

Education Around the Globe

World Brewing Academy offers international learning experience

The World Brewing Academy (WBA) is the result of a partnership between the Doemens Academy in Gräfelting and the Siebel Institute of Brewing in Chicago/USA. The two prestigious brewing schools on both continents offer interested parties from all over the world the opportunity to receive comprehensive training in beer production. We spoke to master brewer and production manager Michael Eder from Doemens about this.



Images: Michael Eder

Michael Eder is responsible for WBA at Doemens.

BBII: Mr. Eder, please describe what the World Brewing Academy (WBA) is and how it came about.

Michael Eder: The WBA is a joint venture between the Siebel Institute of Brewing in Chicago/USA and the Doemens Academy here in Munich. Both schools, as Siebel is also a renowned brewing school in the USA that has existed since 1868, saw the need to become more active on the other continent in order to increase their own level of awareness. What could be more appropriate than to join forces and launch a project in 2000 that would enable interested parties from all over the world to further educate themselves on the topic of "beer production".

BBII: How has the WBA developed since its founding in 2001 and what are the biggest milestones?

Eder: The first courses were somewhat sparsely attended, and the WBA plant was still young and unknown. We (the WBA) had to learn what our clientele wanted and needed. The course con-

tent was clear from the very first moment and, just like today, not only relates to the production of beer, but also to all technical aspects such as steam generation through to bottling and packaging. What has changed from the beginning to today are our par-

ticipants themselves. It has always been clear that training at two long-established institutes, and then on two continents – new world and old world, so to speak – will attract participants for a variety of reasons. Initially there were a few larger companies (EFES for example) that sent participants, and a large number of American craft brewers. This is where the most has changed. Currently, the countries of the participants are more or less spread all over the world, and the range from career starters to brewery owners to employees of global players

WBA Courses

1) WBA Concise Course in Brewing Technology

- Short course in brewing technology, imparts knowledge of the brewing process, the procedures of brewery operations and the problems of the industry
- General overview, which is helpful for breweries, regardless of size
- Duration: 2 weeks (online or face-to-face)

2) WBA International Diploma in Brewing Technology Program

- advanced theory and practical application for a career in the brewing industry

- in English language on the campus in Chicago and Munich
- Duration: 12 weeks (the first 6 weeks are held in Chicago or taken online)

3) WBA Master Brewer Program

- Comprehensive training that deepens technical brewing knowledge and practical skills through theory and practice
- in English language
- Duration: 20 weeks (the first 6 weeks are held in Chicago or taken online)

Further information:

www.doemens.org
www.siebelinstitute.com

is included in practically every course. The pre-education of our students has also increased enormously, which is of course very pleasant in class and we can therefore achieve a high level of education. Milestones for our program were certainly the fact that companies like AB InBev and Constellation chose us as a course provider.

BBII: What differentiates the WBA from other training programs in the brewing industry? Which specific target group should the course address?

Eder: What sets us apart from other courses is of course our modular training system, which takes place on two continents. We offer a maximum level of seven modules in a time frame of 20 weeks full-time, which can be taken individually and independently of each other. It is also possible to take a "beginner's course", which only scratches the surface in terms of subject matter and lasts two weeks. E-learning is also possible. Our Concise course can be booked entirely as an online module, but of course we also have a course as a classroom version of it. Even parts of our WBA Master brewer program can be taken online. Of course, only the theory modules here; presence is essential for practical work.

BBII: Can you elaborate on the partnership between Doemens Academy and the Siebel Institute in Chicago that led to the founding of the WBA?

Eder: The Siebel Institute of brewing was sold by the Siebel brothers at the end of 1999. The Lallemand company from Canada – a market leader when it comes to yeast and bacterial cultures – took over the business and was looking for a strong partner who would help bring Siebel back to its former strength. At the same time, the Doemens management was looking for a way to make the Doemens brand better known in the USA – especially in the craft brewing scene. So they sat down at a table and thought about how something like this could be designed to be profitable for both sides. This



Creating a network is very important: the participants of the WBA visit the Hopsteiner company.

resulted in the establishment of a partnership under the World Brewing Academy name.

BBII: What requirements do participants have to meet and what learning objectives are achieved in the programs?

Eder: The prerequisite is a certain basic knowledge of the processes in a brewery. In order to find out whether you have all the knowledge requirements for the course, we have set up a small online entrance test when registering for our courses. This helps us find out what our students' backgrounds are, but also prevents someone from investing a lot of time and money only to find that they are overwhelmed by the course content. The learning objectives are adapted to the respective courses and range from "creating an overview" to the knowledge of a master brewer.

BBII: What benefits do participants gain from the WBA's international learning environment?

Eder: In addition to the course and learning content, creating a network is of course very important! Since our course is very international (as an example: the currently running Master Brewer course has participants from Scotland, Belize, Samoa, Trinidad and Tobago, USA, Argentina, Italy, Brazil,

Mexico, Netherlands), a personal worldwide network can be created here, from small businesses to global leaders. Various excursions also help to expand this network and enable course participants to look beyond the brewery, for example through visits to malting houses, hop refiners and mechanical engineering companies. The course duration of a maximum of six months is also manageable, so our students can be quickly integrated into your work processes.

BBII: What medium-term goals have you set for yourself with the training, or what do you want to achieve?

Eder: Since our success with these programs has of course not gone unnoticed, some competition has arisen – especially in the USA. The economic conditions for many companies in the US market are also more tense than they were perhaps ten years ago. As you can imagine, a pandemic doesn't exactly contribute to high times in the training sector, where a lot of things have to happen in person. Nevertheless, we are a reliable partner in the training of students and want to remain so in the future. Our student numbers are gradually increasing again and we want to maintain this trend with our partner overseas in order to deliver education at the highest level.

BBII: Thank you very much!