



Elevating beer, empowering experts

The support grant from the Brewing Research and Education Fund (BREF) has enabled Cask Marque to successfully re-establish the programme of education to become an accredited Beer Sommelier.

This programme offers continuity from the original established by the Beer & Cider Academy, with the same assessment protocol. Building on the BACA legacy, we now have well over 200 Beer Sommeliers who can promote beer in the most engaging way and pass on their knowledge to others.

We need your help to deliver our mission to:

- **Promote professional standards** - Establish and uphold rigorous standards for beer knowledge, tasting and service.
- **Foster education** – Provide training, certification and resources to support the development of beer knowledge, and the level of expertise to ultimately become a Beer Sommelier.
- **Celebrate beer diversity** - Advocate for the rich heritage and brewing traditions across global beer cultures, and the continued innovation in the craft beer industry.
- **Connect the community** – Facilitate networking, collaboration and mentoring amongst beer professionals, enthusiast and consumers.

The 1st year grant from the BREF has enabled us to:

- 1.1** Define the educational requirements for individuals pursuing Beer Sommelier accreditation and create a comprehensive evaluation process for these candidates.
- 1.2** Advance partially qualified individuals to full accreditation
- 1.3** Establish a Guild of Beer Sommeliers to advocate and support current Beer Sommeliers and provide a central information resource for aspiring Beer Sommeliers.
- 1.4** Design and develop an interactive Guild of Beer Sommeliers website, serving as a comprehensive resource hub for Beer Sommeliers, while also promoting educational materials for industry professionals and consumers.
- 1.5** Oversee the administrative structure and project management for the Guild and its training programme.

1.6 Build a reputable brand and launch a marketing campaign to promote beer knowledge, education and accreditation.

We're inviting you to become a trusted partner in this programme and help build on the success we have so far achieved. Packages are available starting at £500 and to be a Gold Partner, the investment is £2500 an annum. We aim to raise between £15K to £20K, and this funding can make a real difference in achieving our objectives.

As one of the sector's leading brewer / pub companies we have a tailored range of partnership packages:

Partner Level	Annual cost	Key Partner Benefits
Gold	£2,500	<ul style="list-style-type: none"> • Corporate Partnership status with the Guild • Your company profile featured on the Guild website • Gold Partner Guild logo approved for all communications • Opportunity to become headline sponsor at Guild events • Preferential rates on fully customised training courses featuring Gold Partner brands • 25% discount for employees booked onto scheduled Guild courses • Unlimited free access to the on-line Beer Sommelier pre-assessment test • Status as an Approved Training and Assessment Centre • A dedicated account manager to input and manage an agreed programme
Silver	£1,250	<ul style="list-style-type: none"> • Corporate Partnership status with the Guild • Your logo featured on the Guild Website • Silver Partner Guild logo approved for all communications • Preferential rates on part customised training courses featuring a selection of Silver partner brands • 15% discount for employees booked onto scheduled Guild courses • 25 free log ins for the on-line Beer Sommelier pre-assessment test • Remote access to an account manager
Bronze	£500	<ul style="list-style-type: none"> • Associate Partnership status with the Guild • Company logo featured on the Guild Website • Bronze Partner Guild logo approved for all communications • 10% discount for employees booked onto scheduled Guild courses

		<ul style="list-style-type: none">• 50% discount on the on-line Beer Sommelier pre-assessment test• On-line and telephone support centre
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Every hospitality company should have a Beer Sommelier amongst their team with a passion for learning about beer and sharing this knowledge with others, someone who is a trusted expert that can educate the trade and customers about the wonderful world of beer.

More information on the Guild can be found on the Guild website www.Beer-Sommelier.org.uk giving more information about the Guild, how to become a Beer Sommelier and meeting existing Beer Sommeliers

Please support this industry initiative, so we can develop the Beer Sommelier programme and be recognised as the leading qualification and gold standard for beer expertise in the hospitality, training and events industries.

We value your support.

Paul

Paul Nunny

Chair – Beer Sommelier Advisor group