
Setting Your Goal

Setting Goals within the Cicerone Certification Program

The chart below lists the recommended certification level for many common positions in the beverage and hospitality industries. These recommendations reflect the knowledge required for each level as well as industry trends that we are seeing from brewers, distributors and retailers who are already involved with the program. Individuals who hope to progress beyond their current position may want to consider pursuing the level above the one indicated.

Beer Wholesalers, Brewpub, Beer bar, Gastropub, Brewery or Importer, Liquor Store & Other Off-Premises Retail, Certified Beer Server, All customer contact personnel, Bartenders, wait staff, managers, event staff, All customer contact personnel, Floor staff working with beer, Certified Cicerone™, Craft/import sales representatives, beer specialists, Brewer, beer manager, lead bartender, other managers, Sales staff and others with high degree of customer contact, Beer buyer, beer manager, specialty beer staff. Master Cicerone™ For those who demonstrate the highest level of expertise with regard to beer.