



In 2005, Thirst For Knowledge Inc.® was created as Canada's first beer education company. We launched an introductory course on beer education aptly named, The Beer School. It really was the precursor to **Prud'homme Beer Certification®** and most of the principles still apply in this new and updated version.

The Beer School® is a program that is built on 3 pillars of knowledge - **Know It | Pour It | Pair It.** Each pillar is separated into 4 distinct modules and clients can customize the program to suit their needs and the needs of their employees.

We made the program easy to access. Each module is in video format that can be watched on any device and the content is no more than 20 minutes in length. There are no tests but we can help you to create methods of evaluating the desired learning outcomes for your staff.

Cheers,

Roger Mittag



**A NEW WAY TO
LEARN ABOUT BEER**



The Beer School® is built for those who are not able to enrol in a full certification program.

The Beer School® is available in either an online format or in a customizable in-person program.

For an annual online licensing program, please contact Roger for a quote.

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Want more?

if your interest has been piqued but you need more, check out the full certification program.



**1ST BEER EDUCATION
PROGRAM IN CANADA**

**1ST ONLINE GLOBAL BEER
EDUCATION PROGRAM**

**1ST PROGRAM TO OFFER 3
DISTINCT LEVELS IN A
DISTANCE LEARNING
PLATFORM**



THE 3 PILLARS OF LEARNING



The Benefits of The Beer School®

- ❖ **Tangible & Applicable Knowledge** - beer has become a beverage of tremendous interest and the concepts of beer & food pairings are increasingly important in the hospitality sector.
- ❖ **Skill Development** - participants learn the key concepts in beer service including pouring, serving and understanding draught beer systems.
- ❖ **Ease of Access** - each module can be accessed on a laptop, tablet or smart phone.
- ❖ **Time Sensitive** - each video is 20 minutes or less in length
- ❖ **Cost Effective** - each pillar is \$20 per person

Know It - These 4 sessions are designed to provide insight into how beer is made and the effect that ingredients and brewing processes have on the beer itself. Each of these modules discusses beer styles with respect to each ingredient or process.

1. Malt - learn what malt is and the flavours and aromas it provides to beer.
2. Hops - learn what hops are and their contribution to beer.
3. Water & Yeast - learn how these two ingredients influence beer.
4. Fermenting & Aging - understand how these two steps in brewing can have an effect of the beer.



Pour It - These 4 sessions are designed to showcase how to present beer properly to the consumer.

1. Bottle & Can - take a closer look at the proper techniques of pouring from a bottle or a can. Learn about the benefits of foam and carbonation.
2. Draught - learn how to pour draught beer properly including all of the steps required to pour the perfect glass of draught beer.
3. Service - Explore the concepts of creating a great consumer experience.
4. Draught Systems- great draught beer needs a great draught beer system. Learn about the draught system components and how to solve issues.



Pair It - These 4 sessions are designed to provide insight into beer and food pairings.

1. Introduction - learn about beer & food theory concepts including beer & cheese and beer & dessert
2. Complement - learn more detail about this concept and suggested pairings.
3. Contrast - learn more detail about this concept and suggested pairings.
4. Cut - learn more detail about this concept and suggested pairings.

