What Bars (and Bartenders) Know About (Your) Beer

Presented by Ray Daniels

Founder & Director

Cicerone Certification Program

My Source

- Cicerone Certification Program Exams
  - First level: Certified Beer Server Exam
    - 60 questions, multiple choice or T/F
    - More than 50,000 total exams given
    - 96% of all results from US
    - ~50% from retail sector
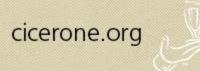   - Front-line beer service

My Source

- Content Organization

	CBS	CC	MC
–Keeping & Serving Beer	✔	25%	20%
–Beer Styles	✔	25%	20%
–Flavor & Tasting		25%	20%
–Brewing Process & Ingredients	✔	15%	20%
–Beer & Food Pairing		10%	20%

"CBS" = Certified Beer Server Exam
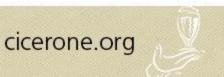"CC" = Certified Cicerone® Exam
"MC" = Master Cicerone® Exam

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The Candidates

- Largely from US market
- Trained/prepared in various ways
  - Self education/reading/experience
  - Employer training programs
  - Independent education programs
  - Cicerone-run training programs (~15% of total exam takers)

Looking at Servers

- Look at question categories or "topics"
- Examples:
  - "Belgian, Dubbel/Tripel"
  - "German/Czech, Hefeweizen"
  - "Changing a keg"
  - "Selecting appropriate glassware"
- In some cases, stats from individual questions to provide a range within the category

Looking at Servers

- Mean scores for categories
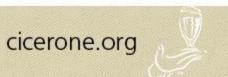 - Range is 55% to 95%
  - Median is 83%

Servers: Keeping & Serving

- Three Tier System
  - Generally well understood – 90-92%
  - Confusion about who importers sell to (80%)

Servers: Keeping & Serving

- Protecting Beer: **Skunking**
- Pretty good at cause & effect: 93%
- How to protect: 88%
- Fail to understand how fast it can occur: 71%

Servers: Keeping & Serving

- Protecting Beer: **Oxidation & Aging**
- Get: (86%)
  - Best to refrigerate beer
  - Rotate inventory
- Miss: (69-75%)
  - Flavor of oxidized beer
  - Ways that air can damage beer
- Often: confusion between lightstruck & oxidized

Servers: Keeping & Serving

- Protecting Beer: **Infection/Draft**
- Good: Understand draft beer can be bad
  - When situation described, 91% ID problem
- Good: Understand cause
  - Draft lines need to be cleaned: 88%
- Bad: Don't know flavor of dirty lines
  - When problem given, <70% name associated flavor

Servers: Keeping & Serving

Draft Mechanics: Good

- Warm beer foams
  - Keg in cooler 24 hours before serving: 86%
  - One line foaming, suspect warm keg: 88-90%

Servers: Keeping & Serving

Draft Mechanics: Less Good

- Parts & function of coupler: 77-83%
- FOBs
  - Know to reset at keg change (81-87%)
  - Less clear on function: 64%

Servers: Keeping & Serving
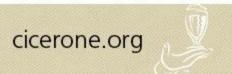
Glassware: Cleaning & Prep

- Don't freeze beer glasses: 97%

- Use of glass rinsers: 91%

- Selecting glass (size & shape): 80-90%

- Assess/Identify beer clean glass: 75-77%

- Details of manual cleaning: 64-74%

Servers: Keeping & Serving

Pouring Draft and Bottled Beer

- Generally good: 84-99%
  - Mechanics of pouring
  - Best practices
- Shortcomings
  - Pouring bottle with yeast: 76%
  - Size of foam head: 74%

Servers: Understanding Beer

Malt Flavors

- Good on malt flavors: 89-97%
- Tough spot: nature of malting = sprouting (71%)

Servers: Understanding Beer

Hops

- Flavor questions range from 52-93%

- Non-flavor questions less variable: 77-92%

- Hop questions have high discrimination values

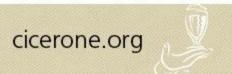# Servers: Understanding Beer

Water & Yeast

- **Good:** Basic water properties: 89%
- **Not:** Yeast derived flavors: 60-71%

Servers: Understanding Beer
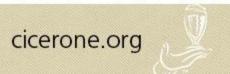
Quantitative Measures

- Solid on Theory
    - IBUs, correlated to bitterness: 92%
    - Meaning of ABV, SRM: 95%
- Less sure in application
    - Comparison of styles by ABV: 81%
    - Comparison of styles by IBUs: 56%

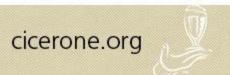# Servers: Mastery of Beer Styles

American Beer Styles

- Servers Impressed by Alcohol
  - Scores on Imperial Stout, DIPA, IPA: 81-93%
- Not great: Am Lagers & Wheat Beers
  - Scores run 73-76%
- Worst: American Pale Ale: 66-70%

Servers: Mastery of Beer Styles

British Beer Styles

- Dark ales do best: 81-84%
  - Dry/Irish Stout, Robust Porter, Mild, Brown
- Session beers don't fare well
  - Scottish ales, bitters, Eng IPA: 72-79%
- Correlates with US popularity of styles

Servers: Mastery of Beer Styles

German Beer Styles

- Kölsch   84%

- Maibock/Doppelbock   81%

- Hefeweizen   80%

- German/Czech Pils   75%

- Oktoberfest/Dunkel   71%

Servers: Mastery of Beer Styles

Belgian Beer Styles

- Dubbel/Tripel   85%
- Witbier   84%
- Saison   82%
- Gueuze/Fruit lambic/Flanders red   79%
- Blonde/Golden Strong   68%

Servers: Mastery of Beer Styles

Overall Conclusions on Styles

- 85-95% know key physical trait or ingredient

- Only 60-70% know key flavors of styles

- Stronger going from style to trait than reverse

- Often tripped up by multi-trait descriptions and comparisons between similar styles

Beyond Servers

- Second level = Certified Cicerone®

- Beverage managers, sales reps, craft specialists, etc.

- More than 1,600 total have passed

- Look at 2014 data:
  - 1,018 attempts
  - 414 passed

Source

- Certified Cicerone Exam
  - 3 hour, fill-in the blank questions, 3 essays
  - >4,000 total exams given
  - Beverage managers, craft sales reps & managers at both distributors and brewers.
  - More distributor & brewer representation
- Look at overall score and the five subject area scores from individual exams
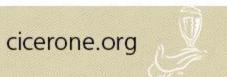
Certified Cicerone® Knowledge

	CBS	CC
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- 50% of exam content is in NEW topics
- More depth, new subjects in "old" topics too.

Certified Cicerone® Exam Reports

EXAMPLE

Overall Score	Tasting Exam	Keeping and Serving Beer	Beer Styles	Beer Flavor & Evaluation	Ingredients & Process	Beer & Food Pairing
82%	74%	81%	77%	80%	95%	80%

Certified Cicerone® Exams

Average Overall Score

- Candidates who pass: 84%

- Candidates who do not pass: 71%

Certified Cicerone® Exams
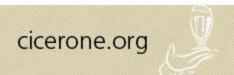
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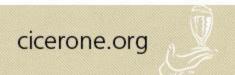
   Difference: $\Sigma P - \Sigma F$ 13%

Certified Cicerone® Exams

Average Tasting Exam Score

- Candidates who pass: 83%
- Candidates who do not pass: - 67%

  Difference $\Sigma P - \Sigma F$ 16%

Certified Cicerone® Exams

Exam Component	Difference $\Sigma P-\Sigma F$
Tasting Exam Score	**16%**
Overall Score	**13%**

Certified Cicerone® Exams

Exam Component	Difference $\Sigma P - \Sigma F$
	16%
Tasting Exam Score	**16%**
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	14%
Overall Score	**13%**
	10%
	10%

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Certified Cicerone® Exams

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Certified Cicerone® Exams

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Certified Cicerone® Exams

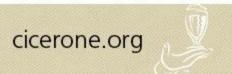| Exam Component	Difference $\Sigma P - \Sigma F$
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Thank You!

Ray Daniels, Director

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Certification and Education for Beer Professionals

www.cicerone.org

ray@cicerone.org

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