

BEER ESSENTIALS CERTIFICATE

Program Description

In recent years, the craft beer industry has rapidly expanded, and the number of breweries worldwide has skyrocketed. For bar and restaurant operators, this means customers now expect different beer choices than they've traditionally been given. For customers, enthusiasts, and home hobbyists, it means a broader selection of ingredients to brew beer and expansive flavor profiles to taste and explore.

This certificate program provides the end-to-end understanding of beer production, tasting, and selection needed to establish an effective beer program in a commercial setting or simply increase your knowledge, understanding, and ability to appreciate beer. From ingredients and process to sensory analysis, to serving, training, and sales, you will gain meaningful insight into today's evolving beer industry from leading experts.

This program is intended for use by persons of legal drinking ages under the relevant applicable laws where they reside. Purchase of supplies, such as beer malt, is required to enjoy the highly experiential nature of this course.

Key Takeaways

- Determine how the production process impacts beer styles
- Learn to taste beers and do a sensory analysis
- Complete an analysis to inform an educated decision around establishing a beer program
- Build a beer menu
- Have a positive impact on beer sales through training and education

What You'll Earn

- Beer Essentials Certificate from Cornell's Peter and Stephanie Nolan School of Hotel Administration
- 40 Professional Development Hours (4 CEUs)

Who Should Enroll

- Owners and managers of restaurants, hotels and breweries
- Bartenders, servers, and other food and beverage professionals
- Brewers, including home brewers
- Beer enthusiasts
- Professionals looking to invest in a brewery

Total Investment

- 2 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit Beer Essentials Certificate (<https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/beer-essentials/>).

Courses

Code	Title	Hours
eCornell SHA661	Beer Ingredients and Production	0
eCornell SHA662	Beer Styles	0
eCornell SHA663	Establishing a Beer Program	0
eCornell SHA664	Beer Sales and Training	0