



SIEBEL
INSTITUTE OF TECHNOLOGY

WORLD



BREWING ACADEMY

2012 & 2013 Course Catalog



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*Celebrating
140 years*

Courses Catalog: Index & Dates

Web-Based Courses

Web-based course tuition pricing: Full tuition payment is required at the time of registration. The **early registration tuition** is available when students register **at least 14 days in advance** of the starting day of the course. Otherwise, the **regular tuition** price will apply.

Page 4 - WBA Web-Based Executive Overview of the Brewing Process	<i>Full tuition payment is due at the time of registration</i>
Feb. 5 – Feb 25, 2012 Apr. 1 – Apr. 21, 2012 May 27 – June 16, 2012 Sep. 30 – Oct. 20, 2012	Tuition: \$850 (Early) \$935 (Reg.)
Nov. 4 – Nov. 24, 2012 Feb. 3 – Feb. 23, 2013 Apr. 7 – Apr. 27, 2013	2013 Tuition to be announced
May 26 – June 15, 2013 Sep. 29 – Oct. 19, 2013 Nov. 3 – Nov. 23, 2013	
Page 5 - WBA Web-based Concise Course in Brewing Technology	<i>Full tuition payment is due at the time of registration</i>
Jan. 22 – Apr. 22, 2012 May 6 – Aug. 5, 2012 Aug. 19 – Nov. 18, 2012	Tuition: \$3,360 (Early) \$3,700 (Reg.)
Jan. 20 – Apr. 21, 2013 May 5 – Aug. 4, 2013 Aug. 18 – Nov. 17, 2013	2013 Tuition to be announced
Page 6 – NEW! Web-Based Associate Program	
Tuition for this program is paid on a module-by-module basis. The Associate Program consists of the web-based Raw Materials & Wort Production Course, Beer Production & Quality Control Course, and Packaging & Process Technology Course	
Page 10 – NEW! WBA Web-Based Raw Materials & Wort Production	<i>Full tuition payment is due at the time of registration</i>
Feb. 27 – May 26, 2012	Tuition: \$3,360 (Early) \$3,700 (Reg.)
Feb. 25 – May 25, 2013	2013 Tuition to be announced
Page 11 – NEW! WBA Web-Based Beer Production & Quality Control	<i>Full tuition payment is due at the time of registration</i>
June 11 – Sep. 8, 2012	Tuition: \$3,360 (Early) \$3,700 (Reg.)
June 10 – Sep. 7, 2013	2013 Tuition to be announced
Page 12 – NEW! WBA Web-Based Packaging & Process Technology	<i>Full tuition payment is due at the time of registration</i>
Sep. 17 – Dec. 15, 2012	Tuition: \$3,360 (Early) \$3,700 (Reg.)
Sep. 16 – Dec. 14, 2013	2013 Tuition to be announced

Campus-Based Courses

Campus course tuition pricing: The **early registration tuition** is available when students register and pay the required deposit **at least 30 days in advance** of the starting day of the course. Otherwise, the **regular tuition** price will apply.

Page 7 – WBA Concise Course in Brewing Technology – 2 weeks	<i>Non-refundable deposit required at the time of registration: \$550</i>
Mar. 26 – Apr. 6, 2012 Oct. 29 – Nov. 9, 2012	Tuition: \$3,360 (Early) \$3,700 (Reg.)
Apr. 1 – Apr. 12, 2013 Oct. 28 – Nov. 8, 2013	2013 Tuition to be announced
Page 8 - WBA Master Brewer Program – 20 weeks	<i>Non-refundable deposit required at the time of registration: \$2,500</i>
SOLD OUT FOR 2012 and 2013	Tuition: \$23,470 (Early) \$25,820 (Reg.)
See Diploma Program and Advanced Applied Brewing Techniques for 2012/2013 dates	2013 & 2014 Tuition to be announced
Page 9 - WBA International Diploma Program – 12 weeks	<i>Non-refundable deposit required at the time of registration: \$2,500</i>
Feb. 6 – Apr. 27, 2012 Sold Out Sep. 10 – Nov. 30, 2012	Tuition: \$15,650 (Early) \$17,250 (Reg.)
Feb. 4 – Apr. 26, 2013 Sep. 9 – Nov. 29, 2013	2013 Tuition to be announced
NOTE: The above WBA Diploma Program tuition applies only to the 12-week continuous program. Those wishing to take the Diploma Program on a module-by-module basis are required to pay the individual tuition rates for each module. For assistance in calculating tuition costs, contact Siebel Institute.	
Page 9 – WBA Associate Program – 6 weeks	<i>Non-refundable deposit required at the time of registration: \$1,000</i>
Feb. 6 – Mar. 16, 2012 Sold Out Sep. 10 – Oct. 19, 2012	Tuition: \$9,240 (Early) \$10,200 (Reg.)
Feb. 4 – Mar. 15, 2013 Sep. 9 – Oct. 18, 2013	2013 Tuition to be announced
NOTE: The above WBA Associate Program tuition applies only to the 6-week continuous program. Those wishing to take the Associate Program on a module-by-module basis are required to pay the individual tuition rates for each module. For assistance in calculating tuition costs, contact Siebel Institute.	
Page 10 – NEW! WBA Brewing Applications Program	<i>Non-refundable deposit required at the time of registration: \$2,500</i>
Aug. 20, 2012 – Sep. 28, 2012	Tuition: \$9,700 (Early) \$10,670 (Reg.)
2013 dates to be announced	2013 Tuition to be announced
Page 11 - WBA Raw Materials & Wort Production Course – 2 weeks	<i>Non-refundable deposit required at the time of registration: \$550</i>
Feb. 6 – Feb. 17, 2012 Sold Out Sep. 10 – Sep. 21, 2012	Tuition: \$3,360 (Early) \$3,700 (Reg.)
Feb. 4 – Feb. 15, 2013 Sep. 9 – Sep. 20, 2013	2013 Tuition to be announced
Page 12 - WBA Beer Production & Quality Control Course – 2 weeks	<i>Non-refundable deposit required at the time of registration: \$550</i>
Feb. 20 – Mar. 2, 2012 Sold Out Sep. 24 – Oct. 5, 2012	Tuition: \$3,360 (Early) \$3,700 (Reg.)
Feb. 18 – Mar. 1, 2013 Sep. 23 – Oct. 4, 2013	2013 Tuition to be announced
Page 13 - WBA Packaging & Process Technology Course – 2 weeks	<i>Non-refundable deposit required at the time of registration: \$550</i>
Mar. 5 – Mar. 16, 2012 Sold Out Oct. 8 – Oct. 19, 2012	Tuition: \$3,360 (Early) \$3,700 (Reg.)
Mar. 4 – Mar. 15, 2013 Oct. 7 – Oct. 18, 2013	2013 Tuition to be announced
Page 14 - WBA Technical Case Studies Course - 3 days	<i>Non-refundable deposit required at the time of registration: \$550</i>
Mar. 21 – Mar. 23, 2012 Sold Out Oct. 24 – Oct. 26, 2012	Tuition: \$1,260 (Early) \$1,390 (Reg.)
Mar. 20 – Mar. 22, 2013 Oct. 23 – Oct. 25, 2013	2013 Tuition to be announced
Aug. 22 - 24, 2012 in Munich	

Please note: We will have a “waiting list” available for any SOLD OUT program. Please submit the completed registration forms and the required deposit in order to be listed on the waiting list.

Campus-Based Courses

<p>Page 15 – Siebel Institute Business of Brewing Course – 2 days Mar. 19 – Mar. 20, 2012 Sold Out Oct. 22 – Oct. 23, 2012 Mar. 18 – Mar. 19, 2013 Oct. 21 – Oct. 22, 2013</p>	<p>Aug. 20 - 21, 2012 <i>in Munich</i> Non-refundable deposit required at the time of registration: \$100 Tuition: \$850 (Early) \$935 (Reg.) 2013 Tuition to be announced</p>
<p>Page 16 - WBA Applied Brewing Techniques Course – 3 weeks Mar. 26 – Apr. 13, 2012 Sold Out Oct. 29 – Nov. 16, 2012 Mar. 25 – Apr. 12, 2013 Oct. 28 – Nov. 15, 2013</p>	<p>Aug. 27 – Sep. 14, 2012 Non-refundable deposit required at the time of registration: \$1,000 Tuition: \$5,500 (Early) \$6,050 (Reg.) 2013 Tuition to be announced</p>
<p>Page 17 – WBA European Brewing Study Tour – 2 weeks Apr. 16 – Apr. 27, 2012 Sold Out Nov. 19 – Nov. 30, 2012 Apr. 15 – Apr. 26, 2013 Nov. 18 – Nov. 29, 2013</p>	<p>Sep. 17 – 28, 2012 Non-refundable deposit required at the time of registration: \$550 Tuition: \$3,360 (Early) \$3,700 (Reg.) 2013 Tuition to be announced</p>
<p>Page 18 - WBA Advanced Applied Brewing Techniques Course - 8 weeks IMPORTANT: Available only as part of the <u>continuous</u> 20-week Master Brewer Program and it is not available as a single course. June 4 – July 27, 2012 course SOLD OUT June 3 – Jul. 26, 2013</p>	<p>Non-refundable deposit required at the time of registration: \$2,500 2013 Tuition to be announced</p>
<p>Page 19 - Siebel Institute Advanced Homebrewing Program - 5 days July 23 – July 27, 2012 July 22 – July 26, 2013</p>	<p>Non-refundable deposit required at the time of registration: \$550 Tuition: \$1,975 (Early) \$2,175 (Reg.) 2013 Tuition to be announced</p>
<p>Page 20 – Siebel Institute Sensory Panel Management – 3 days June 18 – June 20, 2012 June 17 – June 19, 2013</p>	<p>Non-refundable deposit required at the time of registration: \$250 Tuition: \$1,220 (Early) \$1,345.00 (Reg.) 2013 Tuition to be announced</p>
<p>Page 21 – Siebel Institute Master of Beer Styles & Evaluation - 4 days Apr. 9 – Apr. 12, 2012 Nov. 12 – Nov. 15, 2012 Apr. 15 – Apr. 18, 2013 Nov. 11 – Nov. 14, 2013</p>	<p>Non-refundable deposit required at the time of registration: \$550 Tuition: \$1,390 (Early) \$1,530 (Reg.) 2013 Tuition to be announced</p>
<p>Page 21 – Sensory Analysis for Flavor Production & Control – 1 day Apr. 9, 2012 Nov. 12, 2012 Apr. 15, 2013 Nov. 11, 2013</p>	<p>Non-refundable deposit required at the time of registration: \$100 Tuition: \$445 (Early) \$490 (Reg.) 2013 Tuition to be announced</p>
<p>Page 22 - Siebel Institute Master of Beer Styles Course – 3 days Apr. 10 – Apr. 12, 2012 Nov. 13 – Nov. 15, 2012 Apr. 16 – Apr. 18, 2013 Nov. 12 – Nov. 14, 2013</p>	<p>Non-refundable deposit required at the time of registration: \$250 Tuition: \$1,260 (Early) \$1,390 (Reg.) 2013 Tuition to be announced</p>
<p>Page 23 – Siebel Institute Brewing Microbiology – 2 weeks May 7 - May 18, 2012 May 6 - May 17, 2013</p>	<p>Non-refundable deposit required at the time of registration: \$550 Tuition: \$3,550 (Early) \$3,905 (Reg.) 2013 Tuition to be announced</p>
<p>Page 24 – Siebel Institute Professional Draught Technology Programs Siebel Draught Master Program – 4 days Mar. 6 – Mar. 9, 2012 Milwaukee Training Center Oct. 30 – Nov. 2, 2012 Golden Training Center</p>	<p>Non-refundable deposit required at the time of registration: \$550 Tuition: \$1,320 (Early) \$1,450 (Reg.) Tuition: \$1,320 (Early) \$1,450 (Reg.)</p>
<p>Download the PDF catalog at http://siebelinstitute.com/course_desc/draught.html for complete details</p>	
<p>Page 25 – Siebel Draught Executive Program – 2 days Mar. 6 – Mar. 7, 2012 Milwaukee Training Center Jun. 14 – Jun. 15, 2012 Siebel Institute/Chicago Sep. 19 – Sep. 20, 2012 New York Facilities Oct. 30 – Oct. 31, 2012 Golden, CO Nov. 29 – Nov. 30, 2012 Siebel Institute/Chicago</p>	<p>Non-refundable deposit required at the time of registration: \$100 Tuition: \$810 (Early) \$890 (Reg.) Tuition: \$810 (Early) \$890 (Reg.) Tuition: \$810 (Early) \$890 (Reg.) Tuition: \$810 (Early) \$890 (Reg.) Tuition: \$810 (Early) \$890 (Reg.)</p>
<p>Download the PDF catalog at http://siebelinstitute.com/course_desc/draught.html for complete details</p>	
<p>Page 26 – Siebel Institute Craft Distilling Operations & Technology - 5 days June 4 – June 8, 2012 June 3 – June 7, 2013</p>	<p>Non-refundable deposit required at the time of registration: \$550 Tuition: \$2,310 (Early) \$2,550 (Reg.) 2013 Tuition to be announced</p>
<p>Page 27 - Siebel Institute Professional Beer Tasting & Styles – 2 days Feb. 2 – Feb. 3, 2012 Sep. 6 – Sep. 7, 2012 Jan. 31 – Feb. 1, 2013 Sep. 5 – Sep. 6, 2013</p>	<p>Non-refundable deposit required at the time of registration: \$100 Tuition: \$850 (Early) \$935 (Reg.) 2013 Tuition to be announced</p>
<p>Page 28 - Siebel Institute Start Your Own Brewery Course – 3 days June 11 – June 13, 2012 Nov. 26 – Nov. 28, 2012 June 10 – June 12, 2013 Nov. 18 – Nov. 20, 2013</p>	<p>Non-refundable deposit required at the time of registration: \$250 Tuition: \$1,260 (Early) \$1,390 (Reg.) 2013 Tuition to be announced</p>
<p>Page 29 – Siebel Institute Beer and Food: A Hands-On Encounter - 1 day Apr. 13, 2012 Nov. 16, 2012 Apr. 19, 2013 Nov. 15, 2013</p>	<p>Non-refundable deposit required at the time of registration: \$250 Tuition: \$720 (Early) \$790 (Reg.) 2013 Tuition to be announced</p>
<p>Page 30 – NEW! Doemens Academy Bier Sommelier Program – 2 weeks Apr. 16 – Apr. 27, 2012</p>	<p>Non-refundable deposit required at the time of registration: \$550 Tuition: \$3,850 (Early) \$4,235 (Reg.)</p>
<p>Page 31 - Contact Information Page 32 - 41 - Registration & Contact Information (Submit forms accordingly to your course selection) Page 42 - 48 – Housing Recommendations</p>	

Please note: We will have a “waiting list” available for any SOLD OUT program. Please submit the completed registration form and the required deposit in order to be listed on the waiting list.

World Brewing Academy

Web-Based Executive Overview of the Brewing Process

Distance Learning Via the Internet

BASIC-LEVEL BREWING COURSE

No prior brewing knowledge required

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES & TUITION INFORMATION

Brewing industry executives and those considering entering the industry need to know the ins-and-outs of professional brewery operations in order to make effective financial & managerial decisions. Now, the World Brewing Academy introduces a way to learn the basics of brewery dynamics without the need to travel to our Chicago or Munich campuses.

The World Brewing Academy's web-based Executive Overview of the Brewing Process course allows executives, administrative staff, and brewing-industry decision makers around the globe to participate in professional-level English-language training over the Internet. Participants study as their schedule permits, and can utilize the resources of their own brewery for practical application of their course materials.

Designed exclusively for the World Brewing Academy, the software employed in our web-based training (WBT) program uses state-of-the-art Internet tools including Internet Chat Rooms, instant messaging and "white board" facilities that will allow students to consult with our world-class brewing industry faculty. Many presentations are accompanied by full instructor narration, maximizing student comprehension of even the most complex topics. Our student facilitator is available via e-mail or chat room to make sure your educational experience is as complete as possible. Although our program uses advanced features, students require only basic experience in computers to navigate through the WBT Executive Overview of the Brewing Process course.

While our web-based delivery is impressive, it is our course content of which we are most proud. The Executive Overview offers an extensive range of topics covering each critical area of brewing technology. During the three-week duration of this online program, students will cover topics including:

Course Syllabus

- Brewing Process Overview
- History of Brewing
- Malting, adjuncts & other malts
- Brewing Water
- Brewer's Yeast
- Hops
- Milling
- Mashing & Wort Separation
- Wort Boiling, Whirlpool, Wort Cooling & Aeration
- Fermentation
- Maturation, Storage, Carbonation & Filtration
- Packaging, Warehousing
- Cleaning & Sanitizing
- Beer Dispense & Serving
- Biological Control
- Quality Issues
- Beers Styles



World Brewing Academy

Web-Based Concise Course in Brewing Technology

Conducted via the Internet

INTERMEDIATE-LEVEL BREWING COURSE

Prior brewing knowledge is *not required*, but students will benefit from existing knowledge of brewing technologies and/or related sciences. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

This course is formally recognized by the Institute of Brewing and Distilling (IBD) as suitable for students writing the IBD General Certificate Exam.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES & TUITION INFORMATION

Web-based Training: A Learner-centered Approach

Our World Brewing Academy web-based training (WBT) system uses internet-based technologies to create an effective learning platform that works to ensure maximum student comprehension of educational content.

With standard “distance learning” programs, a student’s progress is intermittently monitored by support staff. Our web-based program allows all student online activity to be actively monitored by student facilitators allowing them to directly consult with the student as required. If a student is having difficulty understanding an advanced brewing concept, instructors work with them to gain full comprehension of the topic. It is called a “learner-centered approach” because it focuses on each learner developing a full understanding of the educational materials.

Great Content, Excellent Support

Our WBA web-based Concise Course in Brewing Technology content was created by the instructional staff of Siebel Institute in Chicago and Doemens Academy in Munich. Our goal in designing this course was a difficult one: Create an educational experience that meets or exceeds the quality of our campus-based course. To reach that goal, we created content that mirrored the topic range of our campus course while utilizing state-of-the-art web delivery software to create a dynamic learning experience.

Our Concise Course utilizes a mix of textual instructions, streaming video presentations narrated by some of the best instructors in brewing, and synchronous chat sessions between students and faculty. Navigation is easy and intuitive, allowing you to track the lessons you have completed and move readily backwards and forwards through reference materials. We offer complete technical support for our learning platform to make sure your web-based experience runs problem-free. Technical requirements are simple: a basic computer with internet access featuring a current web browser like Explorer or Firefox.

The WBT Advantage: Bringing the Education To You

Our web-based training program saves you the cost and time of travel away from home while bringing you the same quality of education offered in our campus-based course. Students participating in our web-based Concise Course should expect to spend several hours per week both in study and in round-table sessions with fellow students and instructors. On completion of this intensive three-month program, you will have gained the knowledge & confidence you need to work effectively in the world of commercial brewing. The WBA Concise Course is the perfect course toward preparing for our advanced-level programs like the Diploma and Master Brewer Program, and it is also recognized as suitable by the [UK-based Institute of Brewing and Distilling towards preparing for their exams.](#)

See the information on our campus-based World Brewing Academy Concise Course in Brewing Technology for a detailed syllabus for this course.



**NEW! Web-Based World Brewing Academy
Associate in Brewing Technology Program
Conducted via the internet**

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

The World Brewing Academy is pleased to announce that our advanced-level brewing theory is now available worldwide as a web-based training program. The **WBA Associate in Brewing Technology Program** gives students a complete understanding of the technical issues in professional brewing. With content designed around the Diploma Exam syllabus of the IBD, our presentations address critical topics in brewing technology, giving students the knowledge they need to improve the products, processes and profits of their brewery. The content addresses issues in brewing from an international perspective, providing a depth of experience that is unavailable through any other institution.

The **WBA Associate in Brewing Technology** program consists of:

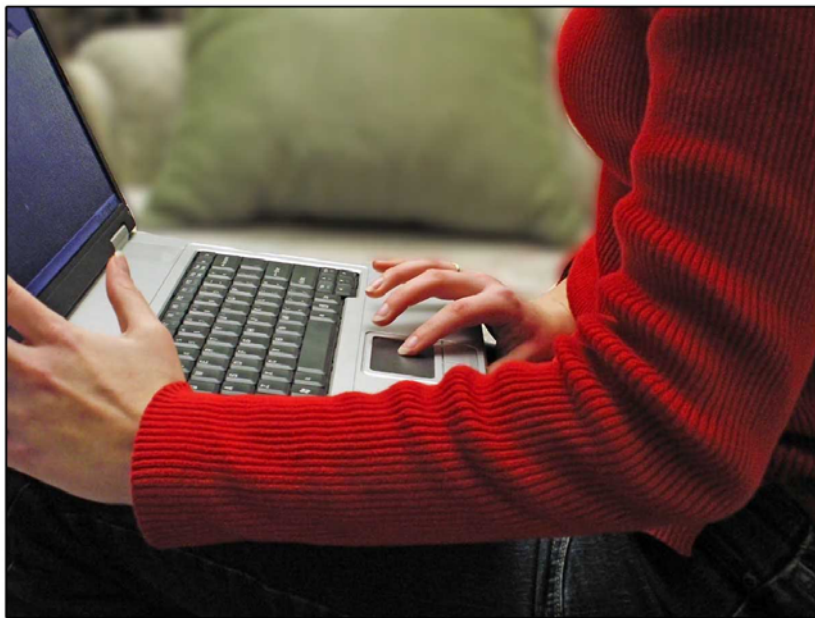
- **Web-based Raw Materials and Wort Production** (3 months of online access)
- **Beer Production and Quality Control** (3 months of online access)
- **Packaging & Process Technology** (3 months of online access)

Students can take any of these modules as a separate unit, electing to complete the other units at a later date. Completion of all three modules will certify students as WBA Associates in Brewing Technology. Throughout the duration of this intensive program, students are supervised by the instructional staff of the World Brewing Academy, drawing on the talents of some of the most knowledgeable scientists, technologists and brewmasters in the world. Student progress is actively monitored throughout the program, and students can access instructors via email and chat session throughout the duration of the course.

The Associate program forms the brewing theory component of our **WBA International Diploma in Brewing Technology Program**. After completion of the Associate Program, students may elect to complete the **World Brewing Academy International Diploma in Brewing Technology program** by completing the following modules at the Siebel Institute in Chicago and Doemens Academy campus in Munich, Germany:

- **Technical Case Studies Course and Business of Brewing** (Module 4 in Chicago)
- **Applied Brewing Techniques** (Module 5 in Munich)
- **European Brewing Study Tour** (Module 6 in Munich)

For complete information on course content, please refer to the individual information pages for each of the modules in the WBA Associate Program and WBA International Diploma Program.



World Brewing Academy

Concise Course in Brewing Technology

Chicago Campus

INTERMEDIATE-LEVEL BREWING COURSE

Prior brewing knowledge is *not required*, but students will benefit from existing knowledge of brewing technologies and/or related sciences. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

Also available as a web-based training course!

The two-week WBA Concise Course in Brewing Technology will provide students with comprehensive knowledge of the brewing process, the dynamics of brewery operations, and issues affecting the industry. Within the short time span of this course, students will gain a level of industry knowledge that will benefit them in any area of responsibility in the brewery, covering every topic critical to successful brewery operations.

Extensive use of electronic media & instructor-mediated discussion allows students to understand the most advanced topics, no matter their level of previous technical experience. The Concise Course covers a similar range of topics to those presented in our advanced-level program but at a depth that allows those with only moderate understanding of brewing science and technology to participate in the course. This is an ideal course for those considering entry into the brewing industry, as well as those pursuing wider knowledge of the business in order to improve their skills and advance in their brewing careers. The Concise Course also offers the best way to prepare for our advanced-level programs should you decide to take them at a later date.

Course Syllabus

Brewing Process Overview
Alcohol, Beer and Health
History of Brewing
Beer Styles
The Business of Brewing
Introduction to Sensory
Composition of Grain
Barley Cultivation and Harvesting
Malting
Malt Analysis
Specialty Malts
Enzymes in Brewing
Brewing
Milling
Brewing Calculations
Practical Problems
Adjuncts / Cereal Cooker
Lautering
Mash Filters
Hops
Styles Tasting
Recipe Formulation
Brewery Hazards
Nature of Yeast
Wort Boiling Systems
Wort Clarification
Wort Cooling and Aeration

Fermentation Practices
Yeast Growth and Fermentation
Yeast Maintenance and Propagation
Yeast Management
Control of Fermentation
Flavors
Control of Fermentation Flavors
Maturation and Aging
Colloidal Stability
Flavor Stability
Interpretation of Beer Analysis
Filtration
Carbonation / Air Exclusion
Carbon Dioxide / Collection
Kegging and Dispense
Beer Packaging
Cleaning and Sanitizing
Waste Water
Brewery CIP
Quality Assurance and QC
Biological Control
Pumps and Pipes
Valves



The WBA Concise Course is the perfect course toward preparing for our advanced-level programs like the Diploma and Master Brewer Program, and it is also recognized as suitable by the [UK-based Institute of Brewing and Distilling towards preparing for their exams.](#)



World Brewing Academy Master Brewer Program

IMPORTANT: ADVANCED-LEVEL BREWING COURSE

Course/program requires students to have specific knowledge of brewing technologies and/or related sciences in order to enroll. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

NOTE:

If you decide to cancel and/or reschedule from the Master Brewers Program at any time during the International Diploma Program or after its completion your cancellation fee will be \$1,000. There are NO EXCEPTIONS.

The 8-week **Advanced Applied Brewing Techniques Course**, when added to our flagship 12-week **International Diploma in Brewing Technology** program, forms the **WBA Master Brewer Program**. The Master Brewer program builds on the foundation of understanding gained from the Diploma Program by immersing students in weeks of hands-on brewing, packaging, lab work and other activities common to breweries throughout the globe.

The full 20-week Master Brewer Program starts with intense brewing theory instruction at the Siebel Institute of Technology facility in Chicago. This 6-week program (also called the Associate in Brewing Technology Program) is comprised of three modules:

- **Raw Materials and Wort Production**
- **Beer Production and Quality Control**
- **Packaging and Process Technology**

This brewing theory segment is followed by the 2-day **Business of Brewing** course and 3-day **Technical Case Studies** course, giving students valuable analytical & decision-making tools. At the end of these seven weeks in Chicago, students travel to Europe to put their knowledge to work at Doemens Academy in the 3-week **Applied Brewing Techniques**, giving them hands-on practical experience in brewing, lab work, packaging and other areas of production and quality management. While under the supervision of trained, experienced educators, students put into practice all the brewing theory learned while in the Chicago modules as they produce beer on the commercial-level brewing system at Doemens, testing and assessing the product throughout each phase of production until it is finished and packaged.

Following the Applied Brewing Techniques module, students conclude the Diploma Program with the 2-week **European Brewing Study Tour**. The European Tour takes students behind-the-scenes of brewing industry manufacturers/suppliers and breweries large & small throughout Europe, giving them valuable insight as to how brewing technologies are utilized in a variety of real-world environments.

After completing the Diploma Program, students on the Master Brewer Program attend the **Advanced Applied Brewing Techniques** course to complete their studies. Held once yearly in Munich, students in this module gain extensive practical knowledge by working in practically every area of the brewery while under the supervision of the experienced Doemens Academy instructional team. Over the 8-week duration of the course, students participate in activities dealing in every area of malting, brewing, lab work, packaging and more. *If you want to build a career in brewing, this is the program for you.*

Please note: The WBA Master Brewer Program is available only as a complete 20-week program and is not available on a module-by-module basis.



World Brewing Academy Associate in Brewing Technology & International Diploma in Brewing Technology Programs

IMPORTANT: ADVANCED-LEVEL BREWING COURSE

Course/program requires students to have specific knowledge of brewing technologies and/or related sciences in order to enroll. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

WBA Associate in Brewing Technology Program in Chicago

NOTE: The WBA Associate Program tuition applies only to the 6-week continuous program. Those wishing to take the Associate Program on a module-by-module basis are required to pay the individual tuition rates for each module. For assistance in calculating tuition costs, contact Siebel Institute.

The 6-week **WBA Associate in Brewing Technology Program** gives students a complete understanding of the technical issues in professional brewing. With content designed around the Diploma Exam syllabus of the IBD, our presentations address critical topics in brewing technology, giving students the knowledge they need to improve the products, processes and profits of their brewery. The Associate program forms the brewing theory component of our **WBA International Diploma in Brewing Technology Program**.

The **WBA Associate in Brewing Technology** program consists of:

- **Raw Materials and Wort Production** (Module 1, in Chicago)
- **Beer Production and Quality Control** (Module 2, in Chicago)
- **Packaging & Process Technology** (Module 3, in Chicago)

Students can take any of these two-week modules as a separate unit, electing to complete the other units at a later date. Completion of all three modules will certify students as a WBA Associate in Brewing Technology.

WBA International Diploma in Brewing Technology Program Chicago & Munich Campuses

NOTE: The WBA Diploma Program tuition applies only to the 12-week continuous program. Those wishing to take the Diploma Program on a module-by-module basis are required to pay the individual tuition rates for each module. For assistance in calculating tuition costs, contact Siebel Institute.

Note: Students taking the full, continuous 12 twin-campus program receive return airfare between Chicago and Munich within the cost of tuition.

The demanding twin-campus **WBA International Diploma Program** will prepare graduates to advance their careers through practical application of brewing theory in real-world commercial brewing environments. This 12-week course is comprised of two 6-week segments, divided into one-to-three-week modules, with each module specializing in a particular area of brewing technology. The content will address issues in brewing from an international perspective, providing a depth of experience that is unavailable through any other institution.

After completion of the Associate Program, students may elect to complete the **World Brewing Academy International Diploma In Brewing Technology program** by completing the following modules at the Siebel Institute in Chicago and Doemens Academy campus in Munich, Germany:

- Technical Case Studies Course & Business of Brewing Course (Module 4 in Chicago)
- Applied Brewing Techniques (Module 5 in Munich)
- European Brewing Study Tour (Module 6 in Munich)

Upon completion of all six of the above modules, students will receive the World Brewing Academy **International Diploma in Brewing Technology**.



World Brewing Academy Brewing Applications Program

IMPORTANT NOTE: This advanced-level brewing program is specifically designed for those who have already completed the WBA Associate Program either through web-based training or as campus courses in our Chicago location.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

The WBA Brewing Applications Program is designed to build on the technical and scientific theory knowledge **gained in the 6-week WBA Associate Program** by having students apply their skills through hands-on brewing and lab work, business simulations, problem-solving applications and through witnessing real-world practice in a tour of European breweries and industry suppliers. *This program is intended for students who have completed the WBA Associate Program in Brewing Technology either as campus courses or as web-based courses*, and in successfully completing the Brewing Applications Program they will have completed the WBA International Diploma Program and will be granted the Diploma Certification.

This program is offered as a continuous 6-week program only once yearly, and consists of the following courses conducted in English in Munich, Germany:

- **Business of Brewing (2 days)**
- **Technical Case Studies (2.5 days)**
- **Applied Brewing Techniques (3 weeks)**
- **European Brewing Study Tour (2 weeks)**

This course requires a minimum number of students for the course to operate. Confirmation of the course operation will be sent out no less than 8 weeks ahead of the start date for the course in order to allow time for students to book travel and accommodations.



World Brewing Academy

Raw Materials and Wort Production Course

Available at Chicago Campus and as Web-based Training delivered via the Internet

IMPORTANT: ADVANCED-LEVEL BREWING COURSE

Course/program requires students to have specific knowledge of brewing technologies and/or related sciences in order to enroll. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

This advanced-level course is part of our WBA Diploma and Master Brewer Program. Seats in this high-demand course are first allotted to those attending the complete, continuous Associate, Diploma or Master Brewer Program with any remaining seats made available to those taking the program on a course-by-course basis. While we cannot confirm a space in this course until we are close to the course start date, a course deposit and completed registration will hold your position on a waiting list and we will inform you as soon as possible if we can confirm availability of a seat.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

Raw Materials and Wort Production provides training in the technology and science of wort creation. Each critical factor in wort production, from barley growth to wort boiling & cooling, is explained in detail. Students will complete this two-week module with a complete understanding of the effects of products & processes on this area of the brewing cycle.

This two-week program forms Module 1 of the World Brewing Academy Associate in Brewing Technology and International Diploma in Brewing Technology programs. Students can elect to attend the other courses that form the Associate & Diploma programs at a later date so that they may complete these programs at their own pace.

Course Syllabus

Barley Breeding and Selection
Malt Kilning
Adjunct Types
Brewing Water Composition
Barley Structure and Morphology
Barley Intake and Storage
Malt Quality Requirements
Adjunct Use
Brewing Water Treatments
Changes During Germination
Steeping
Malt Specifications
Specialty Malts
Hop Selection
Hop Growing
Barley - Evaluation for Malting
Germination

Adjunct Types
Brewing Water Characteristics
Malt Handling
Mash / Wort Composition
Wort Boiling
Quality Management
Hop Constituents
Milling
Mashing Techniques
Wort Clarification
Brewhouse Cleaning – Sanitation
Hop Products
Hop Use in Brewing
Mashing – Enzymes
Wort Separation – Lautering
Wort Cooling and Aeration
Lab Analysis – Brewhouse
Wort Separation - Mash Filters
Brewery Effluent



World Brewing Academy

Beer Production & Quality Control Course

Available at Chicago Campus and as Web-based Training delivered via the Internet

IMPORTANT: ADVANCED-LEVEL BREWING COURSE

Course/program requires students to have specific knowledge of brewing technologies and/or related sciences in order to enroll. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

This advanced-level course is part of our WBA Diploma and Master Brewer Program. Seats in this high-demand course are first allotted to those attending the complete, continuous Associate, Diploma or Master Brewer Program with any remaining seats made available to those taking the program on a course-by-course basis. While we cannot confirm a space in this course until we are close to the course start date, a course deposit and completed registration will hold your position on a waiting list and we will inform you as soon as possible if we can confirm availability of a seat.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

Beer Production & Quality Control picks up from the Raw Materials and Wort Production course to provide training in technologies from the completion of wort cooling & boiling to the evaluation of packaged beer. This course offers in-depth instruction in fermentation and maturation, including all aspects of yeast handling and performance. This course also includes instruction in the process of quality control & assurance, ensuring that students understand the critical role that QA/QC plays in retaining the consistency and longevity of beer and other malt-based fermented products.

This two-week program forms Module 2 of the World Brewing Academy Associate in Brewing Technology and International Diploma in Brewing Technology programs. Students can elect to attend the other courses that form the Associate & Diploma programs at a later date so that they may complete these programs at their own pace.

Course Syllabus

Yeast Metabolism
Fermentation Variables
Yeast Morphology
Yeast Quality Measurement
Yeast - Genetic Characteristics
Yeast - Flavor Compounds
Yeast Cultures / Propagation
Yeast - Physical Behavior
Maturation / Storage Principles
Beer Hazes
Yeast Nutrition
Fermentation Variable Effects
Brewing Yeast Characteristics
Styles Tasting
Yeast Handling / Management
Fermenting
Operations
Beer
Hazes

Quality Management
Beer Gushing
Beer Spoilage Organisms
Cellar Cleaning / Sanitation
Centrifugal Sedimentation
Beer Foam
Taste Panels
Laboratory Analysis
Filtration
Detection Methods
Beer Color
Beer Flavor Components
Styles Tasting
Flavor Stability
Control Factors



World Brewing Academy

Packaging & Process Technology Course

Available at Chicago Campus and as Web-based Training delivered via the Internet

IMPORTANT: ADVANCED-LEVEL BREWING COURSE

Course/program requires students to have specific knowledge of brewing technologies and/or related sciences in order to enroll. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

This advanced-level course is part of our WBA Diploma and Master Brewer Program. Seats in this high-demand course are first allotted to those attending the complete, continuous Associate, Diploma or Master Brewer Program with any remaining seats made available to those taking the program on a course-by-course basis. While we cannot confirm a space in this course until we are close to the course start date, a course deposit and completed registration will hold your position on a waiting list and we will inform you as soon as possible if we can confirm availability of a seat.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

Our WBA Process Technology course deals with processing & packaging of finished beer, as well as important engineering and “physical properties” issues. The packaging information includes the most recent developments in alternative materials (such as plastic bottles) and super-high-speed bottling systems. Engineering and process instruction includes topics such as properties of metals and other materials, fluid and pump dynamics, and other areas critical to improving brewery performance.

This two-week program forms Module 3 of the World Brewing Academy Associate in Brewing Technology and International Diploma in Brewing Technology programs. Students can elect to attend the other courses that form the Associate & Diploma programs at a later date so that they may complete these programs at their own pace.

Course Syllabus

Brewery Process Gases
Sterile Filling
Packaging Line Design
Packaging Quality Management
Keg Filling
Gas Laws
Bottle Washing
Pasteurization Principles
Primary Packaging Materials
Packaging Cleaning / Sanitation
Control of Gases
Bottle Filling
Flash Pasteurization
Secondary Packaging Materials
Product and Package Analysis

Fluid Flow Principles
Canning
In-Package (Tunnel)
Pasteurization
Draught Beer Systems
Insulation Systems
Computer Control
Properties of Steam
Remote Measurement Systems
Valves
Pumps
Refrigeration
Process Control Principles
Heat Transfer Principles



World Brewing Academy

Technical Case Studies Course

Chicago Campus & Munich Campus

IMPORTANT: ADVANCED-LEVEL BREWING COURSE

Course/program requires students to have specific knowledge of brewing technologies and/or related sciences in order to enroll. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

This advanced-level course is part of our WBA Diploma and Master Brewer Program. Seats in this high-demand course are first allotted to those attending the complete, continuous Associate, Diploma or Master Brewer Program with any remaining seats made available to those taking the program on a course-by-course basis. While we cannot confirm a space in this course until we are close to the course start date, a course deposit and completed registration will hold your position on a waiting list and we will inform you as soon as possible if we can confirm availability of a seat.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

The World Brewing Academy created the WBA Technical Case Studies course to immerse students in an environment of critical analysis of brewery issues and operations.

Designed to emulate the dynamic found in commercial breweries, students become part of small work groups where they are assigned case studies based on actual situations from operating breweries. Students must then apportion individual responsibilities, conduct research, create and deliver reports to the class, and provide conclusions based on their findings. The focus of the Technical Case Studies course is to build both competence and confidence in students so that they will be better prepared to participate in managerial operations in the brewery.

This one-week course forms Module 4 of the World Brewing Academy International Diploma in Brewing Technology program. Students can elect to attend the other courses that form the Diploma program at a later date so that they may complete this program at their own pace.

Examples Of Cases From Previous Classes:

1. An investment into a new bottling plant has to be made. Glass or Plastic?
2. Extract yield in the brewery is too low. How do you find the problem and how can you increase the yield in different departments of the brewery?
3. Develop a standard microbiological control system with the proper CCPs and appropriate analytical standard methods.
4. Practical research of a new PVPP filter, and analysis of its efficiency.
5. List options for reducing process time in fermentation & maturation, their effectiveness and the results of the changes on finished beer.
6. You are given a budget allowance to replace one segment of your packaging line to improve line speed. How do you decide which section to replace?



Siebel Institute

Business of Brewing Course

Chicago Campus & Munich Campus

BASIC-LEVEL BREWING COURSE

No prior brewing knowledge required

This advanced-level course is part of our WBA Diploma and Master Brewer Program. Seats in this high-demand course are first allotted to those attending the complete, continuous Associate, Diploma or Master Brewer Program with any remaining seats made available to those taking the program on a course-by-course basis. While we cannot confirm a space in this course until we are close to the course start date, a course deposit and completed registration will hold your position on a waiting list and we will inform you as soon as possible if we can confirm availability of a seat.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

While our school is best known for our brewing technology courses, we recognize that great breweries are also powered by the people who make sound business decisions. With that in mind, we are proud to present a two day course that teaches brewers the most important aspects of the business of brewing. The Business of Brewing workshop is designed by Richard Wolfe, who holds both a Diploma in Brewing from the World Brewing Academy and an MBA from Yale University. Richard's knowledge of the commercial brewing process and of contemporary business practice has allowed him to create a program that immerses students in the mechanics of designing and operating a successful brewing company. We should also mention...it is a lot of fun.

The Vision

Students will form teams that create "fictitious brewing companies", complete with product lines, supplier contracts, distribution channels and financial histories. Over two days, these teams will be pitted against each other to compete towards improving the performance of their fictitious breweries. Teams will be responsible for meeting current delivery requirements, managing supply and distribution relationships, and deciding whether and how to expand—or contract—their respective operations. Budgets will be created and then challenged by the evolving marketplace (e.g., competition for supply and distribution resources, customers and shifting preferences/loyalties) and periodic dislocations (e.g., supply disruptions from poor harvests or transportation delays). Results from each period will be compiled by an independent accountant and provided to the teams before the start of the subsequent planning period.

The Objective

The primary purpose of this program is to expose students to the challenges of running breweries similar in scale to that of their respective employers. Students will learn the importance of planning and budgeting, both areas where they may currently, or soon, contribute. They will also learn the importance of anticipating competitive, regulatory and supply challenges, and their impact on the planning and budgeting processes as well as the overall health of the brewery. Tie-ins to the theoretical lessons from the Siebel program would include changes in raw materials that impact processing or packaging costs. As such, the program becomes a structured case study of the management side of brewing.

The Business of Brewing forms part of Module 4 of the World Brewing Academy Associate in Brewing Technology and International Diploma in Brewing Technology programs. Students can elect to attend the other courses that form the Associate & Diploma programs at a later date so that they may complete these programs at their own pace. This course is also available as part of our on-site training program. For information regarding bringing this course to your area, contact Lyn Kruger at lkruger@siebelinstitute.com.



World Brewing Academy Applied Brewing Techniques Course

Conducted at Doemens Academy in Munich, Germany

IMPORTANT: ADVANCED-LEVEL BREWING COURSE

Course/program requires students to have specific knowledge of brewing technologies and/or related sciences in order to enroll. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

This advanced-level course is part of our WBA Diploma and Master Brewer Program. Seats in this high-demand course are first allotted to those attending the complete, continuous Associate, Diploma or Master Brewer Program with any remaining seats made available to those taking the program on a course-by-course basis. While we cannot confirm a space in this course until we are close to the course start date, a course deposit and completed registration will hold your position on a waiting list and we will inform you as soon as possible if we can confirm availability of a seat.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

The 3-week WBA Applied Brewing Techniques course allows students to experience hands-on commercial brewing techniques in the brewing facilities of Doemens Academy in Munich. In this information-packed module, students will perform practical operations in brewing, maturation, packaging, and laboratory environments. Extensive instruction in brewing microbiology is included in this module. Students will also be trained in both traditional and state-of-the-art brewing techniques, giving them a truly international perspective of beer production.

This three-week program forms Module 5 of the World Brewing Academy International Diploma in Brewing Technology program. Students can elect to attend the other courses that form the Diploma program at a later date so that they may complete this program at their own pace.

Course Syllabus

Malt handling & milling
Brewhouse operations
Mashing & lautering
German Purity law
Sour wort production
High gravity brewing
Yeast handling & pitching
Fermentation
Maturation practice
Engineering
Environmental management
Quality management
Chemical analysis
Preparations for packaging
Filtration
Packaging

CIP operations
Aseptic sampling
Laboratory plating techniques
Rapid analysis options
Microscopy & microbial
identification
Spoilage organisms
Pasteurization principles
Fluid transfer
Hop usage
Water treatment
Vessel utilization
Bottling line operations
Colloidal stability
Energy management
Process automation



World Brewing Academy European Brewing Study Tour

IMPORTANT: ADVANCED-LEVEL BREWING COURSE

Course/program requires students to have specific knowledge of brewing technologies and/or related sciences in order to enroll. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

This advanced-level course is part of our WBA Diploma and Master Brewer Program. Seats in this high-demand course are first allotted to those attending the complete, continuous Associate, Diploma or Master Brewer Program with any remaining seats made available to those taking the program on a course-by-course basis. While we cannot confirm a space in this course until we are close to the course start date, a course deposit and completed registration will hold your position on a waiting list and we will inform you as soon as possible if we can confirm availability of a seat.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

Note: Bus transportation is included in the above tuition. [Hotel charges, food and other personal expenses are not included in tuition fees shown. Hotel charges will be announced as the tour itinerary is finalized.](#)

The World Brewing Academy has worked with some of Europe's largest & best-known breweries and brewing-industry suppliers to create the WBA European Brewing Study Tour. Over the span of two weeks, students will travel throughout Europe to get behind-the-scenes tours of breweries, equipment manufacturers, and product suppliers. English-language instructional sessions will be conducted throughout this program by our World Brewing Academy instructional team, preparing students to get the most out of their visits.

Those participating in this program will travel with the students of the 12-week WBA Diploma program, creating a diverse, dynamic, and fun learning experience. The tour will travel through Germany and several other European countries, allowing students to experience a wide range of international brewing techniques and technologies. Just some of the companies visited on recent tours include:

Steinecker
Hopsteiner (Hop Producer)
Gutmann (Special Wheat Beer Brewer)
Krones (Packaging Manufacturer)
Budweiser (Budvar) Brewery
Kaspar Schulz (Producer Of Small Brewing Equipment)
Weyermann (Specialty Malt Producer)
Huppmann (Equipment Fabricator)
Ziemann-Bauer (Equipment Fabricator)
Holsten Brewery
Urige (Small Brewery, Düsseldorf)
InBev Brewery (Leuven)
Cantillon
Trumer

Students will take in the beauty of thousands of kilometers of European countryside, staying at affordable, high quality hotels in regions selected for their brewing culture. Whether you are taking the WBA European Brewing Study Tour as part of the WBA International Diploma in Brewing Technology program or as an individual course, you will have the brewing experience of a lifetime.



NEW! World Brewing Academy Advanced Applied Brewing Techniques (AABT) Course

Conducted at Doemens Academy in Munich, Germany

IMPORTANT: ADVANCED-LEVEL BREWING COURSE

Course/program requires students to have specific knowledge of brewing technologies and/or related sciences in order to enroll. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

This advanced-level course is part of our WBA Diploma and Master Brewer Program. Seats in this high-demand course are first allotted to those attending the complete, continuous Associate, Diploma or Master Brewer Program with any remaining seats made available to those taking the program on a course-by-course basis. While we cannot confirm a space in this course until we are close to the course start date, a course deposit and completed registration will hold your position on a waiting list and we will inform you as soon as possible if we can confirm availability of a seat.

This course is available only as part of the complete, continuous 20-week World Brewing Academy Master Brewer Program. It is not available as an add-on course to those who have previously completed the Diploma Program.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

The Advanced Applied Brewing Techniques (AABT) Course is designed to give students advanced-level practical skills in every key area of commercial brewing operations. Created by the faculty of Doemens Academy and Siebel Institute, the AABT takes students through over 300 hours of hands-on activities in the production and lab facilities of Doemens Academy in Munich. Under strict supervision by the Doemens Academy team of instructors, students will receive in-depth training in such areas as:

- Practical brewing
- Practical malting
- Chemical technical analyses theory & practical
- Microbiology theory and practical
- Packaging theory and practical training
- Practical filling
- Practical filtration
- Quality management
- Steam generator practical
- Draught beer systems
- Non alcoholic beverages theory
- Sensory training
- Personnel management
- Maintenance planning

This course will give students the practical skills they need to work effectively in breweries of practically any size or configuration, and it will provide complete understanding of the activities involved in each department of the typical commercial brewery. On successful completion of this course, students are granted the coveted title of **Master Brewer**, an accreditation backed by two of the world's oldest and most respected brewing schools.



Siebel Institute Advanced Homebrewing Program

Conducted at the Siebel Institute of Technology campus in Chicago

INTERMEDIATE- LEVEL BREWING COURSE

Prior homebrewing knowledge is *not required*, but students will benefit from existing knowledge of homebrewing practice. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

The first-ever advanced one-week program designed specifically for homebrewers, the Advanced Homebrewing Program takes hobby brewers beyond beer kits and extract brewing into the realm of advanced brewing techniques. Siebel Institute created the content of the Advanced Homebrewing Program by adapting our professional educational content for application in the small-scale environment of homebrewing. Course materials concentrate on giving brewers the control they need to create the results they are looking for, no matter how complex the beer style or recipe.

The Advanced Homebrewing Program will take students past their basic homebrewing skills and allow them to brew with greater ease, flexibility, and accuracy. The course content for this program addresses every key area of small-scale brewing:

Brewing Process	Wort Boiling & Clarification
Brewing Water	Wort Cooling and Aeration
Composition of Grain & Malting	Nature of Yeast & Yeast selection
Specialty Malts & Adjuncts/Cereals	Yeast Handling & Fermentation Practices
Hops & Other Herbs	Maturation & Aging
Brewing Calculations & Recipe Formulation	Clarification & Filtration
Milling & Adjunct Preparation	Carbonation / Air Exclusion
Enzymes in Brewing	In-package Conditioning
Cleaning and Sanitizing	Basic Home Draught Systems
Mashing, Sparging & Lautering	Sensory Evaluation

The brew system and accessories are provided by one of the industry's leading suppliers of small brewing equipment: Beer, Beer, and More Beer. Students will learn on a variety of equipment configurations ranging from inexpensive "stovetop systems" to advanced stainless multi-vessel tower configurations.

The Instructors

Ray Daniels is the author of *Designing Great Beers: The Ultimate Guide To Brewing Classic Beer Styles*, and co-author of *Brown Ales* and *Smoked Beers*. His books and lectures on beer design have helped countless brewers formulate award-winning beers based on classic styles, modern techniques, and their own vision of the perfect beer.

Chris Graham is the Vice-President of Beer, Beer, & More Beer, one of the world's largest retailers of equipment & supplies for home and craft brewers. Chris & More Beer provide the equipment used in the Advanced Homebrewing Course, including the amazing "Sculpture" brewing system that brings the consistency & control of a professional brew system to the hobby brewer.

Randy Mosher is the author of "The Brewers Companion", "Radical Brewing" and "Tasting Beer". Randy has contributed articles regarding brewing and beer styles to some of the world's leading brewing publications. He has lectured on brewing & beer styles across the country and has been involved in an ongoing effort to revive extinct historical beers.

Dr. Chris White holds an M.S. and a Ph.D. in Biochemistry from the University of California, San Diego, as well as a B.S. in Biochemistry from The University of California, Davis. Chris is president of White Labs, Inc. Pure Yeast & Fermentation, a company that has been the standard of excellence for service to the homebrewing and professional brewing communities since 1995.

After Hours: Discovering Chicago's Vibrant Beer Scene

Along with being one of the world's most vibrant cities, Chicago hosts one of the nation's most vibrant beer cultures. From the multi-award winning brewpubs to the dozens of beer bars, gastropubs and brew-friendly restaurants, Chicago offers beer lovers an amazing opportunity to explore and experience the best of American brewing.



Siebel Institute

Sensory Panel Management Course

Chicago Campus

INTERMEDIATE-LEVEL BREWING COURSE

Prior brewing knowledge is *not required*, but students will benefit from existing knowledge of brewing technologies and/or related sciences. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

The first line of quality control & product evaluation in any brewery is formed by trained taste panels. By effectively *utilizing taste panels* appropriate for the required task, *collecting & analyzing* the results compiled from trained tasters, and *taking the right actions* based on the results, your brewery will improve quality, consistency and profitability.

The Siebel Institute Sensory Panel Management course was created to help you build panels that achieve these results and more. Designed & conducted by brewing industry sensory panel experts, this 3-day course instructs you in the tools & techniques used by the world's leading brewers to assess their products, analyze resulting data, and take action to ensure the highest possible quality & consistency in your beer.

This course is critical for breweries of practically every size, and it can also benefit brewing guilds looking to form taste panels of guild members towards evaluating & improving the quality of beers produced by their members.

Course syllabus

Brewery Quality Control/Quality Assurance

- Definition of Panel and Panel Leader
- Establishing Goals
- Sample points: raw materials, WIP, finished beer
- Activities & Tools
- Basic Sensory Physiology: Human Flavor Perception
- Definition of Sensory Evaluation- evoke, measure, analyze,
- Non-Physiological Influences on Flavor Perception

Taste Panels as a Quality Tool

- What can they achieve, and how?
- Personnel, facilities, resources required/upper management support
- Assessment and scaling these needs

Establishing a Panel: For Brewpubs, small/mid-size/large breweries

- Selection
- Training
- Scheduling and interdepartmental relations
- Motivations, Rewards and Retention
- Validation

Facilities and Environment

Running a Panel

Training the Trainer

Test Methods

- Difference Tests: Duo/Trio, Triangle...
- Descriptive Tests: Characteristics, Intensity...

Significance and Analysis – data analysis/results/validation/action plan/tracking/communications

Actions & Alternatives, Troubleshooting

Close Loop Corrective Action Plans

Planning and Execution



Siebel Institute of Technology Master of Beer Styles & Evaluation Program

Chicago Campus

BASIC-LEVEL BREWING COURSE

No prior brewing knowledge required

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

The Siebel Institute Master of Beer Styles & Evaluation program is designed to give professional brewers the skills they need to formulate, brew, and evaluate gold-medal beer recipes. The Master of Beer Styles & Evaluation program is composed of two Siebel Institute courses:

- **Sensory Analysis for Flavor Production & Control**
- **Master of Beer Styles Course**

Students can take each of the courses separately. When taken together, the tuition is a substantial savings over the individual course tuitions. Students completing the program will be issued a Master of Beer Styles & Evaluation certificate.

While students do not need a brewing background to attend this course, we ask that those attending have a basic understanding of how beer is made in order to get the most from this course. Those with either professional brewing experience or formal training in the equivalent of our two-week WBA Concise course will find this course highly valuable in formulating and perfecting beer for competitions such as the World Beer Cup® and Great American Beer Festival®, as well as for expanding their selection of brewing styles.

Siebel Institute of Technology Sensory Analysis for Flavor Production & Control

Chicago Campus

BASIC-LEVEL BREWING COURSE

No prior brewing knowledge required

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

The Siebel Institute Sensory Analysis for Flavor Production & Control course has been designed to give brewers the tools they need to effectively identify and control flavors and aromas in beer. Part of the “Master of Beer Styles and Evaluation” program, the one-day Sensory Analysis course takes students through samples of flavor & aromatic compounds associated with raw materials and brewing, analyses the origins of those compounds, and gives students the knowledge required to effectively control them.

Topics covered include:

- Overview of the Brewing Process: Origins of Flavors
- Introduction to Sensory Evaluation and the Beer Flavor Wheel
- Malt, Hop, and Water Evaluation
- Brewhouse, Fermentation & Maturation Associated Flavors
- Post Fermentation & Contamination Associated Flavors

The Sensory Analysis course is designed and presented by Lyn Kruger, President & COO of Siebel Institute of Technology. Whether taken alone or as part of the Master of Beer Styles & Evaluation program, the Siebel Institute Sensory Analysis for Flavor Production & Control is the perfect way to “tune up” your sensory skills.



Siebel Institute of Technology

Master of Beer Styles Course

Chicago Campus

BASIC-LEVEL BREWING COURSE

No prior brewing knowledge required

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

The Siebel Institute Master of Beer Styles course is designed to give professional brewers the skills they need to create award-winning ales, lagers and specialty beers. Using the styles guidelines created for the Association of Brewers' World Beer Cup®, this course provides in-depth analysis of the techniques and technologies used to design and brew the full range of established and emerging styles. Topics included in this intensive 3-day course include:

The purpose, origins & evolution of styles

- Recipe formulation mechanics (grist bill and hop bill calculations)
- Style-specific formulation and process planning
- Benchmarking style parameters: gravity, color, alcohol, BU, and more
- The flavor contributions of raw ingredients: malts, adjuncts, hops, water, specialty ingredients including details & contact information on raw ingredient suppliers
- Yeast: selection for style, propagation, sources, alternate fermentation organisms, handling multiple yeasts
- Brewhouse: dealing with difficult ingredients, sour mashing, adjunct use, alternate mashing techniques
- Fermentation: pitching rates, temperature effects, high-alcohol fermentation, multiple fermentations, specialty (steam, cream) and more
- Aging & maturation: effects of aging, storage on wood, bottle and cask conditioning
- Beer evaluation: benchmark comparisons, key attributes by style, off-flavors & aromas, competitive judging

Instruction & content for the Master of Beer Styles course is provided by two recognized Style Masters: **Ray Daniels and Randy Mosher**.

Ray Daniels is the author of *Designing Great Beers: The Ultimate Guide To Brewing Classic Beer Styles*, and co-author of *Brown Ales* and *Smoked Beers*. His books and lectures on beer design have helped countless brewers formulate award-winning beers based on classic styles, modern techniques, and their own vision of the perfect beer. Ray serves as Editor-in-Chief for *The New Brewer* and *Zymurgy* magazines and is a top graduate of the Siebel Institute of Technology Diploma program as well as a candidate for the masters degree in Brewing and Distilling at Heriot-Watt University. He is the co-founder and organizer of the Real Ale Festival held each year in Chicago.

Randy Mosher is the author of "The Brewers Companion", which was called "A spectacular resource for homebrewers and microbrewers alike." by Beer, The Magazine. Randy has contributed articles regarding brewing and beer styles to some of the world's leading brewing publications, and he is currently the Homebrew Editor and a contributing writer for All About Beer magazine. He has lectured on brewing & beer styles across the country (including at the Smithsonian Institution) and has brewed obscure beer styles and presented them in a joint appearance with noted beer expert Michael Jackson as part of an ongoing effort to revive extinct historical beers.

During the course, each style category and sub-category is presented in detail, with emphasis on the methodology used to brew beer that matches the style parameters while retaining the brewer's own artistic interpretation "beyond the benchmarks." Students will do extensive taste analysis of commercially produced beers that are the standard bearers for their respective styles.



Siebel Institute Brewing Microbiology Course

Held in Montreal, Canada at the Siebel Institute Microbiological Services Division

INTERMEDIATE-LEVEL BREWING COURSE

Prior brewing knowledge is *not required*, but students will benefit from existing knowledge of brewing technologies and/or related sciences. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

The Siebel Institute Brewing Microbiology course is designed to provide the theoretical knowledge and practical skills required to implement an effective microbiological quality control / quality assurance program. The course will acquaint the student with the appropriate methods for biological and sanitary control within the brewery, and will promote an understanding of the essential modern-day tools for effective microbiological evaluation of process and product.

A detailed study of the microorganisms that are likely to occur during the various stages of the brewing process will be conducted. The laboratory exercises provide opportunities to acquire skills in microbiology and microscopy. Practical work will reinforce the techniques required to isolate and identify microorganisms as well as demonstrate some of the latest developments in brewing microbiology.

The Siebel Institute of Technology Brewing Microbiology Course is conducted at our Siebel Institute Microbiological Services division in Montreal, Quebec, Canada. Our Microbiological Services division is located at the National Research Council Biotechnology Research Institute, one of the world's leading yeast & genetic research facilities. Students will be surrounded by research professionals using state-of-the-art equipment, creating an environment that is unique to brewing education. When not on campus, students will be able to enjoy the beauty and history of Montreal, one of the world's most scenic and vibrant cities.

Course Syllabus:

- Introduction to Microbiology
- The Nature of Yeast
- Pure Yeast Cultures: Maintenance and Selection
- Yeast Viability: Cell Concentration, Pitching, Measurement
- Yeast Handling Practices
- Microbiology of Grains & Water
- Wild Yeast and Yeast Mutants
- Wort Spoilage Bacteria
- Beer Spoilage Bacteria
- Identification of Contaminants
- Bacterial and Wild Yeast Detection
- Yeast Growth and Fermentation
- Beer Hazes and Sediments
- Microbiology Program for Breweries
- Sterile Membrane Filtration
- General Brewery Cleaning and CIP
- Flavor Production
- Rapid Microbiological Methods
- Sampling Techniques and Environmental Hygiene
- Pasteurization

NOTE: This course is limited to a maximum of 12 participants



Siebel Institute Draught Master Program

BASIC-LEVEL BREWING COURSE

No prior brewing knowledge required

For complete information on this course including location and hotel details, download the information package from our web site at http://siebelinstitute.com/catalogs/pdfs/Draught_Course_Info_Registration.pdf or contact Siebel Institute at info@siebelinstitute.com.

Siebel Draught Training Center Locations

- Siebel Institute Campus 1777 North Clybourn Ave., Chicago, IL 60614
- Siebel Denver Draught Center 17735 W. 32nd Ave. CEC 325, Golden, Colorado 80401 USA
- Siebel Milwaukee Draught Center 8300 West Good Hope Road, Milwaukee, Wisconsin 53223 USA

Siebel Institute of Technology offers the most comprehensive draught training in the industry, and we are proud to offer this innovative program that allows students to choose the level of training that meets their skill level, their budget and their goals. Courses offer a mix of technical theory and hands-on activities presented in facilities dedicated specifically to draught training, with industry-leading content and instruction throughout the class.

For those looking for training that will take them from little-to-no knowledge of draught to complete understanding of the technology, the **4 - day Siebel Draught Master Program** will build your knowledge through extensive and in-depth content. The course starts with the **2 - day Siebel Draught Executive Program** which offers novice-level draught training for those who need only basic understanding of draught technical issues. In the short duration of this course, you will gain the skills you need to understand draught dynamics from keg to glass. The following 2 days will build on that level of draught knowledge to give students the skills and confidence required to address more demanding draught-related situations.

The Draught Beer Technical Skills Course blends theoretical fundamentals of dispense with “hands-on” practical application using a wide range of brand kegs. Simple mechanics, physics, fluid dynamics, chemistry, microbiology, draught beer math and basic customer skills form the core of the curriculum. Highlights of these programs include:

- ❑ Understanding & Training on all Styles & Brands of Beer & Dispense Systems
- ❑ Emphasis on Craft, Import & Specialty Dispense
- ❑ Student Option to Utilize their Preferred Brand of Keg throughout the Workshop
- ❑ Beer Line, Pressure & System Cooling Design & Installation
- ❑ Special Event & Novelty Dispense
- ❑ Evaluating, Modifying & Maintaining Existing Dispense Systems
- ❑ Troubleshooting & Resolving Dispense Problems
- ❑ Understanding & Using the 2009 Brewers Association Draught Beer Quality Manual
- ❑ Draught Business Practices in the Brewery-Distributor-Retail-Allied Supply Chain

The Siebel draught workshops and programs are presented by Martin Schuster, Director of The Siebel Draught Program. Since 1971 Martin has supplied a wide variety of dispense equipment, field services, technical education development and training instruction to the draught beer industry. He is extensively familiar with the design and operations of all major brands of equipment, the dispense characteristics and requirements of all styles and families of beers, and draught business operations and training needs at all brewery, distributor, retail and allied supply levels. Martin has trained over 1,000 students from hundreds of companies all over the world.



Siebel Institute Draught Executive Program

BASIC-LEVEL BREWING COURSE

No prior brewing knowledge required

For complete information on this course including location and hotel details, download the information package from our web site at http://siebelinstitute.com/catalogs/pdfs/Draught_Course_Info_Registration.pdf or contact Siebel Institute at info@siebelinstitute.com.

Siebel Draught Training Center Locations

- Siebel Institute Campus 1777 North Clybourn Ave., Chicago, IL 60614
- Siebel Denver Draught Center 17735 W. 32nd Ave. CEC 325, Golden, Colorado 80401 USA
- Siebel Milwaukee Draught Center 8300 West Good Hope Road, Milwaukee, Wisconsin 53223 USA

Also available for on-site training worldwide. Contact us for more information.

The Siebel Institute Draught Executive Program has been created to train busy executives, salespeople, distributors and agents in the bedrock principles of draught service. The Draught Executive Program is designed & instructed by Martin Schuster, who has provided training & consulting services to some of the world's largest and most successful breweries.

The educational content of this two-day course is designed to give students the maximum understanding of draught technology in the shortest time possible. Through a mix of classroom presentation and hands-on demonstration, the content will thoroughly address every critical issue in draught technology, with a topic mix that includes:

Draught Tech Knowledge

- Draught System Design, Installation & Maintenance: Overview
- Brewery, Distributor & Retail Personnel: Accountability

The Quality & Presentation of the Brewer's Beer

- Beer Styles & Brands: Recognizing a Beer's Unique Characteristics
- Presentation Standards: Meeting The Brewer's Preference
- CO2 Volumes & Carbonation at Dispense: The Heart of Quality Assurance
- The Propellant & Absolute Pressure Properties of CO2
- Temperature & Altitude: Effect on CO2 & The Beer

Designing Beer Lines

- Hose Selection: Application, Hose Material, Internal Diameter & Length
- The Science & Art of Restriction: Controlling the Rate of Flow with Beer Line
- Designing & Modifying Beer Lines: Carbonation Selection Always Comes First!

Evaluating & Modifying Existing Draught Systems

- Retail Account Profile: Identifying "The Problem"
- Troubleshooting Basics: Temperature, Pressure, Mechanical & Quality Control
- Correct Carbonation vs. Required Absolute Pressure: A Universal Dilemma
- Inadequate Original Beer Line Restriction: A Universal System Design Flaw
- Gas Blends & Beer Pumps: Solutions to Long Draws & Temperature Variables

Quality Assurance at the Retail Account

- Line Cleaning & Dispense Equipment Maintenance
- Foam & Waste Management
- Retail Facility Maintenance

No matter what your position in the brewing industry, the Draught Executive Program is the perfect introduction to the challenging technical world of draught service. For more information on this or any of our Siebel Institute draught programs, contact Keith Lemcke at klemcke@siebelinstitute.com.



Siebel Institute Craft Distilling Operations & Technology Course

Contact us for more information.

INTERMEDIATE-LEVEL BREWING COURSE

Prior distilling knowledge is *not required*, but students will benefit from existing knowledge of craft distilling technologies and/or related sciences. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for this program.

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

The Siebel Institute, in conjunction with the Ethanol Technology Institute, is pleased to introduce our first-ever course in beverage distillation. The Siebel Institute Craft Distilling Operations & Technology course is designed to give students the critical information they need to create distilled spirits in a small-scale distillation environment. Students will learn both theory & practice in small distillery operations as well as related management and logistical issues.

With content created and presented by some of the leading international experts in distilling, this course will give you the training you need to operate your distillery efficiently, safely, and profitably. During the 5 days of the course, you will learn production techniques involved in distillation from grain, fruit and other products from start to finish. Topics covered in this comprehensive 1-week program include:

- Introduction To Distilling
- Materials and Processing
- Fermentation - Theory & Fundamentals
- Fermentation - Distilling Applications
- Distillation Technology: Fundamentals of Distillation
- Distillation Technology: Applied Methodology
- Post-distillation: Flavor Development/Maturation/Blending of Distilled Spirits
- Packaging
- Sensory Aspects of Distilled Spirits
- Utilities: - Energy, Water
- Process Control
- Quality Control, Plant Cleaning & Microbiological Control
- Craft Distillery Management
- Taxation and Compliance
- Environmental Issues
- Engineering and Maintenance
- Practical Exercises Conducted at [Koval Craft Distillery](#) in Chicago

If you are considering entering this quickly-growing segment of the alcoholic beverage industry, the Craft Distilling Operations & Technology course will give you a foundation of understanding on which you can build a successful career in craft distilling.



Siebel Institute
Professional Beer Tasting & Styles Course
Designed and Conducted by Randy Mosher
Chicago Campus

BASIC-LEVEL BREWING COURSE

No prior brewing knowledge required

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

Solid information has never been a more critical tool in selling beer. Specialty beers offer great profit opportunities, but consumers of beer are becoming highly sophisticated in their knowledge of beer. It is important that distributors and retailers keep up with them in order to offer products and programs that satisfy their thirst for exciting new beer experiences.

The Siebel Professional Beer Tasting & Styles Course is a two-day hands-on workshop that gives participants a solid foundation of beer knowledge, with a special emphasis on beer styles and tasting. By the end of the course, attendees will have a working knowledge of the origin and nature of beer, tasting methods and a wide range of classic and modern beer styles as well as how to present the beer experience so as to make it fully enjoyable to their customers. Numerous detailed leave-behinds summarize and expand key points and provide a handy reference on selected topics.

There are many misconceptions about beer, and more than a few of the terms used to describe it can be confusing. This course addresses these, and builds knowledge from the ground up, giving participants the building blocks to understand beer in all its many glorious forms.

This course can be customized to provide additional detail and discussion of a distributor's, importer's or retailer's beers, and those beers can be included in the appropriate style tasting as well as the beer-and-food pairings.

Two-day Course Outline:

- Section 1 Introduction
- Section 2 - Sensory
- Section 3 - Beer by the Numbers
- Section 4 - Common Defects of Beer (including tasting of beers spiked with off-flavors)
- Section 5 - The Process of Brewing (and why you should care)
- Section 6 - What Is a style?
- Section 7 - Ales of the United Kingdom
- Section 8 - Lager
- Section 9 - European Ales
- Section 10 - Belgium & France
- Section 11 - New American Classics
- Section 12 - Serving & Storing Beer
- Section 13 - Beer & Food



Siebel Institute
Start Your Own Brewery course
Chicago Campus

BASIC-LEVEL BREWING COURSE

No prior brewing knowledge required

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

Designing, building and operating a successful brewery requires a mix of business and brewing knowledge, and the Siebel Institute is pleased to announce the first course ever specifically designed for small brewery start-up. The Siebel Institute **Start Your Own Brewery** course covers the brewpub & microbrewery design and startup issues that you need to know to get your business rolling. This three-day course is designed and conducted by Ray Daniels and Siebel Institute brewing faculty augmented by specialists in restaurant operations and business planning. Along with content that addresses brewing-related and restaurant/pub management issues, each day features a successful brewery entrepreneur who will share their story and answer questions from the class, bringing some of the industry's most successful businesspeople to our Chicago classroom.

The **Start Your Own Brewery** course presents issues that every prospective brewery owner should know to help build a successful business from the ground up while avoiding pitfalls and mistakes that can compromise the efficiency & profitability of the brewery. Just some of the topics presented include:

Brewery Process and Design:

- Anatomy of a Commercial Brewery
- Buying Brewing Equipment & Fermentation Capacity
- Buying and Starting Up Packaging Equipment
- Site Selection and Practical Considerations in Building a Brewery
- Utilities, Waste Water & Regulations

Restaurant Operations

- Restaurant Components and their Management
- Steps in Creating a Successful Restaurant
- Site Selection and Real Estate Considerations

Marketing Your Venture

- Public Relations and Events
- Packaging Design and Point-of-Sale Materials

Distribution

- Finding a Distributor
- Franchise Laws
- Working with Distributors

Business Plan Creation

- Financial Measures and Statements
- Anatomy of a Business Plan
- Researching and Writing Your Business Plan

Brewery Entrepreneur Visits

During the course, the class will spend time with successful brewers and business owners including executives from these businesses:

- Regional Packaging Brewery
- Microbrewery
- Brewpub
- Brew-on-Premise
- Distributor
- Restaurant Management



Siebel Institute

Beer and Food: A Hands-On Encounter

Chicago Campus

Conducted & Presented by Randy Mosher, Author, *Tasting Beer* with presentations by Lucy Saunders, Author *The Best of American Craft Beer and Food*

BASIC-LEVEL BREWING COURSE

No prior brewing knowledge required

SEE THE COURSE INDEX ON THE INSIDE FRONT COVER FOR DATES, DEPOSIT & TUITION INFORMATION

More than ever, beer is seen as a respectable companion to food in all settings, from casual to very elegant. Beer has such a huge range of flavors, aromas and textures that allow it to perfectly complement nearly any food. This one-day class aims to acquaint the participants with the theoretical and practical aspects of putting beer and food together. Combining lectures, tastings, and hands-on activities, this class seeks to break this complex subject down into its important theoretical and practical components, and give students a good working knowledge of matching beer and food and being able to explain the combinations to their audiences.

Class syllabus

- Introduction and objectives
- The fundamentals of beer & food
 - The importance of matching intensity
 - Common flavors/aromas
 - Dealing with contrasts (bitter, fat, sweet, umami, etc)
 - Recreating familiar flavor combinations
 - A word about wine and food
- Common vocabulary of beer & food
 - Beer ingredients and flavor sources
 - Food ingredients that share characteristics with beer
 - Food preparation methods and their importance in beer pairings
 - Evolved beer & food traditions (Belgium, UK, Germany)
- Beer and Breakfast
- Beer and cheese
 - About cheese: types, flavors
 - Specifics of beer and cheese
 - Walk around tasting (about 8 pairs)
- Beer with salads & appetizers
- Beer & main dishes
- A beer & food lunch @ Goose Island, discussion with the chef.
- Beer & desserts
- Planning a beer & food menu
 - Goals
 - Considerations
 - Practical approaches
 - Team project: plan a menu
- Cooking with beer as an ingredient
 - Opportunities and limitations
 - Marinades
 - Pan sauce
- Grilling with beer
 - Discussion
 - Hands-on and tasting



Randy Mosher is the author of “The Brewers Companion”, “Radical Brewing” and “Tasting Beer”. Randy has contributed articles regarding brewing and beer styles to some of the world’s leading brewing publications. He has lectured on brewing & beer styles across the country and has been involved in an ongoing effort to revive extinct historical beers.

Lucy Saunders writes about beer and food in newspapers, magazines and books including *Cooking with Beer* (1996), *Grilling with Beer* (2006) and *The Best of American Beer & Food* (2007). Her website, beercook.com, won a silver medal for Best Food Writing on the Internet from the Association of Food Journalists in 2002.



NEW! World Brewing Academy presents

Doemens Bier Sommelier Course

[Click here to see a complete list of courses and dates](#)

[For upcoming dates & course tuition costs, click here to download our complete catalog & registration forms in Acrobat PDF format](#)

INTERMEDIATE-LEVEL BREWING COURSE

Prior brewing knowledge is *not required*, but students will benefit from existing knowledge of brewing technologies and/or related sciences. To assess your readiness to participate, please contact Keith Lemcke at klemcke@siebelinstitute.com requesting an assessment review for your chosen course/program.

In 2012, Siebel Institute of Technology and our World Brewing Academy partner Doemens Academy of Munich, Germany are pleased to introduce a course at our Chicago Siebel Institute campus that is already setting the standard for beer service worldwide.

Since 2004 the 2-week Doemens Beer Sommelier has provided instruction and certification to hundreds of servers, brewers and beer experts in Europe and South America, and now this in-depth course 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 right beer for pairing with the dish of their choice and the positive health benefits of moderate beer consumption. Beer sommeliers will also learn responsibilities in maintaining quality of the beer served to the guest and its perfect presentation, and students will learn to create beer menus, advise cooks & staff on beer meals and organize beer purchases.

With content designed and presented by an international group of brewing educators, the Doemens Beer Sommelier program offers students an all-encompassing experience in all things beer. The syllabus provides complete coverage of the issues most important to the understanding and service of ales, lagers and specialty beers:

- Technology of Beer Production (22 instructional units)
- Beer Dispensing, Equipment & Hygiene (8 instructional units)
- Sensory Analysis Training (20 instructional units)
- Beer Tasting & Sensory Evaluation (7 instructional units)
- Beer Brewing (11 instructional units)
- The Beer Market & Marketing (5 instructional units)
- Beer & Glass Culture (2 instructional units)
- Beer Cocktails (2 instructional units)
- Building Beer Menus (7 instructional units)
- Beer, Alcohol and the Law (2 instructional units)
- Psychological Factors Affecting Beer Consumption (2 instructional units)
- Beer Trends & Future Prospects (2 instructional units)
- Beer & Food (3 instructional units)
- Beer and Cheese (1 instructional unit)
- Cooking with Beer (3 instructional unit)
- Highlighting Beer in Gastronomy (3 instructional units)
- Tapping and Pouring Beer (1 instructional unit)
- Cellaring & Aging Beer (1 instructional unit)
- Brewery Tour (3 instructional units)



This course is completed with an evaluation of papers regarding the creation of a beer meal and a beer menu, with a practical sensory test to detect and describe different beer varieties and categories as also 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. Successful completion of this course you will be granted the title of Doemens Bier Sommelier, which also makes you eligible for participation in the annual Doemens Bier Sommelier World Championship.

NOTE: This course is limited to a maximum of 16 participants



The **World Brewing Academy, Siebel Institute of Technology and Doemens Academy** can provide educational services to brewers around the globe through our **Offsite Educational Service**. We can design a program for instruction of student groups within their own breweries, all with the same quality of education that we provide in our campus environment. Just contact us with your educational needs, and let us custom design a program that is right for you.

Contact Information

For information regarding course qualifications and suggestions for selecting courses & programs, contact Keith Lemcke at klemcke@siebelinstitute.com and ask for an “Assessment Review”. This assessment is only available by e-mail.

For any other course related issues, contact Lupe Zepeda at lzepeda@siebelinstitute.com.

- **Course dates**
- **Registrations**
- **Tuitions/Deposits**
- **Course availability**
- **Course balance**
- **Cancellation/Rescheduling**

Siebel Institute of Technology & World Brewing Academy
North American Head Office
1777 North Clybourn Avenue
Chicago, IL. 60614-5520 U.S.A.
Phone 312-255-0705
Fax 312-255-1312

E-Mail: info@siebelinstitute.com & info@worldbrewingacademy.com

Web: www.siebelinstitute.com & www.worldbrewingacademy.com

Doemens Academy & World Brewing Academy
European Head Office
Stefanusstrasse 8
D-82166 Grafelfing/Munchen
Phone (+49) 89-85805-0
Fax (+49) 89-85805-26

Web: www.doemens.org & www.worldbrewingacademy.com

E-mail: info@doemens.org & info@worldbrewingacademy.com

Hours of operation are: Mon-Fri from 9am to 5pm (Central Time)



Siebel Institute of Technology & World Brewing Academy

Registration Procedures

Application Process

The Siebel Institute / World Brewing Academy Application for Admission forms (or a photocopy) **must be originally signed and fully completed in order to enroll in a course or program. The appropriate non-refundable deposit must accompany the application (see Deposit Information below) and all applicants to the Siebel Institute / WBA must be at least 21 years of age to attend.**

All students applying for admission to an advanced-level course or program must first participate in an assessment review **conducted via e-mail** with a representative of the school. For further information on the assessment review process, contact Keith Lemcke at klemcke@siebelinstitute.com.

Upon formal completion of your enrollment forms for a course, you will receive an email confirmation that provides detailed and pertinent information for your specific course. An invoice for any unpaid balance will also be included. Tuition includes course fees, classroom supplies, lab supplies, and official class tours arranged by Siebel / WBA.

International student visas can be obtained with documentation from the Institute. Students requiring these visas should complete Form A of the Application Form.

Deposit, Cancellation & Rescheduling Information

Siebel Institute accepts payment by:

Visa, MasterCard, Wire Transfer (Siebel is not responsible for any banking fees that may occur), checks drawn on a US bank and US money orders. **Sorry we do not accept American Express******

All courses do have maximum capacities, so an early registration is advised. A reservation is secured only with the **appropriate non-refundable deposit**. Deposit amounts for each course are indicated on the pages 2 & 3. **Please note that non-refundable deposits are refunded only in the event of course cancellation by Siebel Institute / WBA or if the course has been fully booked prior to the receipt of the applicant's request for registration.** We will have a "waiting list" available for any SOLD OUT program. Please submit the completed registration forms and the appropriate non-refundable deposit in order to be listed on the waiting list.

Payment Terms:

- The Master Brewer Program, the International Diploma Program and the Associate Program require full payment 60 days prior to the start of the course.
- All other campus based courses full payment is required 30 days prior to the start of the course.
- All Web-based courses require full payment at time of registration.

Any unpaid balance is considered overdue/past due and may affect your enrollment status. The Siebel Institute / WBA reserve the right, on reservations with overdue/past due balances, to contact any applicant on the waiting list and, upon filling the space, request that you attend the next available class session.

In case of cancellation/rescheduling of any campus based course registration by the student, Siebel Institute/World Brewing Academy will charge an additional \$250.00 administration fee to cover processing fees incurred.

For campus based courses the balance of your Invoice will ONLY be refunded if course cancellation is received in writing 10 business days PRIOR to the start of the course (9am to 5 pm). **No refunds will be granted after this time.** All course cancellations must be made in writing to Lupe Zepeda, Office Manager/Registrar at lzepeda@siebelinstitute.com. **Non-refundable deposits will remain as non-refundable.**

Submission Of Registration Forms

Completed registration forms and deposits can be sent by e-mail, regular mail or by fax to our head office in Chicago, Illinois. Please note that in order to receive the early registration tuition price, the registration and non-refundable deposit amount must be received at the Chicago office by 4:00 p.m. (Central Time) on the closing date indicated for the course. It is the student's responsibility to ensure that their account is in order. **Late registrations will require full tuition at time of registration.**

Send all registration information to:

Siebel Institute of Technology / World Brewing Academy
North American Head Office
1777 North Clybourn Avenue
Chicago, IL. 60614-5520 U.S.A.
Phone: 312-255-0705 Fax: 312-255-1312
E-mail: info@worldbrewingacademy.com and info@siebelinstitute.com

Hours of operation are: Mon-Fri from 9am to 5pm (Central Time)

I have read the above policies and agree to the terms and conditions.

Name _____ Signature _____ Date _____

Instructions for Course Registration

Important

- **Please use large, clearly printed letters when filling out the documents**
- *Those applying for advanced-level courses* must first conduct an assessment review with a school representative and receive an authorization code to register. Please contact Keith Lemcke at klemcke@siebelinstitute.com for further information

Registering for campus-based courses:

Review and complete the following forms:

- Form A: Student Information (2 pages)
- Form B: Campus Course Registration Details (1 page)
- Form C: Course Payment Information (1 page)
- Form D: Acknowledgement of Payment & Refund Policy (1 page)
- Signed Registration form (1 page)

A total of 6 pages must be submitted by e-mail, fax, or mail or along with any required documents such as copies of a passport.

Registering for web-based courses

Review and complete the following forms

- Form E: Web-based Training Registration (2 pages)
- Form F: Acknowledgement of Payment (1 page)

A total of **3** pages must be submitted by e-mail, fax, or mail **at least one week before the start of the applicable course.**

Send all registration information to:

Siebel Institute of Technology / World Brewing Academy
North American Head Office
1777 North Clybourn Avenue
Chicago, IL. 60614-5520 U.S.A.
Phone: 312-255-0705 Fax: 312-255-1312

E-mail: info@worldbrewingacademy.com and info@siebelinstitute.com
Web: www.worldbrewingacademy.com and www.siebelinstitute.com

Hours of operation are: Mon-Fri from 9am to 5pm (Central Time)

FORM A Student Information (page 2)

Educational & Brewing Background

College/ University _____

Curriculum _____ Year of completion _____

Please describe *in detail* areas and years of brewing experience (including homebrewing and/ commercial brewing)

At which hotel do you plan to stay? _____
(Please review our website for hotel recommendations) www.siebelinstitute.com

What first name would you like on your nametag? _____

FOR INTERNATIONAL STUDENTS ENTERING THE U.S. ONLY

Our daily course sessions are 7 hours per day so if your course of study is more than 18 hours per week, you are required to apply for a Student (M-1) Visa.

The student is responsible for all applicable fees.

Provide a copy of your passport. Preferred method is by e-mail to: izepeda@siebelinstitute.com OR by regular mail. DO NOT send it by fax as the transmittal is sometimes illegible.

The information provided below MUST match your passport.

- Will you require documents to obtain a student visa? (Circle one) Yes No
- If yes, please provide the following information: (Gender) Male Female
- Family Name (Surname) _____
- First Name (Given Name) _____
- Middle Name(s) (if used in your documents) _____
- Date of Birth: Month _____ Day _____ Year _____
- Country of Citizenship: _____
- Country of Birth _____
- What is your source of funds for this course? (Circle one) Employer Personal Other
- If **Employer**, please provide the complete company name. _____
- If **other** above, please state the source so we can properly complete your visa application form:

If English is not your primary language, describe (on a separate piece of paper and attach to your application) where and how you learned English and rate your skills in both written and spoken English.

Hours of operation are: [Mon-Fri from 9am to 5pm \(Central Time\)](#)

Do not alter this form.

FORM B Campus Course Registration Details

PLEASE TYPE OR PRINT CLEARLY
Incomplete information will delay your registration.

Please include the appropriate non-refundable deposit(s) and/or tuition due and submit to the Institute. **See Registration Policies and Procedures for details. Do not make any travel arrangements until you have received your welcoming letter from one of our staff members confirming your seat in the course.**

Many of our courses offer Early registration tuition fees. To qualify for Early registration tuition for our campus-based courses, students must be registered with full deposit paid at least 30 days in advance of the starting day of the course. Registrations and deposits received after 30 days in advance of the course start date will be applied towards Regular Booking prices only. **Late registrations require full tuition at time of registration.**

IMPORTANT: All students submitting an application for an **Advanced-level Course** or program must first go through and assessment review to evaluate your qualifications for the chosen course/program and receive approval from a school representative to attend. For complete information on the assessment review and approval process, contact Keith Lemcke at klemcke@siebelinstitute.com. **This assessment is only available by e-mail.**

COURSE REGISTRATION INFORMATION:

Name of Course(s)	Course Date(s)	Course Tuition
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____

Required Non-Refundable Deposit \$ _____

Final Balance Due: \$ _____

If you are applying for an Advanced-level course or program, please fill in the approval code provided by a school representative in the field below:

APPROVAL CODE # _____

If you are applying for the **Master Brewer Program** OR the **International Diploma Program**, we will need a copy of your valid passport. Please e-mail to: izepeda@siebelinstitute.com or include it with your application form and send it by regular mail. **DO NOT** send it by fax as the transmittal is sometimes illegible.

IMPORTANT: *In case of cancellation/rescheduling of registration by the student, Siebel Institute of Technology / World Brewing Academy will charge an additional \$250 administrative fee to cover processing fees incurred. See "Registration Policies and Procedures" for all details.*

Hours of operation are: Mon-Fri from 9am to 5pm (Central Time)

Do not alter this form.

FORM C Course Payment Information

FOR OFFICE USE ONLY

SAGE # _____

REF # _____

PLEASE TYPE OR PRINT CLEARLY
Incomplete information will delay your registration.

Payment by Credit Card: VISA OR MASTERCARD ONLY. We do not accept American Express.

Total Amount Approved to Charge \$ _____

Visa / MasterCard # _____ - _____ - _____

Cardholder Name as it appears on the card (Print) _____

Expiration Date _____ 3 Digit Security Code on Back _____

If the card is not in your name, please fill in this section:

Cardholder Name as it appears on the card _____

Address _____

City _____

State/Province _____

Country _____ Zip Code _____

Phone # _____

Cardholder Signature: _____ **Date** _____

BILL TO ADDRESS, (please provide a letter from Company of billing approval). Invoice will be submitted.

Company Name _____

Address _____

City _____ State/Province _____

Country _____ Postal/Zip Code _____

Name of manager providing the approval _____

Business Number _____ Fax Number _____

International Tax ID Number (if any) _____

Who will assist you in paying for the Invoice _____

Their e-mail address _____ Their telephone number _____

Payment by check: (send by mail)

Amount enclosed \$ _____ Check #: _____

Hours of operation are: **Mon-Fri from 9am to 5pm (Central Time)**

Do not alter this form.

FORM D Acknowledgement of Payment & Refund Policy

For campus based courses the balance of your Invoice will ONLY be refunded if course cancellation is received in writing 10 business days PRIOR to the start of the course (9 am-5 pm). No refunds will be granted after this time. All course cancellations must be made in writing to Lupe Zepeda, Office Manager/Registrar at lzepeda@siebelinstitute.com. All non-refundable remain as non-refundable.

Statement of Applicant:

I hereby apply to the course(s) indicated in this application and have enclosed the required deposits and/or tuition payable to the Siebel Institute of Technology. I have read, understand and agree with all application, enrollment and refund policies, procedures and guidelines listed in the Siebel Institute of Technology / WBA course catalog and I hereby agree that the balance of tuition shall be paid in accordance with said policies, procedures and guidelines. I understand that the Siebel Institute / WBA reserve the right to change and/or cancel any course date or offering due to extenuation circumstances. I also hereby agree that the Siebel Institute of Technology / WBA shall have no liability to the Applicant for any personal injury to the Applicant, including death, or for any loss of or damage to property of Applicant sustained during the period in which Applicant is in attendance at any Institute course, whether occurring on the Premises of the Institute, at any off-Premises facility, including any brewery at which any adjunct training is given in connection with any Institute course, or elsewhere. Applicant hereby waives and releases any and all claim which Applicant hereafter might have against the Institute arising out of any such injury, death, loss or damage.

Signature of Applicant

Date

IMPORTANT: In case of cancellation of registration by the student, Siebel Institute of Technology / World Brewing Academy will charge an additional \$250 administration fee to cover processing fees incurred. See "Registration Policies and Procedures" for all details.

Send all registration information to:

**Siebel Institute of Technology / World Brewing Academy
1777 North Clybourn Avenue. Chicago, IL. 60614-5520 U.S.A.**

Phone: 312-255-0705

Fax: 312-255-1312

E-mail: info@worldbrewingacademy.com & info@siebelinstitute.com

Hours of operation are: Mon-Fri from 9am to 5pm (Central Time)

Do not alter this form.

**FORM E Web-based Training Registration
(page 1)**

FOR OFFICE USE ONLY

SAGE # _____

REF # _____

CODE _____

C: _____

E: _____

PLEASE TYPE OR PRINT CLEARLY

Provide proper legal names as this information will be used on all documentation. Incomplete information will delay your registration.

Circle One: Mr. Mrs. Ms. Dr.

Name _____
First Middle Last

Home Address _____

City _____ State/Province _____ Postal/Zip Code _____

Country _____ Job Title _____

Home Phone _____ Fax Number _____

Mobile Phone _____ Work Phone _____

Email to use during the course session _____

First Name to be used during the course _____

BILL TO ADDRESS, (please provide a letter from Company of billing approval). Invoice will be provided.

Company _____

Address _____

City _____ State/Province _____

International Tax ID Number (if any) _____

Country _____ Postal/Zip Code _____

Name of manager or authorized person providing the approval _____

Business Number _____ Fax Number _____

Do not alter this form.

FORM E Web-based Training Registration (page 2)

PLEASE TYPE OR PRINT CLEARLY

STUDENTS MUST REGISTER AT LEAST 14 DAYS BEFORE COURSE START DATE

Web-based course tuition pricing: Full tuition payment is required at the time of registration. The **early registration price** is available when students register **at least 14 days in advance** of the starting day of the course. Otherwise the regular tuition price will apply.

Please note that Web-Based tuitions are refunded only in the event of course cancellation by Siebel Institute of Technology / WBA or if the course has been fully booked prior to the receipt of the applicant's request for registration. Web Based courses sessions must be completed within the time allowed. There will be neither extensions nor rollovers to a different session.

If you are applying for an advanced-level course or program, please fill in the approval code provided by a school representative in the field below:

APPROVAL CODE # _____

COURSE REGISTRATION INFORMATION:

Name of Course(s)	Course Date(s)	Tuition
_____	_____	\$ _____
_____	_____	\$ _____
	<u>Full Tuition due</u>	\$ _____

<u>FOR OFFICE USE ONLY</u>
SAGE # _____
REF # _____

We do not accept American Express

Total Amount Enclosed	\$ _____	Check # _____
Visa / MasterCard #	_____ - _____ - _____	
Expiration Date	_____	3 Digit Security Code on Back _____
Cardholder Name (PLEASE PRINT)	_____	
If card is not in your name, please fill in this section:		
Address	City	State Zip Code
_____	_____	_____
Cardholder Signature	_____	Phone # _____

Do not alter this form.

FORM F Web-based Training Registration (page 3) ***Acknowledgement of Enrollment & Policy***

Application Process

The Siebel Institute of Technology / World Brewing Academy Application for Admission form (or a photocopy) **must be originally signed and fully completed in order to enroll in a course or program. The appropriate tuition must accompany the registration forms.** Upon formal completion of your enrollment form in a course, you will receive an email confirmation that provides detailed and pertinent information for your specific course. **The student is the applicant to the course and is solely responsible for payment of tuition – in case company is unable to comply with tuition fees.**

Payments Tuition & Cancellation Information

The Siebel Institute of Technology / WBA accepts payment by Visa, MasterCard, checks drawn on a US bank and US money orders only.

All courses do have maximum capacities, so an early registration is advised. A reservation is secured only with the required paid tuition.

Please note that tuition is refunded only in the event of course cancellation by Siebel Institute of Technology / WBA or if the course has been fully booked prior to the receipt of the applicant's request for registration.

Submission Of Registration Forms

Completed registration forms and tuitions can be sent by e-mail, mail, or fax to our head office in Chicago, Illinois.

Statement of Applicant:

I hereby apply to the course(s) marked at the beginning of this application and have enclosed the required tuition **payable to the Siebel Institute of Technology**. I understand that the Siebel Institute of Technology / WBA reserve the right to change and/or cancel any course date or offering due to extenuation circumstances.

Signature of Applicant

Date

Send all registration information to:

Siebel Institute of Technology / World Brewing Academy North American Head Office

1777 North Clybourn Avenue Chicago, IL. 60614-5520 U.S.A.

Phone: 312-255-0705 Fax: 312-255-1312

E-mail: info@worldbrewingacademy.com and info@siebelinstitute.com

Web: www.worldbrewingacademy.com and www.siebelinstitute.com

Hours of operation are: Mon-Fri from 9am to 5pm (Central Time)

Do not alter this form.

Housing Recommendations

Chicago

The Siebel Institute of Technology & World Brewing Academy location at North Clybourn Ave. offers an amazing selection of hotels, motels and alternative accommodations to choose from. Located in the heart of Lincoln Park, students can find housing selections that are safe, affordable, and within walking distance of both the school and downtown Chicago.

Students are responsible for booking their own accommodations while attending their courses. To check rates and to register for hotels, apartments & hostels listed, please contact the representatives listed below.

Homewood Suites by Hilton Chicago Downtown

For Reservations:

1. Call the hotel directly at **312-644-2222** and request the **Siebel Institute of Technology** rate.
2. Call 1-800-CALL-HOME and request the **Siebel Institute of Technology** rate.
3. Click on the online booking link:

<http://homewoodsuites.hilton.com/en/hw/reservations/index.jhtml?hotel=CHIHWHW&corporateCode=0002670439>

For additional assistance please call the hotel directly at (312) 644-2222 and ask for a member of the Sales Department.

"Make Yourself at Home"

All Spacious Two Room Suites - King Bed in bedroom and a separate living room with a sleeper sofa and with kitchens.

Daily rates depend on length of stay and season and can be reviewed and reserved by visiting the following link:

Check out our new e-brochure!

<http://homewoodsuites.hilton.com/en/hw/reservations/index.jhtml?hotel=CHIHWHW&corporateCode=2670439>

"Make Yourself at Home"

Welcome to Homewood Suites Chicago Downtown Nestled among Chicago's finest cultural venues and most exciting shops in the heart of Chicago's exciting River North district, the Homewood Suites in downtown Chicago is an extended stay Hilton Hotel with 233 elegantly appointed guest suites with the comforts that say "Welcome Home" every time you visit. Located across from the chic, full service Nordstrom store and surrounded by the Westfield Stores in downtown Chicago, your find our address is only surpassed by the extended stay experience we provide.

Your reward begins the moment you walk through our front door. Come see and experience the difference in caring comfort! As a leading Hilton brand all suites hotel in Chicago, we're able to meet and exceed your expectations swiftly and efficiently.

Hotel Amenities:

- Convenient, easily accessible, downtown location, in the heart of Chicago's "Magnificent Mile".
- Spacious two-room suites with separate living, sleeping areas and fully equipped kitchens (stove top range, refrigerators, dishwasher and microwaves)
- Complimentary Daily-Suite-Start Breakfast Buffet, hot and cold assortments
- Complimentary Monday-Thursday Welcome Home Reception, dinner with wine, beer, soft drinks
- Complimentary High Speed Internet throughout the hotel
- Complimentary 19th floor cardio-fitness room and indoor pool
- Coin operated laundry facilities and same-day valet dry cleaning service
- 24-hours Convenience Shop
- Valet Parking with in-and-out privileges
- 2 blocks from a full service grocery store (Jewel/Osco Grocery)
- Double-dip Hilton Honor Points & Miles with every stay.

Transportation:

The hotel is located one block east from the Grand Red Line subway stop which will take you north to the North/Clybourn Red Line subway stop which is a short 5 minute walk to the Siebel Institute. The door to door commute is about 20 minutes.

Hotel Lincoln

1816 North Clark Street
Chicago, IL 60614

<http://www.jdvhotels.com/hotels/chicago/lincoln>

The new Hotel Lincoln is a window to the most dynamic part of Chicago's North Side, Lincoln Park. Like the neighborhood, the hotel is historic yet fresh, fun though eccentric, active but relaxed. It's where the energy of urban life meets 1,200 green acres and Lake Michigan. All of which makes the Lincoln that unique place where the rhythms of a great city can be felt, savored and adopted as your

The Hotel Lincoln is the closest hotel to the Siebel Institute, within 20 minutes walking time to the school through the beautiful Lincoln Park neighborhood. Our location is surrounded by bars, restaurants, comedy clubs and shopping, and we are across the street from Lincoln Park and its famous zoo.

RESERVATIONS

Individual reservations may be made directly with the hotel by calling 312-254-4700 and asking for the **Siebel Institute of Technology** rate or by visiting the link below to book accommodations at the preferred rate through the Hotel Lincoln online reservation service:

<https://booking.ihotelier.com/istay/istay.jsp?PortalSymbol=JDV&HotelID=76102&languageid=1&identifier=WBSIEB>

All reservations must be guaranteed with either a credit card. We require cancellation 24-hours in advance of arrival to avoid a charge of one night's room and tax.

WORK AND PLAY

As a preferred account of the Hotel Lincoln, **Siebel Institute of Technology** travelers will enjoy:

- Complimentary High Speed Internet Access (Wireless)
- 24-hour complimentary business center & fitness studio
- Manager's wine reception held Mon-Thurs in our lobby from 5:30pm-6:30pm
- Local Shuttle within 2 miles, limited hours
- In-room coffee and tea
- 100% Non-smoking hotel

JOY OF LIFE CLUB

Each **Siebel Institute of Technology** Traveler is invited to join our loyalty club, [Joy of Life](#), earning points for dollars spent during visits to any Joie de Vivre Hotel throughout the United States. Points may be redeemed for unique rewards, experiences and hotel stays.

Marriott ExecuStay-Chicago Temporary Housing With a Familiar Name®

Contact: Mark Cicio, mark.cicio@marriott.com, Phone: 312- 835-5166

Contact: Kate Johanson, Kate.johanson@marriott.com Phone: 312-729-5166 Toll Free 888-321-7829

Marriott ExecuStay is the perfect place to call home while in Chicago. Our apartments offer an affordable alternative for visits of 30 days or more and our packages include the following amenities:

- Completely furnished, spacious apartments in residential communities
- Full size kitchens equipped with dishes, cookware and utensils
- Bed and Bath linens, housewares, etc.
- High-speed Internet access, local phone calls and answering machine
- Basic cable and all utilities included
- Swimming Pool, Roof Deck, New Fitness Center (Cardio & Weight Training)
- Bi-weekly cleaning
- Laundry Facilities and Business Center
- All taxes included in rate
- Marriott Rewards: Guest earns 2.5 points for every dollar spent

Our property is an easy red line commute from the Loop. Students can choose single occupancy, or economize by pairing up with other student(s). Our Singles start at \$119/day and Doubles start at \$149/day. All taxes are included. Availability is limited so please call at least 1-2 months in advance to secure your apartment!

Club Quarters Central Loop

111 West Adams Street (Next to the Rookery and near LaSalle)
Chicago, IL 60603
Phone: (312) 214-6400
Fax: (312) 601-3300

Club Quarters, Central Loop is located at the corner of Adams and Clark Streets beside the famous Rookery Building and in the center of the Central Loop, just minutes from Michigan Avenue. It is a short walk to the Symphony Center, the Art Institute, Board of Trade, the Willis Tower, the River Front and Grant Park. It boasts the popular Elephant & Castle Pub and Restaurant, serving a combination of British classics and North American favorites coupled with a list of over 100 beers and an extensive list of Scotch whiskeys.

Club Quarters, Wacker at Michigan

75 E. Wacker Drive (Off Michigan Avenue)
Chicago, IL 60601
Phone: (312) 357-6400
Fax: (312) 357-9900

Situated at Chicago's most visited intersection along the Chicago River, this landmark tower has been fully restored to its historical grandeur. The building offers spectacular views of the skyline, including the floodlit landmarks - Wrigley Building and Tribune Tower, immediately across the river. Just north of Club Quarters is the Magnificent Mile, famous for shopping. A convenient walk to the Chicago Cultural Center, Grant Park, and Marina City. Featuring Bacino's offering American Italian fare in a relaxed, split-level restaurant.

Members

When you are a member of Club Quarters you pay the same, low fixed rate whether a city is "full" or not. Members' employees, their families, and friends pay only subsidized rates on weekends and holiday periods. There are low fixed rates for 30-day stays and longer upon request, as well as accommodations designed specifically for long-stays in the hotel. See "[Corporate Apartments/Extended Stays](#)".

Members' guests receive "Night on the House" certificates each and every business stay, after the first stay.

Non-Members

[Non Member Corporate Apartment Rates](#)
Studio, Deluxe Studio, Deluxe 2 Bedroom
www.clubquarters.com

Just Passing Through Inc. (two locations – both in the Gold Coast Area)

1036 N. Dearborn St OR 1140 N. LaSalle St
Email: info@justpassingthrough.com
Phone: 312.501.3310
Fax: 866-365-1998
www.justpassingthrough.com

Just Passing Through is an excellent yet economical choice for your stay in Chicago. Furnished monthly rentals are located downtown in the Gold Coast neighborhood.

You receive:

- Furnished Private Studio Apartment
- Full-Size Bed
- AC/Heat
- Cable TV, Internet
- Full Kitchen
- Security Guard
- Rooftop Sundeck

They are nearby:

- Public Transportation - **Red/Brown** lines plus multiple bus routes within blocks
- Restaurants / Theaters / Music / Rush Street and much more!

*****Special weekly & monthly rates available for Siebel Institute students**

Chicago Getaway Hostel

Contact Mat Meadows – General Manager
616 West Arlington Place
Chicago, IL 60614
Phone: 773-929-5380
Toll free: 800-HOSTEL-5
E-mail: mmeadows@getawayhostel.com
www.getawayhostel.com

An alternative to hotel accommodations, this hostel is within a few minutes of the Goose Island facility by public transit. Chicago Getaway Hostel is located in Lincoln Park a safe, upscale neighborhood just a short 8-minute ride to Chicago's downtown. Chicago Getaway Hostel offers both dormitory-style and private rooms, featuring:

- 24 hour check-in with NO CURFEW
- Full kitchen
- Laundry facilities
- Coffee - free
- Safe-box rental
- Linen rental
- Vending machines
- Phone cards
- Visa/Mastercard
- 48 Hour Cancellation Policy

Comfort Inn & Suites

15 East Ohio Street
Chicago, IL 60611
Phone: 888-775-9223
www.chicagocomfortinn.com

Experience a Comfort like no other

Comfort Inn & Suites Downtown is AAA rated 3 diamond hotels. Located in the heart of downtown Chicago which allows guests traveling on business or pleasure maximum access to all Chicago has to offer. Each of our 130 guestrooms and suites are tastefully appointed with contemporary art deco furnishings, from the unique artwork on the walls to the bedside CD players you will find comfort in each of our guestrooms and suites.

You will also enjoy our *complimentary* amenities such as:

- Deluxe continental breakfast
- High speed internet in all guest rooms and suites, wireless internet in public areas
- Local calls
- Fitness center with sauna and whirlpool

The Heart of It All: The Comfort Inn Chicago hotel is uniquely positioned just blocks from the Loop/Financial District for the business traveler, and allows you to take advantage of sights like the Water Tower Place, Grant Park, Navy Pier and the Gold Coast, all within walking distance of our Chicago downtown hotel. Public Transportation: The CTA **Red Line** Train station is just a few blocks away. (Pricing is subject to change)

Rays Bucktown B & B (Chicago)

A unique Bed & Breakfast in the heart of Chicago's Bucktown neighborhood. A comfortable home-away-from-home complete with made to order breakfast if you so desire. It is walking distance to many restaurants. Public transportation: The CTA **Blue Line** Train station is just six blocks away.

Contact: Ray Reiss
2144 N. Leavitt
Chicago, IL 60647 USA

Toll free: 800-355-2324
Phone in Illinois: 773-384-3245
E-mail: ray@raysbucktownbandb.com

The B & B has:

- Five bedrooms with private baths
- High speed internet
- Steam room and sauna room
- Laundry facilities
- Satellite TV/HDTV & Tivo
- Fully equipped kitchen

DeWitt Place

Contact: Stephanie Napper-Revenue Manager

E-mail: stephanie@dewittplace.com

900 N. DeWitt Place
Chicago, IL 60611
Phone: 312-642-7020
Fax: 312-642-7074
E-mail: info@dewittplace.com
www.dewittplace.com

Gold Coast Guest House Bed & Breakfast

Contact: Sally Baker Direct number: 312-305-0361

113 W. Elm St.
Chicago, IL 60610

Phone: 312-337-0361
Fax: 312-337-0362
E-mail: sally@bbchicago.com
www.bbchicago.com

- Studio Condos
- Fully furnished

Apartments For Lease:

- This place is about one stop on the red line (TRAIN LINE) from Siebel/Goose Island:
<http://www.rentmyroom.homestead.com/Studios.html>
- Alternative lodging about \$900 a month: <http://www.canterburycourtapartments.com/>
- Here's a very good frequently updated list of available short-term apartments: <http://chicago.craigslist.org/sub/>
- Please link to: <http://www.arc-corporate-housing.com/ap/extended-stay-Chicago/>

You may want to also try searching the internet: www.cheaphotels.com or www.hotels.com; www.expedia.com Hotels can also be reached via public transportation. You can obtain more information about routes by calling 1-312-836-7000 or by visiting their web at: www.transitchicago.com

Munich

The Apartment-Hotel Forum

Friedrichshafener Str. 17,
D-81243 München
Phone: +49-89-83-99-00
Fax: +49-89-83-99-02-97
E-mail: GaestehausimForum@t-online.de
Web: www.gaestehausimforum.de

The Apartment-Hotel Forum is about 7 minutes by train (2 stations from Gräfelfing). It is very comfortable for people which want to prepare their own meals as they have small apartments with kitchenettes. Coin operated laundry facilities. Internet service available for an additional fee.

The Pschorrhof (Restaurant)

Lochhamer Str. 78
82166 Lochham-Gräfelfing
Phone: +49-89-85-57-84
Fax: +49-89-85-32-27
Web: www.Pschorrhof.de

The Pschorrhof is about 1,5 km from the school. Students can take the bus or the S-Bahn (1 station) to Doemens Academy. The Pschorrof features cozy rooms with shower, WC, TV, bowling and a beer garden. They have only 8 rooms available.

Meininger City Hostel

Landsberger Straße 20
S-Bahnstation Hackerbrücke

Reservation must be made via the main-office in Berlin

Phone: +49-89-85-63-77-00
Fax: +49-89-55-29-75-08
E-mail: welcome@meininger-hostels.de
www.meininger-hostels.de

The Meininger City Hostel is located at the Hackerbrücke S-Bahn train station, which lies only about 15 minutes from Doemens in Gräfelfing.

Easy Palace City Hostel

Mozartstr. 4, 80336 München
Phone: +49-89-55-87-970
(Schwabing) one station with the tramway to Kalrsplatz, then S6 to Gräfelfing.
www.easypalace.com

Euro Youth Hostel

Senefelder Str. 5
Munich, Germany
Phone: +49-089-59-90-880
(Close to the Main Train Station – S6 to Gräfelfing 20 minutes)

Check the web site at www.euro-youth-hotel.de for rates and booking information. Deposit is required for this hostel.

Jaegers Hostel

Senefelder Str. 5
Munich, Germany
Phone: +49-89-55-52-81
(Close to the Main Train Station – S6 to Gräfelfing 20 minutes)

Check the web site at www.jaegershotel.de for rates and booking information. Deposit is required for this hostel.

Wombat's City Hostel

Senefelder Str. 1, 80336 München
Phone: +49-89-59-98-91-80
www.wombats-munich.de

Hotel Imperial

Landsbergerstrasse 463
Passing, Munich 81241
Phone: +49-89-8207-980
Fax: +49-89-8201-604

Catalog revision 03/20/12

Pension Seibel in Munich

Reichenbachstrasse 8
D-80469 Muenchen
Phone: +49-89-23-19-18-0
Fax: +49-89-23-19-18-66
E-mail: info@seibel-pension.de

Pension Lindner

Pension Lindner is 2 blocks off the Marionplatz it's a small place with only 2-3 single rooms which run 39E... The single rooms are small with only a sink, desk, wardrobe and single bed and they share a bathroom with the other single rooms... no kitchen area in rooms, a big downside for longer term stays.

The location is awesome in the heart of old downtown, the innkeeper Marion is terrific and provides a great breakfast every morning at 7am. This is a great choice for those over 30, it is cheaper than traditional hotels and in a terrific location... if you can live without a kitchen in your room.

<http://www.pension-lindner.com/index1.htm>

Montreal

Hotel Ruby Foo's

7655 Decarie Boulevard
Montreal, QC H4P 2H2 Canada

Contact: Connie Marella
Phone: 514-731-7707 x627
Fax: 514-731-7158
E-mail: connie@hotelrubyfoos.com
www.hotelrubyfoos.com

Located 10 minutes from downtown Montreal and Dorval International Airport. Hotel Ruby Foo's is the ideal location for the business traveler. Special attention was given to ensure that each of our rooms provides sufficient space for working and relaxing, featuring such amenities as:

- Choice of queen size or two double bed rooms
- Room service
- Kitchenette studios available for extended stays
- Working desk, dataports, and personalized voice-mail
- High speed internet access available in all bedrooms
- Iron and ironing board
- Coffee maker and complimentary coffee
- Pay-per-view movies and video games available
- High-Speed Internet Access

Hotel services include:

- Complimentary parking
- Bellman and concierge desk
- Room service
- Multilingual staff
- Extensive Fitness Center: whirlpool, saunas, on-site trainers