

Beer Kulture Inc

Scholarships, Internships & Programs

Latiesha Cook, CEO, Co-Founder & President

Beer Kulture Inc

This Ain't The Beer That You're Used To Scholarship

This Ain't The Beer That You're Used To Scholarship fund, will be awarded to those who demonstrate a strong passion for beer knowledge. This scholarship promotes diversity within the craft beverage profession through offering quarterly scholarship programs for those who identify as Black, African-American, Hispanic, Native North American, Pacific Islander and other BIPOC applicants.

This scholarship is named after Amazons #1 Best Seller in Beer Book, written by industry vet Dom Cook.

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Keeping & Serving Beer

Beer Kulture has partnered with the Cicerone Certification Program to grant 2 scholarships per quarter for the Cicerone Programs Keeping and Serving Beer Course. The Keeping and Serving Beer Course will cover draft systems and troubleshooting, glassware, draft line cleaning, and storage of beer at the level required to earn the specialist badge and prepare for the Certified Cicerone exam.

The Keeping & Serving Beer course is a \$59.99 Value. Beer Kulture will have 8 Keeping and Serving Beer awardees per calendar year.

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Certified Beer Server

Beer Kulture has partnered with the Cicerone Certification Program to grant 3 scholarships per quarter for the Cicerone Program Certified Beer Server. The scholarship will grant each recipient with a coupon that covers the full Beersavvy course and Certified Beer Server Exam. Beer Savvy is a 5-8 hour course. Per The Cicerone Certification Program “BeerSavvy® Online uses videos, activities, and quizzes to lead you through eight professionally-designed course modules (see demo below). Best of all, you’ll proceed at your own pace: you could do it all in a weekend. Or start with ten minutes today, a half-hour tomorrow—then take a break and continue in a week. You have a full 90 days to complete the course. You can complete the modules in any order and repeat them as many times as you like. When you’re ready, take the included Certified Beer Server exam to earn your first Cicerone certification.”

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Certified Beer Server Continued

Benefits

- Become a savvy beer professional
- Master all aspects of beer service
- Round out your style knowledge and talk beer like a brewer
- Earn industry recognition when you pass the included exam

Key Areas of Instruction

- Keeping and Serving Beer
- Beer Flavor and Evaluation
- Beer Styles and History

The Certified Beer Server Beer Savvy Course is a \$199.99 Value. Beer Kulture will have 12 Certified Beer Server Awardees per calendar year.

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Certified Cicerone

Beer Kulture will grant 2 scholarships per calendar year for 2 recipients to advance through the Cicerone Certification Programs, Certified Cicerone. The scholarship will grant each recipient with the tolls necessary to become Certified Cicerones.

The Scholarship will include:

6 Course Books (Included)

6 Road to Cicerone Courses (\$59 Each)

Written Exam (\$225)

& Tasting Exam (\$175)

to become a Certified Cicerone

Beer Kulture will have 2 Certified Cicerone Awardees per calendar year.

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Beer Kulture & Hop Culture Journalism Internship

We partnered with [HopCulture](#), to offer a journalism internship for a deserving Black/African American, Hispanic, Native North American, or Pacific Island individual.

The intern will write for Hop Culture and be managed and mentored by our editorial staff. Internships will run from January 2021 through March 2021 and will include a \$1,000 stipend.

“In the past year, we’ve seen so many incredible breweries come together to support a more inclusive, equitable, and just craft beer ecosystem,” says Kenny Gould, founder of Hop Culture. “We wanted to do our part from the media side.”

This internship was funded by sales of a [collaboration Teku glass](#) that was released in October for pre-order on the Hop Culture website. The glass, designed by New York City artist Amika Cooper (better known by her online handle, [@blackpowerbarbie](#)), and called ‘A Mile in Our Shoes’, represents exploring the world from other perspectives, exploring our shared humanity, and exploring the life experiences of our Black, African American, Hispanic, Native North American, Pacific Islander, and BIPOC brothers and sisters.

The partnership with Hop Culture follows the introduction earlier this fall of Beer Kulture’s [‘This Ain’t The Beer That You’re Used To’ scholarship](#) that covers the cost of Cicerone test and prep materials.

“In working to increase diversity and equity within the beer industry, we’re not just talking about the people brewing the beer or working in a brewery taproom,” commented Latiesha Cook, President and CEO, Beer Kulture. “There are roles that are still in the beer industry, but not directly at a brewery. Distribution, tapline maintenance, restaurant beer managers, and media are just a few examples. This industry is so large that there are opportunities for people of color with all types of skills. We’re really excited to work with Hop Culture to offer this type of experience within the beer media world.”

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Beer Kulture & The Bronx Brewery Production Internship

Why This Matters:

- While expanding rapidly as an industry, craft beer continues to lag dramatically behind the restaurant business – and even further behind the general population – in its diversity
- Breweries skew disproportionately white and male, with 88% of self reporting breweries owned by white males according to a self-reported Brewers Association 2019 study. Further, that same study reported white males represent 76.2% of production staff and 89% of brewers.
- In addition to under-representation for Hispanic (2% of owners, 7.5% of staff) and Black communities (1% of owners, 4% of staff) compared to national demographic breakdowns (18% Hispanic, 13.4% Black), women as a whole compose just 7.5% of brewers.
- This not only goes against the deeply-held belief at the core of our business – that beer is particularly special in its ability to bring people together – but also represents a missed opportunity for our industry’s future growth potential and the creation of shared experiences and interests so vital to de polarizing our communities.

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Beer Kulture & The Bronx Brewery Production Internship

How The Internship Will Help

- This partnership combines two teams with proven track records in (1) promoting a more diverse industry and (2) creating careers in the field, making it uniquely suited to create much-needed opportunities.
- Beer Kulture, a 501(c) 3 nonprofit, has become one of the foremost voices in creating diversity and equity in craft beer. Beer Kulture has created scholarship programs to give up-and-comers a professional edge and a job board that directly connects breweries looking to hire with a more diverse and inclusive pool of potential “Kandidates”. Since launching Beer Kulture has already placed several BIPOC at jobs and has awarded a dozen scholarships to higher education in craft beer.
- The Bronx Brewery internship program is one of the most successful in New York City, giving dozens of people a foot in the door in the brewing industry over the past five years, and placing many of them at breweries around the country.
- The brewery’s lead brewer, Manny Salvatori, began his brewing career as an intern here at The Bronx Brewery, and will personally oversee – and designed the curriculum for – the program.
- Program details: six two-month long internships at The Bronx Brewery, encompassing all technical and practical aspects of production, study materials, safety equipment, etc.
- Ongoing career networking opportunities and placement assistance.

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Beer Kulture & The Bronx Brewery Production Internship

The Title Sponsorship:

- A \$12,000 grant would create six, \$2,000 stipends for new interns across the calendar year.
- Our title sponsor will be included in the official title of the internship, living on all collateral and owned/earned messaging about the program – including a co-branded hub page on thebronxbrewery.com and beerkulture.com.
- Exclusive happy hours at the brewery for your team, to meet each new intern-brewer

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Mentorship Program

The purpose of our mentorship program is to allow up and coming professionals to tap into the skillset and to connect with experienced industry professionals in an effort to transfer and share skills and experience. This is a 1-1 mentorship program that is semi structured and requires a time commitment of 1 year. The hours dedicated weekly will be based on the mentor and mentee.

We are looking for professionals with experience in Human Resources, Distribution and sales, Finance, Managment, Serving & Tasting, Technical Brewing, Marketing & Branding, Journalism and more. (This is open to ALL beverage professionals. Beer, Cider & Wine).

The Mentorship Program is be managed by our Board of Directors and Managing Director, AJ Kierans.

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Marketing and PR Internship

Beer Kulture has partnered with Kevin York Communications to create a 3 month long Paid (teaching) Internship opportunity.

The intern will make \$15 per hour and will be awarded a \$300 sign on bonus from Beer Kulture.

The Marketing and PR intern will work daily with KYC Communications based on the flexibility of their schedules to assist them with managing all of their accounts including Beer Kulture Inc.

Every 3 months a new intern will be selected based on the application, interview and selection process created by Beer Kulture Inc and KYC Communications.

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Brewery Workshop Scholarship

Beer Kulture's goal is and has always been about more representation throughout the industry. A big missing piece is a lack of Black, African American, Indigenous, and other underrepresented brewery owners. How do we solve that? By Engaging, Educating and Elevating our community through opportunity and access.

We're excited to partner with Craft Beer & Brewing to offer a full scholarship (program fee \$1400 Value + travel expenses) for the Brewery Workshop: New Brewery Accelerator in Denver, CO and Minneapolis Minnesota.

This scholarship is offered twice per year.

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Blog - Paid Teaching Internships

We're relaunching the Beer Kulture blog and we're looking for a Black/African American, Hispanic, Latino, Native North American, Pacific Islander, or other BIPOC writer to spearhead the development of the blog as a paid writing intern.

The Beer Kulture blog will tell the stories of Kulture in beer, sharing the perspectives of people of color who are contributing to the craft beer and craft beverage industries.

We especially want to highlight faces and voices who are not owners or brewers - people in sales and distribution, front of house, finance, marketing, cellaring, packaging, delivery, etc.

No formal editorial/writing experience is needed, but we're looking for someone who possesses basic solid writing skills. This is a teaching internship, so you'll learn more about the editorial side.

What You'll Do:

Serve as our blog intern for three months, producing six feature blog posts, and receiving \$1,000 for your work.

The Details:

During your three month internship, you'll

Write four 500 word blog posts, each focused on a person in the industry. In researching the subjects of those blog posts, you'll interview the subject of each blog post profile - one interview per post.

Write two 800 word blog posts, each focused on a person in the industry. For these posts, you'll interview the subject of each blog post profile, as well as an additional source for each post - so two interviews per post (at least).

Receive editing, mentorship, and coaching from Kevin York/Bryan Roth/NAGBW member.