

**FOR IMMEDIATE RELEASE**

**UCF Hospitality Students Get Head Start as Certified Beer Connoisseurs**

**ORLANDO, June 7, 2011** – University of Central Florida hospitality students with a thirst for knowledge will have the opportunity to take part in a national beer connoisseur program – the first of its kind in the region.

UCF's Rosen College of Hospitality Management first offered the Cicerone Certification Program to its students this past fall. Students can sign up to take the course again starting in August, with the first-level Cicerone exam offered at the end of the semester.

Similar to a sommelier certification for wine, Cicerone certification covers beer styles and culture, tasting and flavors, brewing processes and ingredients and pairing beer with food.

"Cicerone is quickly becoming the industry standard," said Rosen College instructor Ed Measom, whose Seminar in Brewing and Fine Beer prepares students to take the certification exam. "Many top vendors, breweries and distributors are seeking employees certified by the program."

Seventy-eight percent of Measom's students passed the exam during the Spring 2011 semester. If this trend continues, about 150 Cicerone Certified Beer Servers will graduate from Rosen College into the hospitality industry every year.

Andy Rattner, a Rosen College alumnus who earned the certification while in Measom's class, says that industry demand for the certification has grown because of the recent increase in craft beer sales. "Becoming a Cicerone Certified Beer Server has been immensely beneficial to the development of my career," he said. "It has served as a major point of differentiation and has given me a unique skill set that potential employers want."

Ray Daniels, president of the Craft Beer Institute and developer of the Cicerone program agrees that the certification will help aspiring hospitality professionals stand apart from other graduates.

"UCF's Rosen College has taken the lead on implementing the Cicerone program in hospitality education," Daniels said. "Employers who know good beer will look forward to hiring those who have earned this certification."

To learn more about the Cicerone program, visit <http://www.cicerone.org/>. Find out more about Rosen College's hospitality courses and programs offered at <http://www.hospitality.ucf.edu>.

**About UCF Rosen College of Hospitality Management:** Located in the heart of the tourism and hospitality industry, the Rosen College of Hospitality Management is dedicated to the values of professionalism, leadership and service. The mission of the Rosen College of Hospitality Management is to develop future generations of global hospitality and tourism leaders representing all industry segments in the hospitality capital of the world, through innovative academic programs, cutting-edge research and strong industry and community partnerships.