

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**



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 Extended Studies

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For more information,
 email craftbeer.ces@sdsu.edu.

neverstoplearning.net/craftbeer



SDSU Research Foundation Program



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Professional Certificate in the Business of Craft Beer



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* (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/beer-camp

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

