

BETTER BEER SOCIETY CERTIFICATION PROGRAM

Professional Beer Certification Course for Bars, Restaurants and Taprooms

YOUR BEER DESERVES BETTER.

As an establishment who takes pride and is invested in a quality beer program, shouldn't your staff's knowledge be of equal importance? We think so.

Craft beer is one of the fastest growing segments in the entire adult beverage industry, and beer education is recognized as being critical in it's continued success.

There is a high level of consumer demand for improved standards. Restaurants, bars and taprooms across the country are realizing the importance of investing in knowledgeable staff and creating a distinction for their establishments as well as to their guests.

Introducing the Better Beer Society's Certification Program. A major on-site training for your brewery and front of house staff. Our expert instructors will equip your staff with the information they need in achieving best practices in selling, storing, and serving beer properly.

It is our mission to educate and improve upon the level of service standards among our bars, restaurants and taprooms. We ask you to join us in this mission and promote your establishment's commitment to caring for beer and how it is served.

"Here at the Gnome we take pride in our beer program. We want our guests to know that. Having the BBS Certification allows our guests to recognize the level of pride, care, and respect that we take in pouring a quality product."

Emily Brink General Manager
The Happy Gnome



PROGRAM OUTLINE (Abbr.)

Importance of Beer Education

- Basis for Distinction
- Increased Bottom Line (profit + tips)

Deconstructing & Understanding Beer

- Ingredients & Process
- Common Beer Styles
- Beer Vernacular

Tasting and Sensory Evaluation

- How to Taste (Palate exploration)
- Detecting & Understanding Off-Flavors

Serving & Selling Beer

- Making an Impression (Distinction)
- Demographics & Financials (Profitability)

Glassware Maintenance and Criteria

- Achieving & Maintaining "Beer Clean" Glassware
- Proper Glassware for Common Beer Styles

Receiving and Proper Storage

- Proper Keg Handling, Storage and Temps
- Freshness (Proper Rotation Methods)

Proper Pouring & Serving Techniques

- Proper Pouring Procedures (Draft & Bottle Service)
- Limiting Waste & Profit Loss (What Not To Do)

Understanding Draft Systems

- Operating Components
- Proper Draft System Maintenance
- Draft System Troubleshooting

Beer & Food Interactions

- Principles of Pairing
- Ingredients, Cooking Methods
- Menu Evaluation

Alcohol Training with ServSafe Accreditation

- Understanding Alcohol Laws & Responsibilities
- ID Check, Handling Difficult Situations
- Recognizing & Preventing Intoxication

HELPING YOU ACHIEVE
BEST BEER PRACTICES



For pricing or to schedule a free consultation:

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