

# Prud'homme Beer Certification

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## **An overview**

*Prud'homme – 'a skilled workman or a trustworthy citizen'*



# What is it?

- Prud'homme Certification™ is Canada's first beer education program. Its distinct three levels of certification offer something for everyone....

## History

- Louis Prud'homme (1608-1671) was Canada's first licensed brewer, established by Royal Decree in 1650



# The Beer Enthusiast – Level 1

- An entry level for the **Beer Enthusiast** (beer drinkers or hospitality/beer industry workers looking to enhance their knowledge of Canada's leading beverage alcohol).
- Hours – 14
- Cost - \$249+GST



# The Beer Enthusiast – Level 1

## Brewing Concepts

- Ingredients
- Brewing process
- +more

## Understanding Beer

- Tasting concepts
- Glassware concepts
- History of beer styles
- + taste a wide variety of beer styles

## Beer and Food

- Pairing concepts
- Cooking with beer concepts
- + actual beer and food pairings

## Draught Beer Quality

- Draught basics and troubleshooting

## Pouring and Serving



# The Beer Enthusiast – Level 1

## Brewing Concepts

- Ingredients
- Brewing process
- Ales vs. lagers
- Historical overview of brewing

## Understanding Beer

- Tasting concepts
- Glassware concepts
- Ale tasting (4)
- Lager tasting (4)
- History of beer styles
- Glassware concepts continued
- Wheat beer tasting (4)
- Other styles of beer tasting (4)
- Test Topic 1

## Beer and Food

- Pairing concepts
- Cooking with beer concepts
- Beer wheel
- Food and beer tasting (3)
- Beer and cheese
- Beer and dessert
- Food and beer tasting (3)
- Test Topic 2

## Draught Beer Quality

- Draught basics
- Troubleshooting concepts
- Test Topic 3

## Pouring and Serving

- Getting the best beer experience
- Bottle vs. glass
- Storing and handling
- Temperature
- Glassware handling and storage
- Draught pouring demonstration
- Test Topic 4
- Test Topic 5



# The Beer Specialist – Level 2

- Our second level of certification is designed for the **Beer Specialist**; those folks working in the beverage alcohol industry who require an extensive knowledge of beer in order to meet the demands of a growing and ever changing environment
- Hours – 28
- Cost - \$499+GST



# The Beer Specialist – Level 2

## **Brewing Concepts**

- A more detailed view of ingredients and brewing processes

## **Beer Styles**

- A wider look at beer styles
- Off Flavours and where they come from

## **Beer and Food**

- Beer and Cheese in depth
- Cooking with Beer

## **Draught Beer Quality**

- Draught system components
- Dispense gases
- Care and maintenance

## **Pouring and Serving**

- Enhancing the Guest Experience
- Selling concepts
- Profitability



# The Beer Specialist – Level 2

## Brewing Concepts

- Malt (history, variety, characteristics)
- Hops (history, variety, characteristics)
- Mineral requirements of brewing
- Fermentation concepts
- Aging & filtration
- Packaging
- Brewing concepts (low carb/ dry)
- Canadian brewing History

## Beer Styles

- Ales and their history, tasting (8)
- Lagers and their history, tasting (8)
- Off Flavours and where they come from
- Glassware
- Test Topic 1

## Beer and Food

- Cheese
- Beer and Cheese concepts
- Cooking with Beer
- Soups, starters, mains/desserts
- Test Topic 2

## Draught Beer Quality

- Draught system components
  - Faucets, couplers, fobs, kegs, regulators
- Dispense gases
- Care and maintenance
- Troubleshooting exercise (hands on)

## Pouring and Serving

- Enhancing the Guest Experience
- Selling concepts
- Profitability
- Canadian Beer Industry insights and trends
- Pouring and serving demonstration
- Pouring and serving competition



# The Beer Expert – Level 3

- Our final level of programming is geared to creating the title of **Beer Expert** with a more detailed, extensive look at the World of Beer and methods of designing, developing and facilitating beer education programs and events.
- Hours – 25
- Cost - \$749+GST



# The Beer Expert – Level 3

## Brewing Concepts

- Malt quality
- Hops quality

## Beer Styles

- Sensory concepts and training
- Obscure beer styles

## Beer and Food

- Design, plan a beer dinner or tasting seminar

## Presentation Skills Workshop

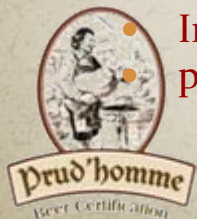
- Capturing an audience

## Draught Quality

- Line cleaning concepts
- Build a working draught system

## Cellar Management

- ordering and storing beer
- Food costs / margin analysis
- Inventory management
- profitability



# How is Prud'homme™ different from other certification programs?

1. **Prud'homme™** is designed and developed for the Canadian Beer Industry and is therefore uniquely Canadian
2. **Prud'homme™** is a comprehensive program held in a classroom setting, where learning is encouraged through group discussion and interactive sessions. The emphasis is on hands on experience mixed with some lecturette and theoretical formats
3. Program content has been designed with the learners interest at heart
4. **Prud'homme™** incorporates a testing component to ensure education standards are met



# Total Commitment

- Hours – 67 in class hours with some self study encouraged
  - Sommelier courses typically are 80 in class hours
- Cost - \$1497 +GST

