# **The Advisory Board**



"Dr." Bill Sysak
Certified Cicerone®
CEO & Co-founder
Wild Barrel
Brewing Company



Greg Koch
Certified Cicerone®
Co-founder
Stone Brewing Co.



Jake Nunes Certified Cicerone® Tasting Room Manager North Park Beer Co.



Dave Adams
Certified Cicerone®
Vice President
of Hospitality
Green Flash



Scot Blair Certified Cicerone® CEO & Co-founder South Park Brewing & Hamilton's Tavern



Andrew Wilde
Brand Manager
Karl Strauss
Brewing Co.



Matt Johnson General Manager Bay City Brewing



Candace L. Moon, Esq. Craft Beer Attorney Partner, Dinsmore & Shohl LLP



"After 23 years in corporate America, I simply decided it was time to pursue a passion. . . . From front-of-the-house insights taught by Dave Adams, to learning how we enjoy and interpret beer by Dr. Bill, all played very important roles in building my business."



Chris Duncan, Owner, The Brewers Tap Room, Encinitas



"I wanted to be part of this amazing family [the craft beer industry] ... My goals were to learn about the fundamentals of beer and meet more people who were either in the industry or, like me, wanting to get in.... This [program] was the catalyst for defining my business and starting it."

Joey Jubran, Owner, Hoppy Beer Gear









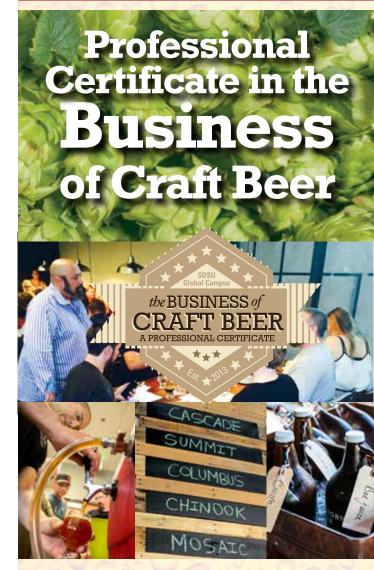
For additional information, please email **globalcampus@sdsu.edu** or call **(619) 594-7700**.

neverstoplearning.net/ craftbeer



SDSU Research Foundation Program





neverstoplearning.net/craftbeer

# Our Mission

To educate and support the craft beer community — both locally and globally — through a Business of Craft Beer Professional Certificate that advances personal and industry growth.

# The SDSU Professional Certificate in the Business of Craft Beer

## **Level I Certificate**

Successfully complete six courses.

Can be completed in one academic year.

#### **Level II Certificate**

Successfully complete nine courses. (Level I + three courses) Can be completed in 1.5 academic years.

### **Proud Members**













#### Courses

Offerings vary each semester. Classes are held at SDSU and local breweries.

- Exploring Craft Beer\*
- Beer Styles I and II
- Brewery Startup I and II
- Marketing Craft Beer
- Brewing Basics
- Craft Beer and Food Pairing
- Front of the House Management
- The Business of Distribution
- Draught Systems I and II
- Finance
- Beer and Wine: Service and Selling

## **Professional Advancement**

Courses prepare you for the Cicerone® Certified Beer Server Exam and Beer Judge Certification Program.

#### **Sessions & Classes**

Sessions are 3–8 weeks, and classes are held once a week, 6–9 pm or Saturdays, 9 am–4 pm.

**Exploring Craft Beer** is recommended as the first course in the series and is required for certificate completion.

It is also the prerequisite to these courses: Beer Styles I and II, Brewing Basics, Craft Beer and Food Pairing, and Draught Systems.

\*Students who complete the first course will be eligible to take the Cicerone© Exam at a discounted rate of \$29. (Regular rate is \$69)

Must be 21 or older to participate in SDSU's Craft Beer programs.



# Additional Learning Opportunity

## **Craft Beer Seminar Series**

In addition to the certificate program, students can participate in one-day workshops, taught by guest lecturers and program instructors, covering industry hot topics. Visit the website for details.

neverstoplearning.net/craft-beer-workshops

