

Appendix A

RESOURCES

There is a vast amount of information available about beer, brewing, restaurant service, server training, and hospitality. Here are resources that have been used successfully or have been recommended, knowing that there are many other resources out there. Please note that this is not an endorsement of any of the listed products or resources.

As a general guide, each resource is coded as it applies to the general areas covered in this manual for those setting up training programs. Because it is recommended that you customize your program to your specific environment, many of these resources may be helpful in other areas of your program than those indicated.

GENERAL INFORMATION AREAS

- A** Staff training manual content
- B** New hire training content
- C** Ongoing beer training content
- D** Shift meeting content
- E** Beer board content
- F** Continuing education/seminar topic info
- G** Fun ideas to mix things up

BREWERS ASSOCIATION RESOURCES

A B C D E F G

CraftBeer.com Beer & Food Course
<http://www.craftbeer.com/beer-and-food-course>

A B C D E

Brewers Association Guide to American Craft Beer p. 3, 5-6, 7-13
<http://www.brewersassociation.org/educational-publications/american-craft-beer-guide/>

C E F

Draught Beer Quality Manual Chapter 7-8;
<http://www.draughtquality.org/>

C D E F

Deconstructing Craft Beer Poster
<http://www.craftbeer.com/the-beverage/deconstructing-craft-beer>

A B C D E F

Decoding Flavor: Four Keys to Tasting
<http://www.craftbeer.com/craft-beer-muses/decoding-flavor-four-keys-to-tasting>

A B C D E F

Choose the Right Glass
<http://www.craftbeer.com/tips-for-tasting-videos/choose-the-right-glass>

A B C D E F

Beer Glossary
<http://www.craftbeer.com/beer-studies/beer-glossary>

A B C D E F G

Beer & Food Articles
<http://www.craftbeer.com/category/beer-and-food>

A B C D E F

CraftBeer.com's Beer Styles
<http://www.craftbeer.com/beer-styles>

ONLINE BEER EDUCATION COURSES

A C F

Beer Conscious Training

Beer Conscious Training offers beer knowledge sessions for those looking to pass industry exams such as the Cicerone®, Beer Judge Certification Program and Beer Steward Exams. Online, DVD and customized training for distributor sales reps, brewery employees, retailers and individuals.

A B C D E F

Beer Judge Certification Program

The purpose of the Beer Judge Certification Program is “to promote beer literacy and the appreciation of real beer, and to recognize beer tasting and evaluation skills.” This program covers 23 different beer styles and has been around since 1985. There are currently 4,500+ active judges in the program.

A C F

Better Beer Scores™

Better Beer Scores™ is the proven leader in beer webinars—offering a dozen craft beer webinar programs. The Better Beer Scores™ webinar platform is a new and interactive way to learn more about craft beer styles, homebrewing, and to prepare for each of the Beer Judge Certification Program (BJCP) Exams in three distinct and affordable series: the World of Beer Series, the Homebrewing Series and our flagship offerings, the BJCP Exam Prep Series. Visit our website today for more information and to sign up for one of 12 craft beer webinars.

A C F

Ceresvis (Online Courses for Spanish Speaking Students)

Ceresvis ofrece cursos a través de una plataforma de web-conferencia para todo el mundo de habla hispana. Los cursos están dirigidos a alumnos de todos los niveles en la industria de la cerveza artesanal, incluyendo cerveceros caseros. Se dictan distintos cursos como Elaboración de cerveza, química de la cerveza, distintos cursos sobre estilos, materias primas para cerveceros avanzados, etc. Los cursos están diseñados para asistir a los alumnos en la formación en cervecería y cuentan con herramientas de aprendizaje interactivas para brindarles a los alumnos una experiencia amena y formativa.

Ceresvis offers a number of courses through a web conference platform to pupils in the Spanish speaking world. These courses are for all levels of knowledge in the craft beer industry, including homebrewers. Some of the courses are about an overview of beer and beer chemistry, while several courses are about different beer styles, raw materials and advanced brewing. Courses are designed to assist pupils in learning about brewing and beer styles with interactive learning tools that give them an informative experience.

A C F

Craft Beer University

Craft Beer University offers comprehensive BJCP Entrance Exam and BJCP Judging (tasting) Exam prep courses. These two online courses provide aspiring beer judges an eight-week series of live, interactive, two-hour weekly webinars designed to assist in effectively studying to pass and achieve high marks on the BJCP examinations.

These courses are also designed to assist in learning about craft beer styles, improve homebrewing skills and to learn how to effectively evaluate craft beer. All instructors are experienced BJCP certified judges and professional educators—culling experiences from public/private educational and professional coaching institutions.

A C F

CraftBeer.com's Beer 101 Course

Beer 101 is a narrated online course for the beer beginner takes approximately 1 hour to complete and costs \$15. Upon successful completion, you will receive a printable certificate from the Brewers Association.

A B C D E F

Cicerone® Certified Beer Server

To begin your Cicerone® certification, you must start with this exam, which confirms “competent knowledge of beer storage and service issues, as well as modest knowledge of currently popular beer styles and culture, and basic familiarity with beer tasting and flavors as well as brewing process and ingredients.” Directed by Ray Daniels, author of Designing Great Beers, this certification program has three stages; Certified Beer Server, Cicerone and Master Cicerone. The word Cicerone (pronounced sis-uh-rohn) has been chosen to designate those with proven expertise in selecting, acquiring and serving today's wide range of beers. For more information see CraftBeer.com's: “Cicerone's are Experts at What?” Note: The syllabus for the Certified Beer Server has a lot of valuable information that is good for training purposes.

A B C D E F

GreatBrewers.com

GreatBrewers.com has resources for the new craft beer lover. Learn about the history of beer, brewing process and gain tips on how to taste. Once you think you're ready, take the 20-question Great Beer Test or step up to the GBT-100. The site also provides a beer glossary, explanations of funky beer and profit calculator for those who are running their own better beer establishments.

A C F

Master Brewers Association of the Americas:

Associate Beer Steward Program

Designed for bar and wait staff, retail clerks and sommeliers, the Associate Beer Steward Program will increase knowledge of beer, giving you information you can use in your job right away.

With this program, you will learn more about the importance of beer freshness, how to present different beer styles most effectively to customers, beer's relationship to human history, how beer is made and the various flavors and styles worldwide.

A B C D E F

World Class Beer-Ber U

Beer U from World Class Beverages, features several 10- to 15-minute presentations on topics such as the history of beer, beer off-flavors and pairing basics. The user-friendly interface and the topics presented make this course perfect for the beer beginner.

A C F

TIPS Training – www.gettips.com

ONLINE RESOURCES

A B C D E F

Beer Judge Certification Program – Style Guidelines & downloadable app: www.bjcp.org

VIDEOS

A B F G

Modern Marvels video on brewing:

<http://www.history.com/shows/modern-marvels>

ARTICLES

A B C D E F

"Ramping Up Server Training," by Ginger Tin – *The New Brewer*, <http://www.brewersassociation.org/articles/ramping-up-server-training/>

A B C D E F

"Server Education for Brewpubs & Tap Rooms," by Tony Simmons – *The New Brewer*, <http://www.brewersassociation.org/articles/brewpubs-server-education/>

A B C D E F

"Hear, Hear, Shift Meetings for Beer," by Larry Chase – *The New Brewer*, <http://www.brewersassociation.org/articles/hear-hearshift-meetings-for-beer/>

A B C D E F

"Our House is a Very, Very Fine House," by Tom Dargen – *The New Brewer*, <http://www.brewersassociation.org/articles/our-house-is-a-very-very-fine-house/>

BOOKS

A B C D E F

MBAA Beer Steward Handbook, <http://www.mbaa.com/store>

A B C D E F

Setting the Table: The Transforming Power of Hospitality in Business by Danny Meyer

A B C D E F

Human Sigma: Managing the Employee-Customer Encounter by John Fleming and Jim Asplund

A B C D E F

First, Break All the Rules: What the World's Greatest Managers Do Differently by Marcus Buckingham and Curt Coffman

A B C D E F

Service that Sells! The Art of Profitable Hospitality by Jim Sullivan

A B C D E F

Beer, Food, and Flavor by Schuyler Schultz

A B C D E F

Tasting Beer by Randy Mosher

A B C D E F

Neurogastronomy by Gordon Shepherd

A B C D E F

Sensory Evaluation Techniques by Morten Meilgaard, Gail Vance Civille and B. Thomas Carr

ONLINE TOOLS

B C D E F

Quizlet - <http://quizlet.com/>

B

VISA Restaurant Staff Service Tips, Douglas P Fisher, <http://www.visa.ca/merchant/resources/acceptance/pdf/restaurant-staff.pdf>

B

Employee Onboarding Best Practices, Rob Wormley, When I work.com, <http://wheniwork.com/blog/employee-onboarding-best-practices/>