

## Apprentice Beercierge

### Syllabus

1. Beer Service, Storage & Hospitable Salesmanship
  - a. Shipment, Storage & Distribution
    - i. Understand the different levels/tiers of licensing in your local, regional or national geographical area. Understand different licenses for retail (on & off premise, mixed licensing, brewers/brewpubs, distributor/wholesaler and importers)
    - ii. How is beer transported, at all levels? (Refrigerated, Non, Shipping Containers, Box Trucks, Tank Containers, etc)
    - iii. Beer is cold when it's bottled, canned or kegged and should remain cold through its distribution, storage and retail life
    - iv. Know the 3-30-300 rule: If a beer is held at 90 degrees, it will stay fresh for only 3 days; if beer is held at 72 degrees (or room temperature), it will stay fresh for 30 days; if beer is held at 38 degrees (refrigeration temperature), it will stay fresh for 300 days. As beer warms, more CO<sub>2</sub> is released, so if beer is 'above' optimal temperatures, it may become oxidized, more quickly.
    - v. Holding beer at less than refrigeration temperatures can reduce its shelf life (be familiar with these details)
    - vi. Beer should be stored away from sunlight or other damaging light sources
    - vii. Beer intentionally aged, should be done in cool, dry areas, away from moisture, with bottles **not** in contact with corks, caps or crowns
      1. Explore both positive and negative flavor & aroma attributes of aging beer
  - b. Beer Service & Management
    - i. Beer Knowledge & Customer Interactions
      1. It takes time to learn beer - don't rush it. Allow three days for every beer style (not beer) in your beer environment (this would be a thorough understanding of its category, historical origin, ingredients, and other attributes of the style)
      2. Apply Beer Style knowledge to your environment (glassware, food pairings, seasonality, etc)
    - ii. Presenting, Opening & Pouring Beers
      1. People eat and drink with their eyes - what looks appealing tends to taste even better!

- a. For on-premise locations, ensure you have the correct glassware for the styles represented on your menu
  - b. For off-premise locations, ensure your beer is correctly shelved, rotated, properly merchandised, free from dust and other things that could detract from a customer's interest
  - c. Understand what a **Beer Clean Glass** is and how to ensure that your glassware systems properly represent what is necessary (proper number of sinks, drying racks or glass-washers, sanitizers, etc)
2. Practice Excellent Beer Presentation
- a. At all times, beer service professionals should keep their hands on the bottom half of the glass, bottle, can, etc.
  - b. Learn to carry beers in your hands (lower 50%) or on trays. Trays should be carried from the bottom, with one hand, not two
  - c. Present Draft Beer within 30 seconds of it being poured, otherwise it may lose key appearance and aroma characters
  - d. Present all canned beer with a glass (assume the customer wants a glass - if they don't, you can return it to the bar/shelving); present all small bottles with a glass
  - e. If you are serving large format bottles (500ml, 750ml or larger), ensure you know how many glasses you need before attempting to open or present to the customer
  - f. With Large Format Beer Service, either at a bar or table, from your pivot point (usually right most position or lowest seat number), place the glasses in front of the guests first before presenting the beer to the person who ordered it - this is especially important for vintage versions of cellared beers (if it's the wrong beer, it could be a costly mistake).
    - i. Once the customer has approved the beer, serve from your right pivot-point around the table or down the bar, until all guests have been served.
    - ii. In the past, it's been proper to skip the person who ordered, but this is less important today and can be a service choice or style
    - iii. Pour each customer two-four ounces of the beer, depending on the size of the bottle

3. Ensure you have the proper tools for opening all beers, including a cork screw
  - a. Hold the base of the beer in your non-dominant hand and gently pry to crown from the bottle with your other hand (follow guidelines for proper service)
  - b. Once you have poured the beer, place the cap, cork, cage or other closure AND the bottle in front of the person who ordered it
  - c. If the bottle has a cork & cage only, please open these only in front of the customer(s)
  - d. If the bottle has a foil or wax top, you may need to return to a bar or service area, for assistance in opening the bottle, after the customer as approved it
- iii. Making Recommendations
  1. Request for a specific style
  2. Sharing beers
  3. Novice versus experienced consumers
  4. With food (know both your food & beer menu)
    - a. ABV, Style, Basic Ingredients (malt, barley, other grains, yeast type, and other added ingredients)
- c. Hospitable Salesmanship
  - i. Turning Over Rocks
    1. Finding and sharing our experiences with our customers (telling our beer stories)
    2. Taking a sincere interest in customers and allowing them to share their stories
    3. Shared ownership in our businesses and community (a sense of affiliation to our purpose)
  - ii. The 51 Percent Solution
    1. Task (do the simple things well) - styles, information, conversations, listen
    2. Feeling (do the hard things, simply) - be genuine, eye contact, take the time
    3. Optimistic Warmth (genuine kindness, thoughtfulness and a sense that the glass is always at least half full)
    4. Intelligence (an insatiable curiosity to learn for the sake of learning)
    5. Work Ethic (a natural tendency to do something as well as it can possibly be done)

6. Empathy (an awareness of, care for and connection to how others feel and how your actions make others feel)
  7. Self-Awareness and Integrity (an understanding of what makes you tick and a natural inclination to be accountable for doing the right thing with honesty and superb judgement)
  - iii. Mistakes Well Handled
    1. Awareness (if you're not aware, you're nowhere)
    2. Acknowledgement
    3. Apology (no alibis or excuses, just an apology)
    4. Action (say what you are going to do to make amends and then follow through)
    5. Additional Generosity (a gift card, a dessert beer, anything that's additional and not directly related to the mistake)
  - iv. Enlightened Hospitality - a circular cycle of hospitality
    1. Employees
    2. Customers
    3. Community
    4. Suppliers
    5. Investors
2. Beer Styles
- a. BJCP Style Guidelines: Introduction to the 2015 Guidelines
  - b. BJCP Style Guidelines: Introduction to Beer Styles
  - c. BJCP Style Guidelines: Table of Contents
    - i. Memorize Category Names, Numbers and Styles
  - d. Anatomy
    - i. History
    - ii. Available Ingredients
    - iii. Technology
    - iv. Taxation
    - v. Religion
  - e. Lagers
    - i. Standard American Beer
    - ii. International Lager
    - iii. Czech Lager
    - iv. Pale Malty European Lager
    - v. Pale Bitter European Beer
    - vi. Amber Malty European Lager
    - vii. Amber Malty European Beer

- viii. Dark European Lager
- ix. Strong European Beer
- f. German Wheat Beers
  - i. Weissbier
  - ii. Dunkles Weissbier
  - iii. Weizenbock
- d. British, Scottish & Irish Styles
  - i. British Bitters
  - ii. Pale Commonwealth Beer
  - iii. Brown British Beer
  - iv. Scottish Ale
  - v. Irish Beer
  - vi. Dark British Beer
  - vii. Strong British Beer
- e. American Ales
  - i. Pale American Ale
  - ii. Amber and Brown American Beer
  - iii. American Porter and Stout
  - iv. IPA
  - v. Strong American Ale
- f. European Sour Ale
  - i. Berliner Weisse
  - ii. Flanders Red Ale
  - iii. Oud Bruin
  - iv. Lambic
  - v. Gueuze
  - vi. Fruit Lambic
- g. Belgian Ale
  - i. Witbier
  - ii. Belgian Pale Ale
  - iii. Biere de Garde
- h. Strong Belgian Ale
  - i. Belgian Blonde Ale
  - ii. Saison
  - iii. Belgian Golden Strong Ale
- i. Trappist Ale
  - i. Trappist Single
  - ii. Belgian Dubbel

- iii. Belgian Tripel
- iv. Belgian Dark Strong Ale
- j. Historical Beer
  - i. Gose
  - ii. Kentucky Common
  - iii. Lichtenhainer
  - iv. London Brown Ale
  - v. Piwo Grodziskie
  - vi. Pre-Prohibition Lager
  - vii. Pre-Prohibition Porter
  - viii. Roggenbier
  - ix. Sahti
- 3. Beer Ingredients
  - a. Water
  - b. Ale yeast
  - c. Lager yeast
  - d. German wheat beer yeast
  - e. Belgian yeast
  - f. Brettanomyces
  - g. Lactobacillus
  - h. Pediococcus
  - i. American hops
  - j. New World hops
  - k. Old World hops
  - l. Noble hops (Saazer-type)
  - m. Munich malt
  - n. Vienna malt
  - o. Pilsner malt
  - p. Pale malt
  - q. Melanoidin malt
  - r. Black Malt
  - s. Wheat
  - t. Rye
  - u. Oats
  - v. Adjuncts
- 4. Beer Flavor & Assessment
  - a. Beer Flavor Vocabulary
  - b. Measurable Attributes of Beer (Bitterness, Color, Alcohol)



- c. Sampling, Tasting and/or Evaluating
- 5. Beer & Food
  - a. The Building Blocks of Pairing
  - b. Pairing In Action
  - c. The Three Types of Pairings
  - d. Basic Tastes
  - e. Consider Beer and Food Elements Separately
  - f. Find Flavor Harmonies
  - g. Potential Interactions (Cut, Complement, Contrast)
  - h. Match Overall Intensities
  - i. Pair By Style
  - j. Sure Wins
  - k. Bringing It All Together: Dinners With Food & Beer
  - l. Beer As An Ingredient