

Rich Higgins

Consultant



à la Bière

Master Cicerone | Brewmaster | Certified Sommelier
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Virtual Beer Tastings & “Home-Office Happy Hours”

group beer tasting seminars led remotely via video conferencing

In these fun, educational beer tastings, Rich takes tasters on a fun journey into beer regions, styles, history, and brewing techniques. During the engaging lesson, he'll lead a guided tasting, share tasting tips, and answer any questions. Rich is one of 19 Master Cicerones in the world, is a brewmaster, and leads beer events globally.

Tasting Seminars

- Become a Better Beer Taster
- Belgian Beer: Monks & Devils
- German Beer: Pilsner & Beyond
- Craft Beer Exploration
- Beer & Cheese Pairing
- *a new topic of your choosing*

Tasting Seminar Prices

- Up to a 90-minute tasting event, including PowerPoint Presentation and Question-and-Answer session
- Client selects number of beers to be tasted, between 2 and 5 beers, from menu of beers pre-curated by Rich
- Optional add-ons include curating and sourcing of tailored beer and/or specialty glassware, autographed Scratch & Sniff Guide to Beer with foreword by Rich, keepsake Beer Tasting ePamphlet PDF, and more. Additional charges apply.

What's Included?

Rich's fees include his teaching; a fun PowerPoint presentation; tailored promotional video; advance trivia, polls, and moderator questions; curation of the beer list and general assistance to the client in procuring the beer; and advance set-up and run-through call. Additional services and deliverables are available for an additional charge; please inquire. Rich does not sell any beer, but the beers in his curated menus for the tasting event are easy for the client to source.

Beer Sourcing

Typically, clients coordinate beer purchasing and shipping via a licensed office beverage vendor, but other options include retail channels that can deliver to offices and/or residences. Various E-commerce beer delivery services are available in different geographies, able to either deliver from local stores or to ship to offices and residences. Some U.S.-based options include:

- Drizly (delivery)
- Saucey (delivery)
- Total Wine (delivery)
- BevMo! (delivery and shipping)
- Craft Beer Kings (shipping)
- Marina Market (shipping)
- Tavour (shipping)
- other beer/liquor stores local to your area



"a special class neophytes and serious drinkers can benefit from"
— The Washington Post

"a highly articulate practitioner of the brewer's craft"
— Edible San Francisco Magazine

"Educational, entertaining; Rich Higgins' beer classes are all that and more in a fun, supportive environment. We can't wait for the next round!"
— Lisa Morrison, Co-Owner, Belmont Station, Portland, OR

"Working with Rich was very easy and the people who attended our event all had a great time."
— Collin Castore, Co-Owner, Seventh Son Brewing Co., Columbus, OH