

Open up new opportunities for sales growth in all areas of beer and food retailing

Testimonials

"Knowledge of raw materials and what happens in the brewing process was excellent. The tasting session was fantastic. I did not realise there were so many flavours, aromas etc."

Alan West, Financial Controller, Refresh UK

"A great way to understand and appreciate beer. Very enjoyable and I learned so much I can use back in the pub, particularly about beer and food matching and the importance of staff training."

Fiona Hornsby, Manager Thomas Rigby's Liverpool.
The Publican Beer & Food Matching Pub of the Year 2006.

"Working closely with the Beer Academy, we adapted the Introduction to the Beer course to our induction training programme and the resulting new one-day Induction course delivered by the Academy has proved tremendously successful in enthusing and motivating our new starters."

Organisational Development Manager,
Carlsberg UK.



"We sent 20 of our staff from across the business on the one-day Beer Academy course and it proved extremely successful. Not only did they extend their knowledge about beer, the enthusiasm and interest generated has made a positive contribution to our business."

Head of Marketing, Everards.

"I have no reservations about sending my staff on this course. Very well put together and generated enormous enthusiasm for beer. A must have for new starters."

Martin Breading, Marketing Director, Waverley TBS.



Capitalise on Beer

The Beer Academy was founded in 2003, by over 50 breweries and beer-related groups, to improve the appreciation and knowledge of beer. The Beer Academy provides the knowledge base for the Beautiful Beer Awards.

To book a course or for further information please contact Dan Cannas.

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INTRODUCTION

What do we really know about beer?

"Why do they taste like they do and isn't it time we added a little knowledge to the sheer pleasure of downing a pint?" (Oz Clarke).

The Beer Academy's mission is to help anyone interested in beer, or working with it, to become more knowledgeable about the subject. The sessions are designed as much for 'beer virgins' as they are for the beer connoisseur and they are packed with anecdotes – everything you ever wanted to know about 'beer' but were afraid to ask. To date, we have 'inspired, educated and enthused' over 7,000 people about the wonderful world of beer.

We run several courses, all of which can be modified specifically to a clients requests. Endorsements have enabled the Academy to extend its reach not only within the trade but also by being able to offer consumers and corporate clients in particular, the ability to engage and interest their customers. There are a range of options for tasting sessions and short courses.

In addition to well-attended sessions at venues such as the BBC Good Food Show; the Northern Restaurant and Bar Show and the Great British Beer Festival, Beer Academy tutors have delivered tastings and courses at venues in pubs, clubs and village fetes up and down the country.

Courses can be organised throughout the country with our half-day Making Beer & Food Dance Course costing £75 +VAT and a full day Beer Appreciation Foundation Course costing £120 +VAT. Discount rates may apply to group bookings.

The courses are delivered by expert tutors and have full supporting course materials. Beer and food are supplied for sampling purposes as well as a lunch where appropriate.

Course One: Half-Day MAKING BEER & FOOD DANCE

The Course will cover:

- **Beer Styles**
What are they?
What makes them different?
- **How to Taste Beer**
Tutored tasting
Using the senses
Beer flavours
- **Matching Beer with Food**
Some guidelines
Cut, contrast, complement
Beer with food menus
Beers to stock
- **Presentation**
Temperature
Glassware
Theatre
Staff training
- **Beer and Lifestyle**
Diet and health



This course is suited for all – but especially retailers, to generate sales by inspiring customers to choose a well signposted beer and food option. Results from this course lead to opening up new opportunities for sales growth in all areas of beer and food retailing in catering and hospitality, as well as enthusing both bar and kitchen teams. Different styles of beer complement different styles of food – but too often in the past customers say 'I'll have a beer with my steak and kidney' rather than choosing the best beer to complement that food.

Working with the Sky Pub Channel and the well known 'beer chef', Richard Fox, the Beer Academy contributed to several programmes on the Pub Channel on the theme of 'Beer and Food Matching' released in July 2007.

This half-day course will show you the food pairings which will let you excite your customers and increase takings, whilst making your digestive juices flow. This short course will revolutionise your business and the way you use beer.

According to Beer Facts website "Beer is the best-selling adult beverage in the world. In America it continues to outsell its rivals wine and liquor 7 to 1."

Cost

Per person: £75.00 +VAT
Discounts may apply for Group bookings.

Course Two: Full Day THE BEER APPRECIATION FOUNDATION COURSE

The Course will cover:

- What makes beers taste different
- Raw materials in brewing
- Processes used
- Cask beer – materials and methods
- Cellar management
- Beer tasting (13 beers)
- Beer and food matching (practical)
- Beer presentation/glassware
- Beer and lifestyle
- Category management

Why attend?

Suited to all – but we regularly have attendees from breweries or pub groups who want to expand their knowledge and understanding of beer, with the course raising their awareness, improving their customer service and job satisfaction. This course caters for all divisions of a company, from the Accounts Team to Drayman to Non-Executive Directors.

Cost

Per person: £120.00 +VAT
Discounts may apply for Group bookings.



Please note:

Courses can be altered and tailored more specifically to your business, with a selection of your brands tasted and discussed on the course(s).