON THE TANKS

Pillar 2 Computer vision

The phone camera you already carry. Fill levels, label alignment, keg and line cleanliness, checked from photographs rather than a machine vision line.

NEEDS SOMEBODY TO SHOOT IT CONSISTENTLY

Pillar 3 Knowledge-based AI

The rules that never change, written down once. Yeast generation limits, tank turnaround, CIP intervals and style specs, checked against every plan.

NEEDS YOUR RULES OUT OF YOUR HEAD

Pillar 4 Generative AI

The brewer's copilot. Reads the exports you already have, explains the deviation, drafts the plan, and shows the arithmetic under it.

NEEDS A FILE AND FORTY MINUTES

Today is pillar four, on files you already export. The other three are capital projects, and none of them pay until this one does.



What this session is, and is not.

WHAT IT IS

Reading your own numbers with a model

Decisions you already make every month

Files you can export from your POS today

A method you can repeat on Wednesday

WHAT IT IS NOT

Training or building any model

Writing code, or a project for your IT person

A new system to buy, install or migrate to

A vendor pitch. Nothing is sold from this stage

If you can export a sales report, you are qualified for everything in the next forty minutes.

The machine assembles
the evidence.
You still decide.



Six questions. The answers are the prompt.

CONTEXTUAL

Tell me how you do this task today.

PAIN

What is the hardest part of it, and why is it hard?

FREQUENCY

How often do you have to do it?

VALUE

Why does it matter to the company that it gets done?

EXISTING SOLUTION

What do you already do to solve it for yourself?

DRILL DOWN

What do you mean by that? Tell me more. Why does that matter?

Answer all six about one job in your own week, and you have written the prompt. That is the whole method, pointed at you.

WHAT YOU LEAVE WITH



All of it, free, today.

- Prompt cheatsheet
Every seat: brewer, owner, manager, marketer, purchasing
- Analytics prompts
Rank, trend, forecast, variance. Any table, not just beer
- Hard questions
What to ask after the first answer. This is the useful part
- The dataset
This brewery, 17 files, including the bill-level POS export



SCAN, OR LATER

Nothing was sold from this stage, and nothing will be.

Questions.

Ten minutes, and the honest ones are the useful ones.



CONNECT ON LINKEDIN



THE DECK, ANY TIME

Ankur Napa

Growth Officer, Disruptive Advantage. Master Brewer turned data architect.

napaankur@gmail.com linkedin.com/in/ankur-napa