1. **Title**: Brewing Basics, Tasting, and Sales
   1. **Target delivery date, if applies** N/A
2. **Form contents last revised date**: 10/16/2023
3. **Catalog/ website course description**: Brewing basics, tasting and Sales is a great course for new FOH employees looking to hone their brewing knowledge, beer service, and sales skills. This course will provide an overview of the brewing and fermentation processes, tap line maintenance, and proper pouring procedures. We will discover how each of these contribute to flavor. Then we will break down beers by their organoleptic properties, pinpoint positive and negative flavor and aroma compounds, and where they originate.  We will practice descriptive analysis and put it into practice focused tasting and pairing.  If you're looking to understand the nuances of brewing and beer to improve your service skills, this is the class for you.
   1. 1.25 lecture hours
   2. 1.25 hours exercises
   3. 2.5 total contact hours
4. **Student to Instructor/Technician ratio**: 20/1 max
5. **Learning objectives**:
   1. Explain how the brewing process works
   2. Link ingredients and processing aspect to flavors
   3. Understand what differentiates beer styles
   4. Describe how to pour a beer properly into appropriate glassware
   5. Discuss tap maintenance and its effect on flavor
   6. Understand how to pair beer to foods
   7. Discover your sales pitch to your average customer
   8. Compare different beers of the same style
6. **Target industry**: Alcoholic Beverages
7. **Primary audience**: FOH staff
8. **Portability:** Yes
   1. **If N to Q9 above, location taught**: N/A
9. **Prerequisites, if applicable**: N/A

**Instructor credentials or qualification requirements, if applicable**: Instruction for this course should be done by an individual with brewing, tap maintenance, beer service, and beer style knowledge.

1. **Is there an industry standard, state, or national certification for this course**: No
   1. **If yes to Q12 above, list certification entity & website URL**: N/A

**Standards and reference material**: n/a

1. **Suggested key terms**:
   1. Beer
   2. Brewing
   3. Tasting
   4. Sales
   5. Service
2. **Description and objectives of student hands-on exercises**:
   1. Practice describing beers. Do a blind tasting. Challenge if they can identify their own product.
   2. Blind taste two beers. Describe them and guess the style.
   3. Taste two beers of same style knowing what they are and suggest food pairings based on the generated flavor description.
   4. Taste the fourth set of two beers with other sensory challenges (like noise) see if they taste a difference with vs without
   5. Review the list of descriptions for all in house beers and suggest similar beers from other breweries that may be like the seasonal beers
   6. Customer service walk through:
      1. Scenario 1: The customer likes a certain style of beer from another brewery, what would the employee suggest from their own brewery?
      2. Scenario 2: The customer chooses a specific beer. What food would the employee recommend?
      3. Scenario 3: The customer chooses a specific appetizer. What would the employee recommend going with it? What questions might they ask the customer?
      4. Scenario 4: As a customer, you and your friends are served a round of beers. The beers appearances vary based on the pour style of bartender and the carbonation of the beer. There are several issues with the pours, listed out below. How are you feeling in this moment? What would you do in this situation?
         1. Over pour: Beer is allowed to flow out of the glass until the proper amount of foam is present.
         2. No head on the beer.
         3. Tap head gets submerged in the beer.
         4. The beer sits too long and loses head resulting in a short pour.
         5. The keg kicked during your pour and it’s cloudy and extra foamy.
         6. The beer/glass is too warm.
         7. The beer over or under carbonated.
      5. Scenario 5: Role play: One person is a customer with an allergen. They notice the seasonal beer has that allergen in it and let the server know they are allergic. What would person two recommend they do as a server? What are some precautions that might be taken around allergens considering how tap lines, kegs, and glassware are managed at the brewery?
3. **Text and supplies needed**:
   1. Glasses
   2. Tables
   3. Tasting wheel
   4. Exercise book with worksheets
   5. Beers
   6. Malting and brewing process diagram with fillable areas for flavor introduction/alteration
   7. Interactive interface that shows when/how flavor develops when you click it
   8. Gamified version of food/bev pairing
   9. Gamified version of beer styles
4. **Recommended images used for course promotion:** https://pixabay.com/photos/beer-beer-glasses-b-alcohol-glass-4926863/
5. **Outline**:
6. Introduction
   1. Housekeeping
   2. Class agenda and objectives
7. Brewing overview
   1. History
   2. Process
   3. Where flavor is imparted and changed
8. How to pour a proper beer
   1. Glassware
   2. Temperature
   3. Technique
   4. Effects of tap maintenance on flavor
9. Classification of beers
   1. Ingredients
   2. Flavor profiles
10. What is Sensory Science
    1. The senses
    2. How you taste
    3. What affects taste
       1. Sight
       2. Sound
       3. Texture
       4. Smell
11. Descriptions
    1. Flavor wheel
    2. How to suggest beers
    3. Sales technique, relating to customers
    4. Representing your brand
12. How to pair food
    1. Flavors similar vs opposite end of spectrum

Change tracking log:

| Version | Preparation Date | Prepared By | Reviewed By | Effective Date | Related Docs Updated? |
| --- | --- | --- | --- | --- | --- |
| October 2023 | 10.16.2023 | MM | N/A | 10.16.2023 | N/A |
| Established outline for course. | | | | | |
| November 27, 2023 | 11.27.2023 | MM | N/A | 11.27.2023 | N/A |
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