36% of consumers drink craft beer¹

Nearly half (45%) of consumers would try more craft beers if they knew more about them.¹

CRAFT BEER AND FOOD GO WELL TOGETHER

SALENS WHEAT PALE ALE IPA IRISH RED BROWN ALE BARLEY WINE CHOCOLATE STOUT

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You have to show your customers that you understand craft beer and will bring it to them in a craft sense, through glassware and food pairings.

PHIL MOTT
Assistant Professor at Kendall

DREW LARSON
Kendall Alumn, Beverage Director at Hopleaf
Owner of Leader’s Beverage Consulting

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Assistant Professor at Kendall
Author, The Beverage Managers Guide to Wine, Beer and Spirits

SALES OF CRAFT BEER

Sales projected to triple by 2017¹

The total number of breweries in 2012 is the highest number since the 1880s.²

2,403 breweries

103,585 jobs

The 140-year-old Siebel Institute is moving to Kendall College. The modern beverage facility will house a teaching hall, brewery and famous Bier Stube, a space where students can learn the art of managing a beverage business.

Learn about Beverage Management classes like Beer & Fermentation and The Business of Beverage Management at hospitality.kendall.edu

¹ Mintel, Craft Beer Report, 2012
² American Brewers Association