

## The Advisory Board



**"Dr." Bill Sysak**  
Craft Beer Ambassador  
& Certified Cicerone®  
Stone Brewing Co.



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



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



**Mike Hinkley**  
Co-founder and CEO  
Green Flash



**Scot Blair**  
CEO and Co-founder  
& Certified Cicerone®  
Monkey Paw Brewing  
& South Park Brewing



**Eugenio Romero**  
Founder  
Cerveceria  
Wendlandt



**Claudia Faulk**  
Co-founder  
Aztec Brewing



**Ashley White**  
Co-founder and  
Director of Marketing  
BeerNerdz



**Austin Copeland**  
Head Brewer  
Hillcrest Brewing  
Company



**Dave Adams**  
Director of Beer  
Education &  
Certified Cicerone®  
Green Flash



**James Pfau, Ph.D.**  
CEO and Founder  
RBY Laboratories



**Andrew Wilde**  
Brand Manager  
Karl Strauss  
Brewing Co.



**Melani Gordon**  
Co-founder/CEO  
TapHunter



**Candace L. Moon,  
Esq.**  
Craft Beer Attorney  
APC



**Matt Johnson**  
General Manager  
Helm's Brewing



**Gonzalo Quintero,  
Ed.D.**  
Co-founder  
Craft Beer Tasters



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*never stop learning<sup>SM</sup>*

For more information,  
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[neverstoplearning.net/craftbeer](http://neverstoplearning.net/craftbeer)



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# Tap Into the Business of Craft Beer



[neverstoplearning.net/craftbeer](http://neverstoplearning.net/craftbeer)



## Courses

Offerings may 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
- ◆ Beer and Food Pairing
- ◆ Front of the House Management
- ◆ The Business of Distribution
- ◆ Draught Systems
- ◆ Finance
- ◆ Beer and Wine: Service and Selling

## Sessions & Classes

Course sessions run from 5-8 weeks, and classes are held once a week, 6-9 pm

## Cost

\$289-\$389 per course

\*Students who complete the first course will be eligible to take the Cicerone® Certified Beer Server Exam at a discounted rate of \$29.

## Our Mission

*Our goal is to educate and support the San Diego community through a Business of Craft Beer Professional Certificate that fosters personal and industry growth.*

## The SDSU Certificate

- ◆ Provides skills necessary to enter the booming craft beer industry
- ◆ Provides an interactive, hands-on learning experience with tastings, brewery visits, and more
- ◆ Brings top leaders and industry experts together in the classroom
- ◆ Fosters an overall appreciation of craft beer
- ◆ Explores craft beer's history, current trends, and future outlook
- ◆ Promotes craft beer literacy for consumers and connoisseurs
- ◆ Provides professional development and increases craft beer knowledge for hospitality industry employees
- ◆ Educates future craft beer ambassadors
- ◆ Offers industry connections and networking opportunities within the San Diego beer community and beyond

## Class Levels

### Level I

Take 6 classes to earn a certificate.  
*Can be completed in one academic year.*

### Level II

Take 9 classes to earn a certificate.  
*Can be completed in 1.5 academic years.*

