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®
Director of Beer
Education
Green Flash

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

Andrew Wilde
Brand Manager
Karl Strauss
Brewing Co.

Austin Copeland
Head Brewer
Hillcrest Brewing
Company

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

Matt Johnson
General Manager
Bay City Brewing

Student Testimonials

“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 more information, email craftbeer.ces@sdsu.edu.
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.*

Courses
Offerings vary each semester. Classes are held at SDSU and local breweries.
- Exploring Craft Beer* (Required first course)
- 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
- 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.

*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 Opportunities

Craft Beer Education Camp
Experience nine glorious days of hands-on learning and tasting with local industry experts and students from around the world. Camp is held in August. Check the website for details. neverstoplearning.net/beercamp

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/craftbeer

Proud Members

neverstoplearning.net/craftbeer ◆ craftbeer.ces@sdsu.edu