**Craft Beer and Brewing Essentials Presentation**

*Project*

* 15-20-minute presentation
* 9-12 slides
* Approximate amount of time on each slide = 1.5-2 minutes
* Incorporating images, video, voice over – where they make sense to replace the narrative text
* Presentation to reside on program website available for 24/7 access

*Purpose*

* To provide information about the BREW program to prospective students 24/7.
* Three main ideas to convey:
  + Program provides a solid foundation about the craft beer industry, whether you’re wanting to learn some of the art and science of better brewing or to make this a career
  + Open enrollment, open now for registration
  + [www.sfu.ca/beer](http://www.sfu.ca/beer)

*Audience*

* Prospective students
  + Home brewers
  + Career-pathers/explorers
  + Entrepreneurs

*Draft Panel Plan*

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| ***Panel 1***   * Title panel * Image – image owned by Lifelong Learning (waiting for .png file to arrive to replace .jpg) * Voice over |
| ***Panel 2***   * Video panel * Video clip of instructor in the program – clip owned by Lifelong Learning **(how can I set it to display an image rather than a blank black box?)** |
| ***Panel 3***   * Why?   + Growth of craft beer industry in Lower Mainland     - Breweries     - Market share     - Supplies and service providers to the industry * Image – graph image – from Open Clipart (<https://openclipart.org/detail/219571/graph-to-the-top>) * Voice over |
| ***Panel 4***   * Who?   + Who is this program for     - Home brewers     - Career-pathers/explorers     - Entrepreneurs * Image – people image – from Open Clipart (<https://openclipart.org/detail/35563/abstract-people>) * Voice over |
| ***Panel 5***   * What – panel A?   + - Course – Introduction to Brewing     - Outcomes * Image – beer wall image – from Flikr (<https://www.flickr.com/photos/retrocactus/5694785488/in/photolist-9FegjG-9GCgYU-favpSg-9GCdKY-9Fd6TX-faKBEs-9MkcQ9-c1q3LE-9FfZoC-9Fd6GR-favoTk-9Fd6ua-9Gzqqn-9Fg16G-9MkcJY-9Fg1E7-9MkcFA-favpwD-9Fg3jE-9MkcNj-9Fd4yV-9Fg1WS-9MkcHf-9GCfGY-9Fd5iR-9Fd4Kv-faKDms-9GCgdU-favrjr-9MkcLC-bih2dZ-9MhoxV-9Fg27U-faKELb-9Fd69r-9Fg2uU-9Fd4oH-9GCq7w-9GCjG9-favnKD-favoAM-faKEmq-9FesjG-9GrUrZ-9GChUb-9GCm9m-9GCruy-81ieow-9Gzu5H-9GzmbK>) * Voice over |
| ***Panel 6***   * What – panel B?   + - Course – Craft Beer Business Fundamentals     - Outcomes * Image – beer ad image – from Flikr (<https://www.flickr.com/photos/daquellamanera/16549798552/in/photolist-rds3wm-duB3u8-duGynN-9Myqfo-bqgMGL-duGDKQ-fMFwFm-98By4p-duB3aa-duGD5J-duGDb9-9gKdUq-duGD8q-7SEf4C-9E84J3-e2F4xu-9ezQma-duGxCG-duGDgy-ffwwXm-em7VBC-9SfPRH-8vADrk-3B3oPo-9WEZpU-6JvvPU-b4d9Lc-8ryxqD-cymn8s-4k6J8u-9MHuyy-ffwKqm-duB3wx-duAWQK-enB83H-duGyob-nhHroe-dybJvJ-ah1U3X-ah4G7q-889zA3-4ywue3-ah1U2v-duGDhG-jLcni5-2vZHo-ffk19D-fstyra-p7mWPF-8j9qA3>) * Voice over |

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| ***Panel 7***   * What – panel C?   + - Course – Ingredient Development and Fermentation     - Outcomes * Image – beer ingredients image – from Flikr (<https://www.flickr.com/photos/futureshape/11057395073>) * Voice over |
| ***Panel 8***   * What – panel D?   + - Course – Quality Assessment of Beer     - Outcomes * Image – beeriodic table image – from Flikr (<https://www.flickr.com/photos/tuchodi/8315534932>) * Voice over |
| ***Panel 9***   * What – panel E?   + - Course – Brewing Science Laboratory     - Outcomes * Image – microscope image – from Flikr (<https://www.flickr.com/photos/jeffreywarren/7883121494/in/photolist-d1B4nQ-8g9PG9-qXprdn-dtTRd1-8oduK5-dtTRLW-mhJhfF-4rFvyg-hhvHTw-p7uAEC-4D1xyr-8ScSM1-mhLeT1-f3K7DW-yHaeyh-mhJhWR-aS1vhe-bnUpbj-cGaHLf-dtNfba-aThST6-7i8iw7-4zzZwC-jVbkyx-dtTPvW-ZQ7kX-jDwJKg-fMPpw1-utQGg-utQFn-dtNg6z-fwJR1k-dtTNvE-94S4Nz-5avzpe-dtNhPF-c4xyum-utQDN-7gML96-5azQTN-9jNkg2-4XBEbx-utR6b-6xf2tp-dtNhKz-7PFq5Y-dtTQSq-7KNTbP-dtTQHh-dtTNyJ>) * Voice over |
| ***Panel 10***   * How?   + Admission criteria   + Admission process   + Course registration * Voice over |

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| ***Panel 11***   * Where? When?   + Other information * Voice over |
| ***Panel 12***   * Thank you   + Program contact information   + [www.sfu.ca/beer](http://www.sfu.ca/beer)   + [learn@sfu.ca](mailto:learn@sfu.ca) * Voice over |

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| **SCRIPT** | |
| Panel 1 | Hello and welcome to Simon Fraser University’s electronic information session about our Craft Beer and Brewing Essentials certificate program. Whether you’re a home brewer, interested in exploring the craft beer industry for a potential career, or have an entrepreneurial spirit, we think that you’ll find value in our program. This session is about 15 minutes in length. |
| Panel 2 | [insert video clip] |
| Panel 3 | The brewing industry, distillery industry and wine industry are the three largest components of Canada’s alcoholic beverage sector. Within the brewing industry, there has been a decline in market share among nationally-brewed beers and, at the same time, a growth in regional brews and microbrews.[[1]](#footnote-1)  *The Vancouver Sun* reported in March 2014 that the craft beer industry has been experiencing considerable growth, both in terms of the number of microbreweries in operation in BC and with respect to market share. The number of micro and craft breweries operating in BC grew by more than 30 in the last two years, about half of which are located in the Metro Vancouver area alone.[[2]](#footnote-2)  Associated with this is a growth in the number of suppliers of services, products and materials to support the craft beer industry and home brewing interest. |
| Panel 4 | The Craft Beer and Brewing Essentials program will be of interest to you if:   * You are a home brewer and are interested in learning more about the craft beer industry and beer production – the art and science of brewing, if you will; * You are interested in preparing yourself for a career in the growing craft beer industry; * You are currently working in the industry and are wishing to add to your current base of knowledge, skills and abilities; or * You are an entrepreneur interested in starting your own business and are just starting to scope out the range of considerations as you develop your business plan. |
| Panel 5 | The first course in the program is Introduction to Brewing. It is a 30-hour course that is typically scheduled in-class 3 hours per week for 10 weeks.  This course provides an overview of the ingredients and processes that are utilized during the production of beer. Starting with the history of beer production in ancient times, the course describes the discovery of yeasts and their roles in the brewing process, the agricultural developments leading to the use of barley, hops and other plant-based ingredients for brewing, and the step-wise processes during brewing that result in alcohol production from sugar break-down and fermentation, as well as the various types of beer that can be produced. The brewing process will be described from the initiation of malting to the collection and storage of the end-product: beer. |
| Panel 6 | The second course in the program is Craft Beer Business Fundamentals. This course is 20 hours long and is typically scheduled in-class 2 evenings per week, 2 hours per evening, for 5 weeks.  The course starts with a brief overview of the basics of operations management, proceeds to outline the fundamentals of consumer behaviour with particular reference to beverages as well as the principles of marketing, and concludes with an overview of strategy formulation and implementation. |
| Panel 7 | The third course in the program is called Ingredient Development and Fermentation. This course is also 20 hours and is typically scheduled across 5 weeks in a similar fashion to the Business Fundamentals course.  In this course, you will explore how high-quality barley, hops, yeast and other ingredients of beer are developed for the specific purpose of beer production. The breeding process for malting barley and the specifications required for brewing will be discussed. The cultivation, evaluation and characterization of hop varieties for flavour and bitterness enhancement will be reviewed. The evaluation, selection and preservation of yeast strains for fermentation will be reviewed. The importance of these ingredients and strains in determining quality and various types of beer will be emphasized in the course. |
| Panel 8 | The fourth course in the program is Quality Assessment of Beer. Again, this is a 20-hour course that is scheduled similarly over 5 weeks.  In this course, you will review the various approaches used to assess the quality components of beer. This includes measurements of colour, alcohol level, flavour and off-flavour compounds, taste, as well as other aspects of beer quality. In addition, an assessment of quality of yeast strains used in brewing, and their impact on beer types, will be discussed. The factors affecting shelf-life and storage of beer will be reviewed. |
| Panel 9 | The final course in the program gives you an opportunity to experiment with some of the concepts that arose in the first four courses in the laboratory. The Brewing Sciences Laboratory is 40 hours long and is typically scheduled across 5 consecutive Saturdays bookended at both ends with a 2.5-hr classroom session.  This laboratory course will deal with different stages and components of the brewing process, including the evaluation of ingredients, methods used for assessment of beer quality, and measurement of hops and yeast quality. In that respect, it complements the previous course, Quality Assessment of Beer, in providing hands-on experience of different quality measurements at the start, during fermentation and also at the end of the process. Students will utilize current evaluation methods used in the industry.  The lab course has three prerequisites. You must complete Introduction to Brewing, Ingredient Development and Fermentation, and Quality Assessment of Beer before registering in this course. |
| Panel 10 | In order to participate in the program, you must be of legal drinking age, which is 19 in the province of British Columbia. You will be sampling craft beer varieties at several points in the program.  You are required to have at least Grade 12 graduation and, because of the science components of the program, we strongly recommend that you have completed both Biology and Chemistry at the Grade 12 level. If you don’t have Biology or Chemistry, it won’t prevent you from participating in the program, but you may have to spend some extra time brushing up on key concepts that you encounter in the program.  Of course, you should also be a good communicator in English, both written and spoken.  You can apply to the program at any time at sfu.ca/beer by completing the short application questionnaire and attaching your résumé or CV. There is a $75 application fee payable at that time. This covers the costs associated with issuing your certificate at the end of the program.  Of course, you may also register directly into courses in the program and apply later. Registration is also open and available at sfu.ca/beer. |
| Panel 11 | If you take one course at a time, you can finish the entire program part-time in 9 months, but you have up to 5 years to complete all 5 courses. All 5 courses are required for graduation. In order to graduate, you must achieve a passing grade in each course with a minimum average grade of C.  There are no textbooks required in the program. Throughout the program, you’ll have the opportunity to learn from industry experts both as instructors and as guest speakers on a large variety of topics.  There are no exams in this program. Our focus is, as much as possible, on the practical and experiential aspects of building your skill and knowledge base. You will encounter written assignments, individual and group work, and perhaps quizzes. |
| Panel 12 | If you haven’t already, you may wish to visit our program website at sfu.ca/beer and join our email list. By doing so, we can keep you informed about news related to the program, interesting and new craft beer course offerings and news about craft beer events in the Lower Mainland.  We look forward to having you join us in the program and to helping you broaden your understanding about the art and science of brewing.  Thank you very much for taking the time to review this presentation. |

1. Canada. (2013). The Canadian Brewing Industry. Retrieved June 4, 2014 from <http://www.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-product-sector/processed-food-and-beverages/the-canadian-brewery-industry>. [↑](#footnote-ref-1)
2. Shore, R. (March 7, 2014). B.C.’s craft beer industry is hopping. *The* *Vancouver Sun*. Retrieved June 3, 2014 from <http://www.vancouversun.com/life/craft+beer+industry+hopping/9588472/story.html>. [↑](#footnote-ref-2)