



Improving Your Customer Experience: The Value of CICERONE Training

November 10, 2023

Who We Are



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FOUNDER, QC, CRAFT BEER EDUCATOR
BJCP® National Beer Judge
Advanced Cicerone®



ROB FRIESEL

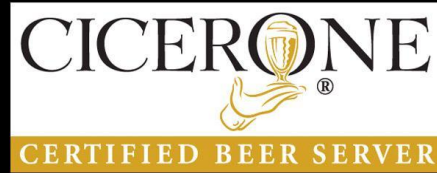
HEAD OF CRAFT BEER EDUCATION
BJCP® National Beer Judge
Certified Cicerone®

What is a Cicerone?

The word **Cicerone** (sis-uh-rohn) designates hospitality professionals with **proven experience in selecting, acquiring, and serving a wide range of global beer styles.**

To claim the title of Cicerone, one must earn the title of Certified Cicerone® or hold higher certification as Advanced Cicerone® or Master Cicerone®.

Those with a basic level of expertise gain recognition by earning the first-level title Certified Beer Server.



How Many Are There?

		# Worldwide*	# United States*	# Vermont*
	1.) Certified Beer Server	149,834	130,990	634
	2.) Certified Cicerones	4,556	3,654	21
	3.) Advanced Cicerones	179	145	2
	4.) Master Cicerones	22	19	0

* As of Nov. 2, 2023

Why Does Cicerone Matter?

5 Syllabus Categories:

- I.) Keeping & Serving Beer (25%)
- II.) Beer Styles (25%)
- III.) Beer Flavor & Evaluation (25%)
- IV.) Beer Ingredients & Brewing Process (15%)
- V.) Pairing Beer with Food (10%)



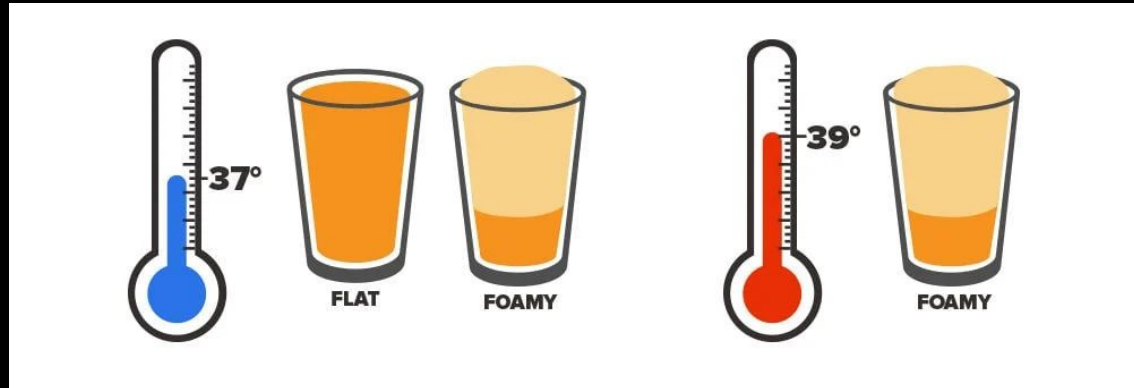
Why Does Cicerone Matter?

Keeping & Serving Knowledge

- Proper keg storage & handling
- Proper temperature
- Correct serving pressure
- Balancing draft system

RESULT

- Less waste from foaming
- Higher profitability



Why Does Cicerone Matter?

Keeping & Serving Knowledge

- Pouring & serving technique
- Present beer style in its best form
- Proper glassware
- Release of a % of CO₂
 - Better head formation
 - Lessens bloating

RESULT

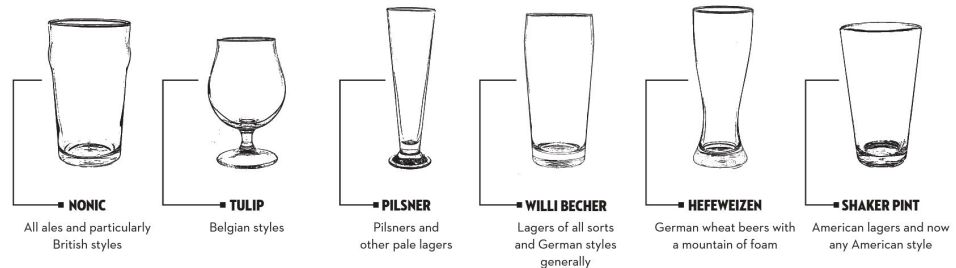
- Better quality
- Guest enjoyment
- Higher revenue



PICK A GLASS

Beer glasses come in many shapes and sizes.

Tradition ties certain glasses to specific styles of beer. Here are some common choices:



Why Does Cicerone Matter?

Keeping & Serving Knowledge

- Knowing popular styles in the market
- How to assess quality & freshness
- Proper storage
- FIFO



RESULT

- Better quality to market
- Better sell-through
- Higher revenue & profitability



Why Does Cicerone Matter?

Beer Styles Knowledge & Flavor Vocabulary

- Education for bartenders & servers
- Find the right beer for each guest
- Better banter with guests
- Speak more fluently on craft beer
- Provide a deeper level of understanding through education (for guests)

RESULT

- More guest engagement
- Increased revenue & profitability
- Brand loyalty



Why Does Cicerone Matter?

Attention to Quality

- Line cleaning
- Beer clean glassware
- No off-flavors
- Beer within style parameters
- Outside of published beer styles?
 - Assess balance, flavor, aroma, mouthfeel, marketability
- QC Lab program
- Tasting panels - novices to trained tasters

RESULT

- Delivers beer of highest quality every time
- Return customers
- Better hedonistic experience



Why Does Cicerone Matter?

Knowledge of Off-Flavors

- Assess & troubleshoot detailed steps of:
 - Brewing process
 - Fermentation
 - Transfers
 - Packaging
 - Draft line maintenance
- Create a QC program incorporating sensory evaluation

RESULT

- Head off quality issues before bad beer ends up in a glass
- Consistent & top quality beer
- Better reputation
- Repeat customers
- Brand loyalty



Why Does Cicerone Matter?

Knowledge Beer & Food Pairing

- Collaboration with chef to deliver top-quality beer & food pairings
- Using beer as an ingredient
- Scheduling multi-course beer & food pairing dinner events



RESULT

- Upsell & increase avg. ticket
- Greater guest satisfaction follow pairing recommendations
- Higher revenue and profitability, lower COGS



Not In The Craft Beer Industry?

1. Greater understanding leads to greater enjoyment of Craft Beer
2. Know your Craft Beer rights - become an empowered consumer
3. Exposure to wider variety of beer styles (IPA fatigue)
4. Know off-flavors to better judge brewery quality (as a craft beer fan, promote the brands that care about quality)
5. Join a QC program at your local brewery (Flannel Panel)



Focus: Certified Beer Server

How do I become a Certified Beer Server?



1. Self Study some recommended materials for about 1-2 days
2. Cicerone.org offers online self-paced course called BeerSavvy
3. Pass 5-question quiz about Cicerone Program (100% to pass)
4. Pass a 30 min. timed 60 question multiple choice exam

Passing Score: A grade of 75% (45 correct answers) are required to pass.

Read More About the Exam: <https://www.cicerone.org/us-en/certifications/certified-beer-server>

Focus: Certified Cicerone



How do I become a Certified Cicerone?

1. Pass Certified Beer Server Exam
2. Pass a 3 hour written exam (in-person or online)
3. Pass a 45 min. Tasting Exam (must be 21 or over)
4. Pass a 15 min. Demonstration Exam

Passing Score: A grade of 80% overall & at least 70% on the tasting portion are required to pass. 1 in 3 pass rate.

Read More About the Exam: <https://www.cicerone.org/us-en/certifications/certified-cicerone>

Focus: Certified Cicerone Exam Overview



Passing Score: A grade of 80% overall & at least 70% on the tasting portion are required to pass.

5 Syllabus Categories:

- I.) Keeping & Serving Beer (25%)
- II.) Beer Styles (25%)
- III.) Beer Flavor & Evaluation (25%)
- IV.) Beer Ingredients & Brewing Process (15%)
- V.) Pairing Beer with Food (10%)

	SHORT ANSWER	ESSAY	DEMO	TASTING EXAM
Keeping and Serving Beer	16.50%	4.50%	4.00%	0.00%
Beer Styles	20.50%	4.50%	0.00%	0.00%
Beer Flavor and Evaluation	8.25%	0.00%	0.00%	16.75%
Beer Ingredients and Brewing Processes	11.50%	3.50%	0.00%	0.00%
Pairing Beer with Food	10.00%	0.00%	0.00%	0.00%
Totals percentage of overall score	66.75%	12.50%	4.00%	16.75%

Focus: Certified Cicerone Exam Overview - Written



I. Keeping and Serving Beer

- A. Purchasing and accepting beer
- B. Serving alcohol
- C. Beer storage
- D. Draft principles
- E. Draft systems
- F. Beer glassware
- G. Serving bottled beer
- H. Serving draft beer
- I. Other draft service practices

II. Beer Styles

- A. Understanding beer styles
- B. Style parameters
- C. Beer style knowledge

III. Beer Flavor and Evaluation

- A. Taste and flavor
- B. Identify normal flavors of beer & their source
- C. Identify common beer off flavors by name & source
- D. Tasting exam format

IV. Beer Ingredients and Brewing Processes

- A. Ingredients
- B. Processes

V. Pairing Beer with Food

- A. Possible outcomes of successful beer & food pairing
- B. Beer and food vocabulary
- C. Pairing concepts
- D. Common beer and food interactions
- E. Creating a pairing
- F. Designing a meal
- G. Classic beer and food pairings
- H. Cooking with beer

Focus: Certified Cicerone Exam Overview - Tasting

A. Tasting Exam - 13 beer samples

3 Tasting Panels:

1. Off-Flavor Identification
2. Style Discrimination
3. Quality Assessment

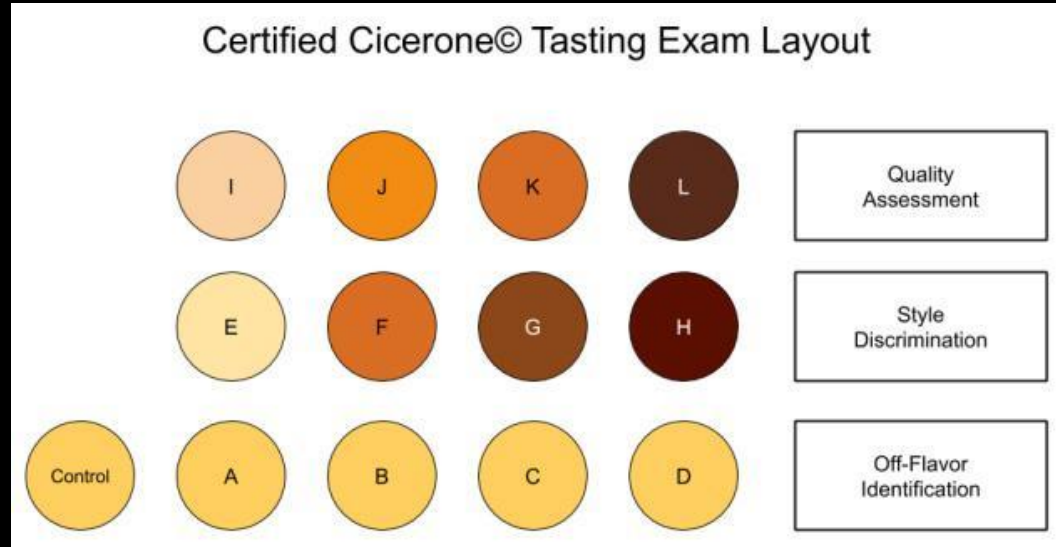
B. Demonstration

Length:

Tasting Exam - 45 minutes

Demonstration - 3 minutes

Pass: 70%



Tasting - Panel 1: Off-Flavor Identification

5 Beer Samples:

- 1 Control (unspiked) sample
- 4 samples, 3 spiked, 1 unspiked

Off-Flavors tested:

- Acetaldehyde
- Acetic (Infection)
- Diacetyl
- DMS (dimethyl sulfide)
- Lightstruck (3MBT)
- Trans-2-Nonenal (Papery)

Off-Flavor Identification: The first beer you receive will be a “control” or unspiked sample. Compare samples A through D to the control. Three of these four samples contain an off flavor. Identify the samples that have an off flavor and identify the off flavor from this list:

Acetaldehyde	Acetic	Diacetyl	DMS (dimethyl sulfide)	Lightstruck (3MBT)	Trans-2- Nonenal (papery)
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Write “none” or “same as control” for the unspiked sample.

Sample A: Name the off flavor you detect or write “none”: _____

Sample B: Name the off flavor you detect or write “none”: _____

Sample C: Name the off flavor you detect or write “none”: _____

Sample D: Name the off flavor you detect or write “none”: _____

Tasting - Panel 2: Style Discrimination

4 Beer Samples:

- Distinguish from 2 choices

Order of Operations - Evaluation:

- Appearance
- Aroma
- Taste / Flavor
- Mouthfeel
- Aftertaste

Style Discrimination: Assess the flavor profile of each beer sample. Determine which of the two listed beer styles the sample is a better example of. Circle your answer.

(Note that the comparisons listed below are examples of possible style pairs, and do not comprehensively represent the questions possible on a given Certified Cicerone tasting exam.)

Sample E: Is this an example of German Pils or Munich Helles

Sample F: Is this an example of American Pale Ale or Strong Bitter

Sample G: Is this an example of Belgian Dubbel or British Brown Ale

Sample H: Is this an example of Doppelbock or Wee Heavy

BJCP Style Guide: https://www.bjcp.org/download/2021_Guidelines_Beer.pdf

Tasting - Panel 3: Quality Assessment

4 Beer Samples:

- 4 samples, may or may not be spiked
- Does it show signs of mishandling (Y/N)
- If yes, identify the off flavor and cause
- * Storage and handling-related off flavors

Off-Flavors tested:

- Acetaldehyde
- Acetic / Infection *
- Diacetyl *
- DMS (Dimethyl Sulfide)
- Lightstruck (3MBT) *
- Trans-2-Nonenal (Papery) *

Quality Assessment: Taste samples I – L and decide whether they exhibit signs of mishandling since leaving the brewery. Assume each sample could have come from a bottle, a can, or from a draft system. If a sample has a flaw associated with improper handling, name the flavor and briefly explain what may have caused it to appear. Note: Sample temperature and/or carbonation level may not be optimal in an exam setting

(Note that the specific beers listed below are examples of possible beers presented, and do not comprehensively represent the questions possible on a given Certified Cicerone tasting exam.)

Sample I: Munich Helles

Does this sample show signs of mishandling? **Yes** **No**

If you answered “Yes,” please identify the off flavor you taste, and its likely cause.

Sample J: Saison

Does this sample show signs of mishandling? **Yes** **No**

If you answered “Yes,” please identify the off flavor you taste, and its likely cause.

Sample K: American Stout

Does this sample show signs of mishandling? **Yes** **No**

If you answered “Yes,” please identify the off flavor you taste, and its likely cause.

Sample L: Scottish Export

Does this sample show signs of mishandling? **Yes** **No**

If you answered “Yes,” please identify the off flavor you taste, and its likely cause.

Focus: Advanced Cicerone



How do I become an Advanced Cicerone?

1. Pass Certified Cicerone Exam
2. Pass a 6 hour written / essay exam (in-person or online)
3. Pass a 2 hour Tasting Exam (must be 21 or over)
4. Pass 2 Oral Exams (10 min. each)

Passing Score: A grade of 80% overall and at least 75% on the tasting portion are required to pass. 1 in 10 pass rate.

(* Essentially this is a double Certified Cicerone Exam)

Read More About the Exam: <https://www.cicerone.org/us-en/certifications/advanced-cicerone>

Focus: Master Cicerone



How do I become a Master Cicerone?

1. Lose sanity. Become a hermit. Forsake family, friends, & hygiene.
2. Pass Advanced Cicerone Exam
3. Pass 6 hours worth of in-person essay exams
4. Pass 2 hours worth of Tasting Panels (must be 21 or over)
5. Pass 12 Oral Exams

Passing Score: A grade of 85% overall required to pass (2 full days, in-person).
(* Essentially this is a double Advanced Cicerone Exam)

Read More About the Exam: <https://www.cicerone.org/us-en/certifications/master-cicerone>

Adjacent: BJCP



6 levels of BJCP beer judges:

1. Provisional / Apprentice (non-BJCP judge)
2. Recognized
3. Certified
4. National
5. Master
6. Grand Master (Master + multi levels with more experience pts.)

Download 2021 Beer Style Guide: <https://www.bjcp.org/bjcp-style-guidelines/>
Learn More: <https://www.bjcp.org/exam-certification/exam-program-overview/>

Thank You! Connect With Us



BREWERY LOCATION

At The Essex Experience
21 Essex Way
Essex, VT 05452

HOURS

Mon Closed	Thu 4-10	Sun Closed
Tue 4-9	Fri 3-10	
Wed 4-10	Sat 11:30-10	

CATERING & EVENTS

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SOCIAL / CONTACT

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