

Rich Higgins

Consultant



à la Bière

Master Cicerone | Brewmaster | San Francisco, CA | www.richhiggins.com

~ DISTINCTION ~

MASTER CICERONE®. *Cicerone Certification Program, October 2010. Third person to earn Master Cicerone distinction.*

~ CONSULTING EXPERIENCE ~

RESTAURANT BEER PROGRAM IMPLEMENTATION

Create beer identity, curate beer menu, conduct extensive trainings, perform retainer services for menu oversight, staff training, events, and media coordination.

RESTAURANT BEER DINNERS AND GUEST SOMMELIER EVENTS

Work with chefs to develop menus and coordinate, promote, and present successful beer-and-food-pairing dinners and programming.

BREWERY CONSULTATION

Refine brand identity, consult on recipes, analyze flavor profiles, generate tasting notes and food pairings, develop sales strategies.

RETAIL BEER STORE CONSULTATION

Consult on purchasing, develop in-store marketing strategy, curate Beer-of-the-Month Club, write beer reviews.

DISTRIBUTOR AND SALES STAFF TRAININGS

Lead trainings and tastings on a variety of beer subjects and sales strategies.

TEACHING AND CURRICULA

Develop and teach courses, source beer and food, collaborate with guest chefs and venues.

ASSESSMENT AND JUDGING

Master Cicerone exam grader, Certified Cicerone exam proctor, beer judge at commercial and amateur beer competitions.

CORPORATE EVENTS AND TEAM-BUILDING SEMINARS

Tailor, coordinate, and lead fun, unique, educational events for corporate and non-profit organization clients.

MEDIA APPEARANCES

Expert and guest on numerous local radio programs and TV programs, expert for print and online media outlets.

Programs and publications include: Forum on KQED, The Ronn Owens Show, Dining Around with Gene Burns, Eye on the Bay, Channel 7 Live, Sunset Magazine, Huffington Post, 7x7 Magazine, DRAFT Magazine

~ CLIENTS, COURSE SERIES, PUBLIC SPEAKING, AND EVENTS ~

Clients: Delarosa, Lolinda, Starbelly, InnerFog, Plumpjack Wines, Hilton San Francisco Financial District, Speakeasy Ales & Lagers, Matagrano, Inc., Epic Roasthouse, Ozumo, Beretta, The Fifth Floor, CUESA, Cortez, Social Kitchen & Brewery

Course Series: Certified Cicerone Exam Preparation Courses, Seasonal Beer & Food Pairing at 18 Reasons, Beer Tradition Courses & Beer and Food Pairing Courses at the Boothby Center, From Ales To Fromage: Beer and Cheese Explorations

Public Speaking: Great American Beer Festival, California Artisan Cheese Festival, SF Chefs Festival

Restaurant Events: San Francisco, New York City, Washington, DC, Denver, Columbus, Indianapolis

~ PREVIOUS EXPERIENCE ~

PRESIDENT, San Francisco Brewers Guild, 2009-2012, Secretary, 2008-2009. Organized business-members, conducted political advocacy, produced large public events, developed business partnerships, managed public relations and social media.

EVENT DIRECTOR, San Francisco Beer Week, 2009-2012. Coordinated hundreds of restaurateurs, brewers, and beer industry stakeholders yearly to host 325 distinct, high-quality beer events, managed public relations and social media.

BREWMASTER, Social Kitchen & Brewery, 2010-2012.

BREWER, ThirstyBear Brewing Company, 2004-2009; Gordon Biersch Brewery Restaurant San Francisco, 2005-2008; San Francisco Brewing Company 2004-2005.