

## Beer Essentials Certificate

In recent years, the craft beer industry has rapidly expanded, and the number of breweries worldwide has skyrocketed. For bar and restaurant operators, this means customers now expect different beer choices than they've traditionally been given. For customers, enthusiasts, and home hobbyists, it means a broader selection of ingredients to brew beer and expansive flavor profiles to taste and explore.

This certificate program provides the end-to-end understanding of beer production, tasting, and selection needed to establish an effective beer program in a commercial setting or simply increase your knowledge, understanding, and ability to appreciate beer. From ingredients and process to sensory analysis, to serving, training, and sales, you will gain meaningful insight into today's evolving beer industry from leading experts.

This program is intended for use by persons of legal drinking ages under the relevant applicable laws where they reside. Purchase of supplies, such as beer malt, is required to enjoy the highly experiential nature of this course.

### Inside the Program

- Certificate consists of 4 two-week courses
- Courses include multiple choice quizzes, instructor-moderated discussions, and a final project to practice what you've learned in real-world context
- Opportunities for collaboration and networking with fellow students both during and after your courses
- Course materials available 24/7 during the two-week course and a third week to review the content
- Plan to spend 3-5 hours per week on each course

### What You'll Learn

- Determine how the production process impacts beer styles
- Learn to taste beers and do a sensory analysis
- Complete an analysis to inform an educated decision around establishing a beer program
- Build a beer menu
- Have a positive impact on beer sales through training and education

### Who Should Enroll

- Owners and managers of restaurants, hotels and breweries
- Bartenders, servers, and other food and beverage professionals
- Brewers, including home brewers
- Beer enthusiasts
- Professionals looking to invest in a brewery

### What You'll Earn

- Beer Essentials Certificate from Cornell Hotel School
- 40 Professional Development Hours (4 CEUs)



COURSES  
4



COURSE LENGTH  
2 WEEKS



CLASS SIZE  
UNDER 35 STUDENTS



EFFORT  
3-5 HOURS PER WEEK



FORMAT  
100% ONLINE



MODEL  
INSTRUCTOR LED

## Beer Essentials Certificate Courses

### **Beer Ingredients and Production (SHA661)**

The design of an effective beer program requires a foundational understanding of beer and how it is made. This course will immerse you in the making of beer, from the mixing of raw ingredients to packaging and storage.

- Explore the overall production of beer and how it impacts the final product
- Differentiate between the different types of packaging

### **Beer Styles (SHA662)**

Today there are well over a hundred recognized styles of beer. While it may not be feasible to study each individual style, after completing this course, you will know the main groupings of beer and what differentiates them.

- Follow a set of criteria to taste and evaluate beer
- Explore wild fermentation and barrel aging as additional beer making methods

### **Establishing a Beer Program (SHA663)**

Properly planning a draft beer system is essential, but equally important is understanding your market and clientele. You will leave this course with the skills and tools necessary to create a successful beer program that fits your concept and is well-received by customers.

- Create a beer menu that is aligned with your concept
- Synthesize the process of purchasing beer

### **Beer Sales and Training (SHA664)**

This course will give you the tools needed to train your staff on your beer program, so they can educate your customers. This includes educating non-beer drinkers that there is a beer for everyone and pairing beer with food for even greater guest experience.

- Educate a customer with knowledge that allows them to select a beer that fits their tastes
- Conduct quality analysis (QA) of common beer faults