

Our advanced cellar course is designed to help Licensees and their staff, ensure that their beer is consistently served in optimum condition. **A good pint will increase sales and build demand for more.**

The course is divided into seven modules, which combine to cover all aspects of Beer Quality, Cellar Management and Cellarmanship.

- ✓ **Brewing of Ales, Lagers and Stouts**
- ✓ **Cellar Hygiene**
- ✓ **Conditioning of Cask Beers**
- ✓ **Handling and Management of Keg Beers**
- ✓ **Ordering and Stock Control**
- ✓ **Line Cleaning**
- ✓ **Bar Hygiene**

There are few more important areas than the cellar.

Many people feel that all it takes is a regular line clean and that is it. – How wrong people can be!!

The **ICE Advanced Cellar Management Course** covers **all** aspects of cellar management, from the start of the brewing process, to the conditioning of beers and the many hygiene aspects associated not just with the cellar, but also with glassware and bar hygiene.

The methods demonstrated on the course are based on many years of Brewers and Licensees experience, and they will give the most reliable results with most products. They are not stylised or dedicated to any product or brand as we rigorously maintain our independence.

The course will also eradicate the many, many, myths and old wives tales, which seem to proliferate among untrained personnel, about how short cuts can be taken to achieve the same result. – Such beliefs will be rigorously dispelled! No part of the cellar or its equipment is so small or unimportant that its cleaning can be neglected. In the cellar there is no substitute for hard work. Short cuts lead to sloppy practice, poor quality and falling sales. Success can only be achieved by thorough dedicated cellar work and attention to detail, particularly in respect of cleanliness, on which great emphasis is placed throughout.

All delegates will receive a manual to supplement the instruction and demonstrations provided as part of the Advanced Beer Quality and Cellar Management Course and to provide a point of reference for the future. Whilst it is not possible to make any Cellar course or Cellar manual totally comprehensive, or to cover every possible cellar variation and contingency, a sound understanding of the principles will help delegates deal confidently with unforeseen circumstances.

On completion of the course, candidates will receive the Advanced Certificate to display in their venue which confirms the training they have received.

