

Enlightenment
from Beer Heaven



CRAFT BEER & CIDER TRAINING PROGRAMME

Next Steps –

- Contact Anita or Reggie at NOffLA for the latest schedule of training courses and pricing (contact details on front cover)
- Select the training course(s) that best suit your current level of knowledge and your training requirements
- Complete and return our Booking Form with payment
- Please note – places are given on a first come first served basis, and class sizes are limited to ensure the quality of the training experience for all participants
- If you are interested in training and want to be kept updated on future training courses, please send us your contact details

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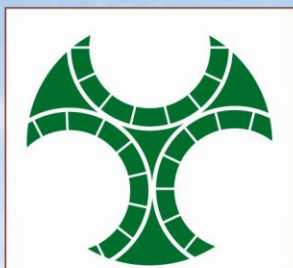
Enhance your beer knowledge,
develop your appreciation of beer styles,
improve your tasting skills, learn to talk
confidently about beer and engage with your
customers to help them choose their perfect beer.



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NATIONAL
OFF LICENCE
ASSOCIATION

Craft beer and cider are experiencing unprecedented growth in Ireland. NOffLA are spearheading an exciting and innovative new Craft Beer and Cider Training Programme.

This training programme is designed specifically for people working in the retail licensed trade in Ireland. It will provide front-line retail staff and retail managers with the skills and knowledge to position their business as an authoritative destination for craft beer and cider consumers in Ireland.



PREMIER
INTERNATIONAL BEERS



NOffLA approached **Dean McGuinness** (Twitter - @BeerMessiah) from **Premier International Beers** to develop a multi-level craft beer and cider training programme. As Ireland's longest established importer of premium and craft beers, Premier has delivered various training initiatives over the last thirty years.

Dean McGuinness is Ireland's foremost authority on craft beer – a qualified Beer Sommelier, a beer importer who has worked with the world's leading brewers of premium and craft beer and a brewer with 15 years experience trained in the Siebel Institute in Chicago (the oldest brewing school in the U.S.) Dean has been talking about craft beer on Irish media for over a decade.

With his team (which includes more than 25% of Ireland's Beer Sommeliers), they are perfectly positioned to deliver a training programme that will meet the needs of people seeking to understand craft beer and cider and to explain beers and ciders to their customers.

This training programme is divided into two levels –

Level One – A 3½ hour training programme and tasting designed for the person who is seeking an introduction to craft beer. It does not assume that the trainee has prior knowledge of craft beer. It works as a stand-alone training programme, or as an introduction to Level Two.

Level Two – An in-depth, two-day foundation course in craft beer and cider. Completing Level One is not a requirement to attend Level Two. However, Level Two assumes that the attendee has a basic knowledge of craft beer, and is in a position to benefit from a training course that will cover many beer styles and concepts related to beer flavour in an intensive two-day schedule.

NOffLA / Beer Heaven Craft Beer and Cider Module Level One – Introduction to Craft Beer Styles

Outline –

- 3½ hour Training Session
- Tutored Tasting of 7 - 9 Beers

Course Materials –

- Printed course material handouts
- 100+ page booklet outlining details on 100+ beer styles

Course Content –

- Understanding Beer Style Families
- Structured Approach to Tasting Beer –
 - Beer Presentation
 - Beer Flavour
 - Beer Tasting Techniques
- Common Mistakes in Craft Beer (and how to avoid them)
- Overview of the Brewing Process
- Overview of Beer Ingredients
- Provenance and Its Relevance to Craft Beer

Following successful completion of the training course, all attendees will be awarded a **NOffLA / Beer Heaven Certificate in Craft Beer Styles**

NOffLA / Beer Heaven Craft Beer and Cider Module Level Two – Foundations in Craft Beer and Cider

Outline –

- 2-Day Training Course
- 9am to 6pm (approx. 7hrs training per day)
- Tutored Tasting of over 30 Beers and Ciders

Course Materials –

- Beer Heaven Training Folder containing printed course material handouts
- Copy of Tasting Beer by Randy Mosher (text book for training course)
- Beer Heaven Systematic Approach to Tasting Beer sheet

Exam –

- Included as part of Level Two
- Scheduled within one month of the Level 2 training course
- 50 Multiple Choice Questions
- 2 Essay Questions
- Tasting Exam – 8 beers

Course Content –

- Introduction to Craft Beer and Cider in a Retail Context – how to apply this training in a retail environment
- Systematic Approach to Tasting Beer and Understanding Beer Flavour –
 - The course develops the trainees flavour vocabulary, and teaches (through practical tasting) how to apply this vocabulary to beers tasted.
- Understanding Human Perception of Flavour – how do we register flavour in beer – and developing these skills
- Understanding the Contribution of the Brewing Process and Brewing Ingredients to Flavour in Beer –
 - Grains, Hops, Yeast, Water and Special Ingredients
 - Steps in the Brewing Process, their relevance to Beer Styles, and their Impact on Flavour.
- Beer Qualities, Flavour and Beer Styles –
 - Beer Colour; Foam/Head; Alcohol Content; Beer Clarity/Haze; Beer Carbonation
 - Beer Freshness and Beer Aging
- Beer Heritage and Origins of Beer Styles –
 - A review of the influence of key cultures on the development of beer styles – England, Germany/ Continental Europe, Belgium and the United States
- Introduction to Spiked Beer / Specific Beer Flavours
- Understanding Craft Cider and the Cider-Making Process
- Understanding Beer Qualifications Available

On successfully passing the Level Two exam related to this training course, the participant will be awarded a **NOffLA / Beer Heaven Diploma in Craft Beer and Cider**