

MASTER BREWERS ASSOCIATION OF THE AMERICAS

# *Beer Steward*

Certificate Program



# Beer Steward

## Certificate Program



**Master Brewers Association of the Americas**  
Non-Profit Technical Brewing Organization, since 1887

### Mission:

To Provide technical and practical knowledge to assist the brewing industry to continuously improve product, procedures, and processes from raw materials **through consumption**

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## **Providing Relevant Knowledge about:**

- Proper Treatment of Beer
- How Ingredients and Process Affect Beer Flavor
- How to Taste and Develop a Beer Flavor Vocabulary
- Pairing Beer Styles to Food
- How to Present Beers to Improve Their Image, Taste, and Enjoyment



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## The Beer Steward Objectives

Share Your Training with your Retail Customers:

- Describe your beers using vocabulary terms that accurately reflect its process, style, and flavor profile beyond “malty” and “hoppy”
- Develop in them an appreciation for how beer can be paired with almost any food or meal
- Educate them on beer’s health benefits



**Elevate Beer’s Image While Increasing Sales!**

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## Seminar Agenda:

- The Story of Beer in Human History
- Sensory Basics: Perceiving Flavor
- A Sensory Tour of the Brewing Process and Key Ingredients
- Beer Presentation and Tasting
- Building Flavor Vocabulary: Going Beyond “Malty” and “Hoppy” to Describe Style
- Good Beer Gone Bad: How Stress Is Bad for Beer Too
- Beer and Food: Beyond the Greasy Side of the Menu





# Why the Beer Steward Program?



- The Beer Steward Certificate Program began development four years ago and parallels the Certified Specialist of Wine program
- Our courses are taught by trained brewing professionals with at least twenty years of brewing experience
- The Beer Steward program has the full support of the MBAA, a non-profit professional brewers association not affiliated or controlled by any individual or group, proceeds from the Beer Steward program are used to fund other educational programs for brewing professionals within the MBAA.
- We include a comprehensive textbook, the *Beer Steward Handbook* and the *Beer Steward Tasting Journal*, in our program; no websites
- We require attendance in a hands-on flavor training seminar; students do not have to use their own resources for training
- Our exam can be taken on the student's own computer and does not require additional travel or expense

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## To Attain the MBAA Beer Steward Certificate



Participate in the  
“Understanding Beer  
Flavor” seminar

Study the *Beer Steward  
Handbook*

Pass the online exam



# ONCE YOU PASS THE PROGRAM



Upon Successful Completion You Will Receive:

- A Certificate of Completion
- Designation: MBAA Beer Steward
- Lapel Pin With the Beer Steward Emblem
- E-file of the Emblem to Use on Email and Business Correspondence
- Listing in the Beer Steward Website as a Graduate
- Access to Other Educational Programs and Features Through [www.mbaa.com/beersteward](http://www.mbaa.com/beersteward)

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For more information: [www.mbaa.com/beersteward](http://www.mbaa.com/beersteward)

Or contact:  
Karl Ockert  
MBAA Technical Director  
kockert@mbaa.com