



FOR IMMEDIATE RELEASE

Inaugural Brewing and Fermentation Science Recognition Program Set to Launch

Master Brewers Association of America calls for first round of higher education applicants

(St. Paul, Minnesota) September 7, 2016: The Master Brewers Higher Education Advisory Board is pleased to announce the *Master Brewers Program Recognition* application process for brewing and fermentation science programs. The recognition provides programs with industry vetted guidelines and learning outcomes. Students will have criteria in choosing a program that can deliver state of the art training.

The Advisory Board is comprised of recognized master brewers and leaders in brewing academia. The Board will bring deep practical, scientific and academic excellence to the process of both guiding and recognizing new and existing brewing and fermentation science programs throughout North America.

“Earning Master Brewers recognition is a great opportunity for your program to stand out in a competitive and growing education market. Master Brewers wants to ensure the future of the brewing industry by establishing the requirements for the most robust and effective training available to students in the world today,” said Susan E. Welch, co-chair of Master Brewers Higher Education Advisory Board.

Program directors are encouraged to apply for consideration by the Master Brewers Review Board no later than September 30 with an initial one-page application, followed by a complete application submitted by the published deadline. Approximately 10 programs will be reviewed in the inaugural round.

Please visit <http://www.mbaa.com/education/Pages/HEC.aspx> to review the guidelines and learning outcomes as well as details on how to apply for consideration in the new recognition program.

The Master Brewers Higher Education Advisory Board

Co-Chairs: Susan E. Welch, Skagit Valley Malting, Katy Orr, Sierra Nevada Brewing Company, and Kathy Kinton, retired, Miller Coors

Members:

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Mark P. Sammartino, ex officio, MBAA Technical Director

About Master Brewers

Master Brewers Association of the Americas was formed in 1887 with the purpose of promoting, advancing, and improving the professional interest of brew and malt house production and technical personnel. Today, Master Brewers helps its 3,000 members achieve mastery in every aspect of brewing with access to the freshest thinking in the industry. The Master Brewers Community offers real time technical answers from real master brewers, abundant opportunities for sharpening technical skills, opportunities to collaborate and grow with colleagues, and an extensive collection of brewing publications, including the Technical Quarterly Journal. For more visit mbaa.com.

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