



EDUCATION IN YOUR TAPROOM

Chris Leguizamon, Advanced Cicerone ®



Introduction: Chris Leguizamón

- Education Program Manager at Pure Project (San Diego, CA)
- Board of Directors Member for the San Diego Brewers Guild
- Instructor of Flavor & Form Class at San Diego Mesa College



Session Overview

- Understanding the impact of an education program
- Implementing steps to creating and maintaining a sustainable culture of education
- Creating experiences that highlight the company's core values
- Resources to explore

So, Why Education In Your Taproom?

Let's discuss the importance.



The Importance of Education

A Clear Message

Just like a chef creating a dish with intention, brewers are creating beers that highlight sourcing and techniques.

A strong flow of information that is clear and concise to the company's vision helps everyone be on the same page.

Instilling Confidence

With a staff that is well - equipped with an understanding of each beer offering, they will execute their roles with confidence and feel part of the team.

Understanding what the beer brand is supposed to be also helps with what it should not be - creating a last line of defense before it reaches the guests.

Spark Interest

A guest and staff member may not remember every beer per se but will remember an experience.

Creating taproom experiences that make others feel welcomed into the world of beer builds brand loyalty as well elevates the industry as a whole.

But, How Do We Get There?

Manageable Steps Towards
The Goal

How To Create The Education Culture

Foundation

Like any big project, creating the foundation requires a 360° view of what you want to build. Not every company is the same, which should spark a sense of excitement approaching the project.

Maintenance

Creating a strong foundation is step one and keeping up with it is step two. This process will truly establish how much the company values the foundation created and will create expectations that need to be met.

Foundation

A look at what should be considered before building

- Firm stance by leadership
- A non-distracting and easy to reference communication platform
- A consistent schedule on delivering the message
- Creating a hierarchy of importance - *very* company specific
- Common lexicon
- Trim and trim again for digestibility both internal and external use

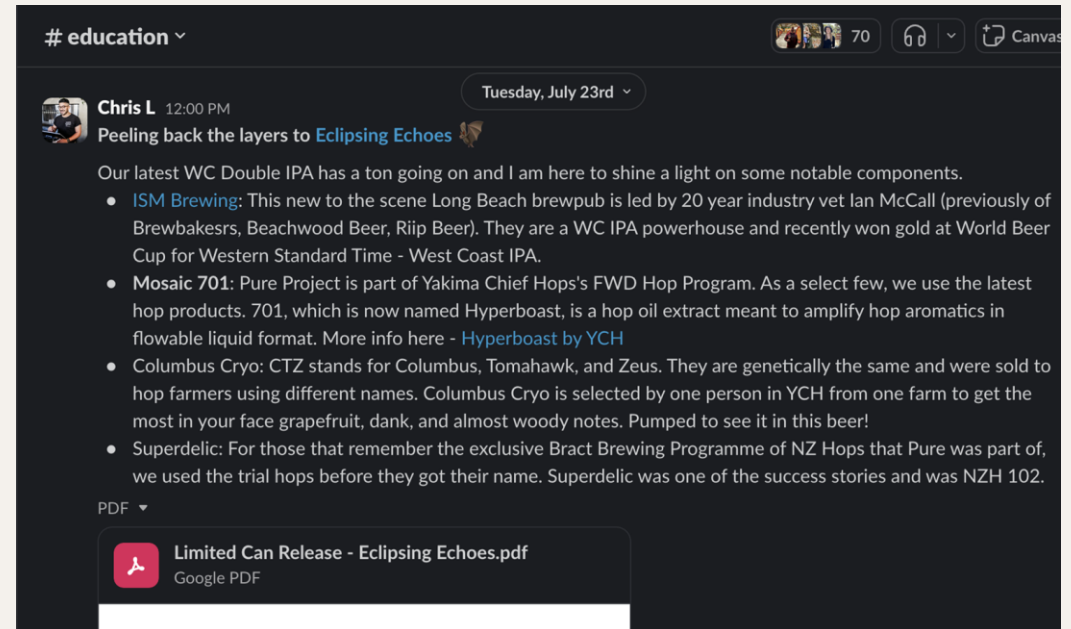
Building Blocks In Foundation

Leadership Support



Co-Founder, Winslow Sawyer guiding staff through Pure's hand-selected hops

Consistent Platform



Utilizing its own channel under Slack, the company can stay inform about new releases easily and consistently.



#2

PUNK IPA 2010 - CURRENT

FIRST BREWED OCTOBER 2010

POST MODERN CLASSIC. SPIKY. TROPICAL. HOPPY.

ABV	IBU	OG
5.6%	40	1053

THIS BEER IS

Punk IPA. Amplified. In 2010 we finally got our paws on the equipment we needed to dry hop our beers. We focused all our energy on dry hopping, amping up the aroma and flavour of our flagship beer to create a relentless explosion of tropical fruits, and adding a hint of Caramalt to balance out the insane amount of hops.

BASICS

VOLUME	20L	5gal
BOIL VOLUME	25L	6.6gal
ABV	5.6%	
TARGET FG	1011	
TARGET OG	1053	
EBC	15	
SRM	7.6	
PH	4.4	
ATTENUATION LEVEL	78%	

METHOD / TIMINGS

MASH TEMP
66°C 152°F 75 mins
FERMENTATION
19°C 66°F

INGREDIENTS

MALT

Extra Pale	4.38kg	9.6lb
Caramalt	0.25kg	0.55lb

HOPS

	(g)	Add	Attribute
Chinook	20	Start	Bitter
Ahtanum	12.5	Start	Bitter
Chinook	20	Middle	Flavour
Ahtanum	12.5	Middle	Flavour
Chinook	27.5	End	Flavour
Ahtanum	12.5	End	Flavour
Simcoe	12.5	End	Flavour
Nelson Sauvin	12.5	End	Flavour
Chinook	47.5	Dry Hop	Aroma
Ahtanum	37.5	Dry Hop	Aroma
Simcoe	37.5	Dry Hop	Aroma
Nelson Sauvin	20	Dry Hop	Aroma
Cascade	37.5	Dry Hop	Aroma
Amarillo	10	Dry Hop	Aroma

YEAST

Wyeast 1056 - American Ale™

FOOD PAIRING

- Spicy carne asada with a pico de gallo sauce
- Shredded chicken tacos with a mango chilli lime salsa
- Cheesecake with a passion fruit swirl sauce

PACKAGING



BREWERS' TIP

To get the best possible profile from the dry hops we recommend dry hopping post fermentation for 5 days. Dry hops should be added at cellar temperature. We find 14°C results in the most aromatic dry hop profile.



SURREAL LIFE

8.70% ABV

Murky Double IPA w/ Mosaic, Mosaic Cryo, Mosaic DynaBoost, Citra, Citra Cryo, & Motueka

PINEAPPLE. GUAVA. MANDARIN.

The Story

Surreal Life is a new murky double IPA featuring a big charge of Yakima Chief Hops' newly named hop extract, Mosaic DynaBoost. Complemented by Mosaic, Mosaic Cryo, Citra, and Citra Cryo hops, this beer bursts with bright aromas of mango, guava, and coconut flakes. The flavors follow through a tropical and stone fruit medley of pineapple, mandarin orange, and apricot jam. Along with its juicy mouthfeel and medium-full body, Surreal Life offers an otherworldly hop experience that blurs the line between reality and reverie.



Notable Component

- Mosaic: Coleman Hops, OR
- Mosaic Cryo: Coleman Hops, OR
- Mosaic DynaBoost: YCH
- Citra: Tributary Hop Farms, WA
- Citra Cryo: Double R Ranches, WA
- Motueka: Freestyle Hops, NZ

Packaging Format

- Debuted Aug 2024 (Cans)



Taster, 10 oz Pour

Sensory

Appearance

Murky Pale Color, White Head

Aroma

Pineapple, Mango, Guava, Mandarin Sorbet, Coconut Flakes, Lime Zest

Flavor

Pineapple, Guava, Mandrin Orange, Mango, Apricot Jam, Coconut Flakes, Subtle Lemon

Mouthfeel

Juicy, Medium - Full Body

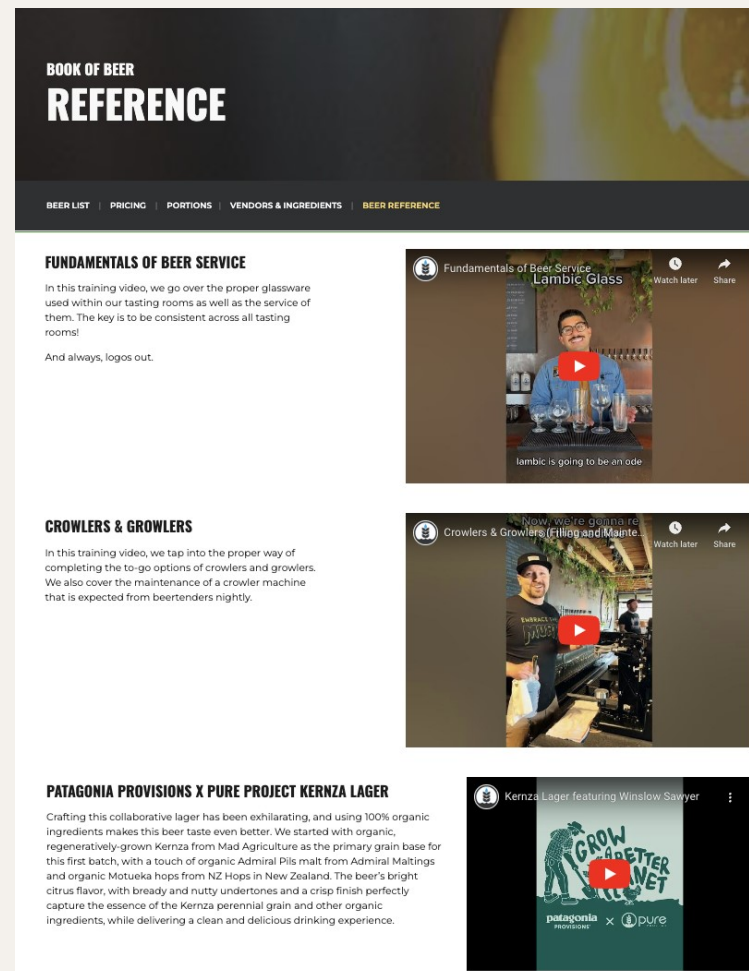
Maintenance

A look at what should be considered to keep it going

- A strong onboarding sets the tone
- Conversations on how info is being received and what could be addressed
- Explore various methods of absorbing info
- The effectiveness of a pre-shift stand up

Routine Maintenance

- Keep the on-boarding material current
- In-person training to go over guest interaction topics
- Change up the format that info is delivered by doing short videos, group meet ups, printed sheets, and verbal conversation.



BOOK OF BEER REFERENCE

BEER LIST | PRICING | PORTIONS | VENDORS & INGREDIENTS | **BEER REFERENCE**

FUNDAMENTALS OF BEER SERVICE

In this training video, we go over the proper glassware used within our tasting rooms as well as the service of them. The key is to be consistent across all tasting rooms!

And always, logos out.

CROWLERS & GROWLERS

In this training video, we tap into the proper way of completing the to-go options of crowlers and growlers. We also cover the maintenance of a crowler machine that is expected from beertenders nightly.

PATAGONIA PROVISIONS X PURE PROJECT KERNZA LAGER

Crafting this collaborative lager has been exhilarating, and using 100% organic ingredients makes this beer taste even better. We started with organic, regeneratively-grown Kernza from Mad Agriculture as the primary grain base for this first batch, with a touch of organic Admiral Pils malt from Admiral Maltings and organic Motueka hops from NZ Hops in New Zealand. The beer's bright citrus flavor, with bready and nutty undertones and a crisp finish perfectly capture the essence of the Kernza perennial grain and other organic ingredients, while delivering a clean and delicious drinking experience.

The Impact of Education on Staff

Instilling Confidence

A confident team moves together, in unity, and with a gathered purpose.

- Info should be seen as tools.
- The taproom becomes a hub of experts and highlights the company culture, no matter who is working.
- Same page mentality - avoids the “no one tells me anything around here” comments.
- Staff recognizes the standard of the product and become the last line of defense before it reaches the public.



**HOP &
BREW
SCHOOL**

From Sparks to Flames

Igniting Public Interest Through Experiences

With beer encompassing history, agriculture, sensory, techniques, there is always something to share with the public.

- A home-run taproom experience is one that is authentic to the company.
- Involving the community: inviting organizations to speak within your taproom opens the audience you are more likely to attract.
- Take the opportunity to highlight and lean on your vendors.

An Experience With Vendors

An Unforgettable Experience With Hop Farmer Brent McGlashen and Devin Biondi of NZ Hops



August 27, 2023



**HOP &
BREW
SCHOOL**

An Experience With Vendors

Running It Back With 7th Gen Hop Farmer Max Coleman and Luke Edward of Yakima Chief Hops



July 7, 2024

An Experience With Vendors

Malt Education with Ron Silberstein of Admiral Maltings



Coffee Education with Mike Arquines of Mostra Coffee



Echoing Authenticity

Intimate Vertical Beer Tasting of Lief
Led By Head Brewer Winslow

San Diego Premiere of
Bottle Conditioned Film



Resources To Use

Yakima Chief Hops

With an industry intrigued with the latest hop products, properly educating your staff on the differences and intention helps them answer guest's questions at the bar. Yakima Chief Hops has an extensive YouTube channel that features Grower Profile Series, brewer's insight on hop products, and so much more.



Brewers Association

Besides their efforts to promote and protect American craft breweries, the Brewers Association (BA) provides valuable online courses about safety, draught systems, beer quality, and human resources. Additionally, there is a library of recordings from Craft Brewers Conference and Homebrew Conference.



Cicerone Certification Program

Originally started in 2007 to help ensure customers are receiving the best quality beer at every service occasion, the Cicerone Certification Program covers a varies areas of the industry. This program helps highlight blind spots in beer education that could be addressed and strengthened.



Overview

Impact of Education

A team that is well-informed moves together.

With the help of a strong relationship with those that produce the product and those that present the product, everyone in the company will feel more confident and increase retention.

Taproom: Hub For Experiences

There are opportunities to create deep-rooted taproom experiences with the public that are authentic and true to your brewery.

From sharing context of a product by a beertender to ticketed events highlighting hop growers, there is something to share with the public at large.





THANK YOU!

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