



COMPREHENSIVE CV

THE BEER SOMMELIER®, LLC

WWW.THEBEEREXPERT.COM

2007 TO PRESENT

- Owner of one of the only full-time companies, dedicated to consultation, event hosting and promotion of the craft beer industry.
- Conduct custom craft beer tastings and events for primarily corporate clients.
- Some (but not limited to) corporate clients include: *NBC/Universal, Kellogg/Pringles, Ernst & Young, The Hartford, Princeton University, ClubCorp, Hooters, Jones Day, Saku Brewing* (Tallin, Estonia), *Great American Food & Music Festival, The Beer Connoisseur Magazine, BEER Magazine*, many more.
- Provide expert industry consultation for festivals, websites, distributors/wholesalers, etc. Services include:
 1. Craft beer accuracy and direction for website content and frameworks.
 2. Festival creation, direction, hosting and in-person staff education. Also conduct audience attended seminars as "talent."
 - a. Have worked with the Great American Food & Music Festival, Atlanta Food & Wine Fest, Doc Holliday Beer Festival, Doctoberfest and HOTOberfest.
 3. Restaurant consultation, including hosted beer dinners, staff education, lineup and menu review. 1
 4. Wholesaler/distributor consultation, including staff education and sensory/quality input for their lineup of beers.
 5. Food/beverage industry consultation, including beer and food pairings and recipe and food pairings.
 6. Corporate event consultation/direction, including event setup/preparation (re: beer/creative).
- Act as **expert legal witness**, for intellectual property (IP) court cases. Available for either civil, or criminal cases.
 1. Am on public record, having given expert testimony for Central City Brewing Company, in the international, civil, trademark case; *Bear Republic Brewing v. Central City Brewing*.
 2. Am on public record, having given expert testimony in the case of *Carolina Ale House v. Ale Yeah!*.
- Conduct "Beer 101" and "Homebrewing 101" seminars.
- Act as media consultant, assisting with authors' stories, regarding beer and food, the economics of beer and its industry, demographic/community perspectives, the intricacies of the brewing process, beer and politics, etc. Have been interviewed by: *The Washington Post*, the *TODAY Show*, the *New York Times*, *ABC News* (print), *ABC News Now* (television), *NPR* (print), *CNN* (print), *Forbes*, *TheStreet.com*, Rachael Ray's *Every Day* magazine and is a regular contributor to *Men's Fitness*, *Men's Health*, *Playboy Magazine* and many more outlets. The goal of every media encounter is always the same; to provide a clear, concise, easy-to-comprehend interpretation of beer and its industry, which may often be excessively complex for lay people to understand, or appreciate.

DOEMENS ACADEMY OF MUNICH/SIEBEL INSTITUTE OF BREWING TECHNOLOGY: BIER SOMMELIER CERTIFICATION — 2012

- Limited to 16 total participants, nationally, Siebel Institute of Technology and their World Brewing Academy partner, Doemens Academy of Munich, Germany now offer to the U.S. market, this extremely intensive course that is already setting the standard for beer service worldwide.
- Since 2004, the 2-week Doemens Beer Sommelier course has provided instruction and certification to hundreds of servers, brewers and beer experts in Europe and South America, and is now is available in English for the first time. The goal of the Doemens Beer Sommelier course is to impart knowledge regarding beer on a level that enables the certified sommelier to advise customers of breweries, distributors, retailers and restaurants & bars on the production of beer, dominant characteristics of beer styles, how to select the correct beer for pairing with the dish of their choice and the positive health benefits of moderate beer consumption. Beer sommeliers also learn responsibilities in maintaining quality of the beer served to the guest and its perfect

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presentation, and students will learn to create beer menus, advise cooks & staff on beer meals and organize beer purchases.

- Successful completion of this course required: an evaluation of prepared documents and practices, regarding the creation of a beer meal and a beer menu, a practical sensory test to detect and describe different beer varieties and categories and sensory beer defects, an oral exam in the beer presentation sector in gastronomy and two written exams after the first education phase and at the end of the course.
- With content designed and presented by an international group of brewing educators, the Doemens Bier Sommelier program offers students an all-encompassing experience in all things beer. The syllabus provides intensive and complete coverage of the issues most important to the understanding and service of ales, lagers and specialty beers:

- ❖ Technology of Beer Production
- ❖ Beer Dispensing, Equipment & Hygiene
- ❖ Sensory Analysis Training
- ❖ Beer Tasting & Sensory Evaluation
- ❖ Beer Brewing
- ❖ The Beer Market & Marketing
- ❖ Beer & Glass Culture
- ❖ Beer Cocktails
- ❖ Building Beer Menus
- ❖ Beer, Alcohol and the Law
- ❖ Psychological Factors Affecting Beer Consumption
- ❖ Beer Trends & Future Prospects
- ❖ Beer & Food
- ❖ Beer and Cheese
- ❖ Cooking and Pairing with Beer (hands on and juried)
- ❖ Highlighting Beer in Gastronomy
- ❖ Tapping and Pouring Beer
- ❖ Cellaring & Aging Beer
- ❖ Brewery Tours

BJCP CERTIFIED JUDGE — [WWW.BJCP.ORG](http://www.bjcp.org)

BJCP CERTIFICATION / JUDGE ID — F0322 / 2007

- Certified by the Beer Judge Certification Program, the sole governing body for the **American Homebrewers Association**.
- Industry-wide, considered the most comprehensive, intensive course of study for sanctioning beer-tasting judges.
- In this capacity, have judged the National Homebrewing Competition (NHC).

INSTRUCTOR, EMORY UNIVERSITY, "FROM GRAIN TO GLASS...

A COMPREHENSIVE STUDY OF BEER"¹ — [HTTP://ECE.EMORY.EDU/](http://ece.emory.edu/)

EVENING AT EMORY — FALL, 2007 TO 2008

- Taught one of the only continuing-education courses in the nation, dedicated solely to craft beer education.
- Curriculum included: beer creation, styles presentation, history, the brewing process, flight tasting, food and beer pairing and much more.

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GABF JUDGE / 2013 TO PRESENT — WWW.GREATAMERICANBEERFESTIVAL.COM

- Invited to be one of only ~300 total judges for the largest, most widely attended and juried beer festival in the U.S., in its 35th year, attended by more than 80,000 beer lovers and serving them more than 10,000 distinctly different beers, with nearly 10,000 beers entered into the competition.
- Judges must pass rigid scrutinizing process, before being granted judgeship onto this elite, brewing-industry heavy panel, who include the most renowned professional brewers in the U.S.
- 2016, 2018, 2019 – Chosen as **Table Captain**, signifying a special expertise in given styles and understanding of the judging process. It's a time-honored, contributory, leadership role.

WORLD BEER CUP JUDGE / 2022

- Invited to judge, among only 235 master brewers, and industry experts, to provide analysis for 11,000 beers. The Brewers Association developed the World Beer Cup Competition in 1996, to celebrate the art and science of brewing. Often referred to as "The Olympics of Beer Competitions," the World Beer Cup is the most prestigious international beer competition in the world.
- 2022 – Chosen as **Table Captain**, signifying a special expertise in given styles and understanding of the judging process. As above with GABF, it's a time-honored, contributory, leadership role.

LEARNING WITH EXPERTS / 2017 TO PRESENT — WWW.LEARNINGWITHEXPERTS.COM

- Chosen to be this long-standing, eminently-credible, British educational video company's sole presenter for all things beer.
- This "Beer 101" course is a guide to craft beer; effectively, the "Cliff's Notes" of craft beer creation and food pairing.
- Discussed therein are; ingredients, the brewing process and other peripherals. Understanding the creation process for beer, craft beer styles, craft beer tasting (appearance, aroma, flavor and mouthfeel), glassware, and the culinary interactions of food and beer combinations – various meals, chocolate, cheese, desserts, and how to pair them with appropriate beers.

"BEER TALK...FROM THE WINGS" COLUMNIST — *HOOTERS* MAGAZINE

- Wrote the beer column for this bi-monthly, nationally circulated magazine.
- Column focused on presenting craft beer, to a broad, beer-loving audience, in an attempt to introduce them to all sides of the industry and craft.

"ASK THE BEER SOMMELIER" COLUMNIST — *ATLANTA'S FINEST DINING* MAGAZINE

- Authored this magazine's column, fielding all questions regarding everything craft beer.
- Its readership was among Atlanta's most discerning, affluent and intelligent foodies, aficionados and diners.

"ASK BEER" COLUMNIST — *BEER* MAGAZINE

- Fielded questions from readers, as the columnist for this bi-monthly, nationally circulated magazine.
- Took questions of all levels of difficulty and answered them in an easy-to-understand, approachable and interactive way.

BEER COLUMNIST AND STAFF EXPERT — *IN THE MIX* MAGAZINE

- Wrote seasonal column and acted as resident beer expert for this industry publication.
- *In the Mix* is a nationally distributed, hospitality magazine that reaches business such as the *Four Seasons* and *Four Points by Sheraton*.

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RATEBEER

WWW.RATEBEER.COM

ADMINISTRATOR — 2006 TO 2016

- Actively participated in the administration of the web site largely recognized as most accurate, robust, comprehensive and visited source for beer information in the world.
- Acted as website liaison, to mediate disputes between members of the site.
- Acted as forums moderator, to facilitate an even, logical and reasonable exchange of ideas, among conversing beer lovers, in this heavily trafficked online environment...arguably, the most frequented beer forum on the web.
- Helped establish new site policy and tweaked in-place policy, to aid the site in remaining current, fair and relevant.
- **The RateBeer Mission:** RateBeer is an independent community of beer enthusiasts dedicated to the pursuit and appreciation of good beer. Our mission is to continue to serve the craft beer community as the premier resource for unbiased, consumer-driven information about beer and breweries worldwide and to enhance the image and worldwide appreciation of beer by:
 1. Providing a forum for (all) beer enthusiasts to share their opinions of the beers they are drinking, discuss beer and brewing, and discover new beers and breweries;
 2. Encouraging our members to support and promote their favorite brewers and the restaurants and retailers that sell their favorite beers;
 3. Conducting targeted outreach to brewers, restaurants, and retailers; and
 4. Conducting targeted public relations efforts to enhance the image of the site and of the beer industry. Our goal is to be an independent, self-sustaining organization. We will derive our income from our memberships and other services and from non-restrictive contributions, grants, and fees.

THE BEER CELLAR

WWW.THEBEERCELLAR.COM

CO-FOUNDER/MANAGING EDITOR — 2002 TO 2008

- Charter co-creator of the only website at the time, dedicated to the journalistic presentation of beer in the South.
- Performed administrative duties regarding media relations. Worked with breweries to coordinate promotional programs and news stories.
- Contributed to all columns, including feature articles and news updates.

ALE ATLANTA

PRESIDENT — 2001 TO 2004 / MEMBER — 1998 TO DISSOLUTION

- Led the largest organization of beer aficionados/brewers in the Southeast.
- Comprised of professional brewers, distributors, retailers and other professionals from the GA craft beer community. Styles lineup and tasting is conducted during each monthly meeting.
- Organization goal is to spread knowledge and awareness of world-class beer and its responsible drinking and creation.

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5 SEASONS BREWING

OFFICE/CREATIVE MANAGER — 2004 TO 2005

- Acted as "Beer Consultant," educating both staff and customers, regarding beer styles and selectivity, food pairing and brand awareness.
- Controlled all administrative workings for an extremely busy restaurant / brewery.
- Created ad copy and full ads for business marketing purposes.

CONTINUING EDUCATION — ADDITIONAL CERTIFICATIONS

HOPS: 2018 AND BEYOND, A SEMINAR BY STAN HIERONYMUS — MARCH, 2018

- This 3-hour talk, led by Stan Hieronymus, covered all the elements of hops; their history, strains, uses, production, inherent chemical compounds, blends, alpha acid and humulone levels, aroma compounds and olfactory and cerebral senses that distinguish among them – and much more.
- Stan Hieronymus is an industry icon and noted brewing expert. The editor at RealBeer.com, he's written hundreds of articles for periodicals and publications and has co-authored four books with his wife, Daria Labinsky: *Brewing Local* (2016), *For the Love of Hops: The Practical Guide to Aroma, Bitterness and the Culture of Hops* (2012), *Brewing with Wheat* (2010) and *Brew like a Monk* (2005).

KANSAS CITY BBQ SOCIETY (KCBS) BBQ JUDGE CERTIFICATION — JANUARY 2014

KCBS JUDGE #75089

- KCBS sanctions BBQ and grilling competitions across the U.S. and promotes barbeque as America's cuisine. In addition, KCBS has an extensive Certified Barbeque Judging program. **It is the largest society of barbeque enthusiasts in the world.**
- The KCBS mission: *recognizing barbeque as America's Cuisine, the mission of the Kansas City Barbeque Society is to celebrate, teach, preserve and promote barbeque as a culinary technique, sport and art form.*

FLAWS ANALYSIS/SENSORY TRAINING SEMINAR — JANUARY, 2014

- Sensory training from the Seibel Institute, instructed by a Coca Cola Laboratory Informatic Solutions Analyst.
- Tasted, smelled and discussed the chemical and physical causes for 24 different flavor/odor compounds found in beer, both desirable and off-flavors, or defects.

SOUTHEASTERN CRAFT BREWERS' SYMPOSIUM — APRIL, 2014

- Full-day conference featuring 10, 45-minute seminars from leaders in the craft brewing industry.
- Included seminars on the science of brewing from brewmasters, suppliers, and experts on topics such as yeast, adjunct grains, and recipe development, as well as a unique series of seminars on the business of brewing, which covered everything from how to raise money to writing business plans.

BREWING EXPERIENCE/AWARDS

MEMBER — "Covert Hops Society"

MEMBER — "Final Gravity Craft Brewers"

MEMBER (2003 - 2008) — "Brewmasters of Alpharetta"

MULTIPLE AWARD-WINNING HOMEBREWER RIBBONS (BREWING):

2004

- Brewmaster's Open, **Blue Ribbon** (first place)

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2005

- Peach State Brew Off, 2 **Red Ribbons** (second place)

2006

- Peach State Brew Off – **Blue Ribbon** (first place)
3rd Place overall, "Best of Show," from 350+ entries
- Blue Ridge Brew Off – **Red Ribbon** (second Place)
- RateBeer Homebrew Competition (national) – **Blue Ribbon** (first place)

2007

- National Homebrew Competition (1st Round) – Third Place
- Peach State Brew Off. **Blue Ribbon** (first place) and 3rd Place overall, "Best of Show," (from almost 400 entries)
- Brewmaster's Open – **Red Ribbon** (second Place)

2008

- Peach State Brew Off, **Blue Ribbon** (first place) & **Red Ribbon** (second Place)
- Honorable Mention (4th place overall) "Best of Show" Round (from 325+ entries)

2014

- National Homebrew Competition (1st Round) – First Place

OTHER AWARDS

2014

Top four finalist for the Garden State Brew Fest New Logo Competition:



HIGHER EDUCATION

RUTGERS UNIVERSITY – BA

- Graduated with a concentration in Journalism. Was senior News Editor of the Rutgers Observer.

MONTCLAIR UNIVERSITY – MA (INCOMPLETE)

- Completed half of their Masters program in broadcasting, before withdrawing to work in the field.

¹ Now teach this course independently, as a 4-week instructional seminar.