

How to Start a Career in Craft Beer





Cover Letters

DO NOT...

- Talk about your current/former job in poor light. Looks amazingly bad.
- Forget to attach your resume and cover letter to your email. Yes. This happens quite frequently.
- Summarize your resume. Show us what is not in your resume. Why you are getting into the beer industry.
- Make it too long. If it's over a page, it's too long. Keep it concise.

Example from Russian River

... I was looking through your available positions(because I and several of my friends would love to be part of what you all do) and I noticed the opening of a delivery driver position. I think that sounds like a very good introductory position but I do have a few questions...

First and foremost- how does one get a job tending bar there, does someone have to die for a spot to open up? I feel the driving gig would be great, but honestly, my goal the whole time would be to eventually move on to other roles; I'd love to tend bar, and even work with the brewing eventually. Also, would being a Cicerone certified beer server help in gaining any kind of employment there? I've completed my studies and I plan on taking the test this weekend. Frankly, I'm expecting to ace it because I have put in far more than the recommended time of study and palate cultivation. I am certainly no expert in anything but I have a working knowledge of and appreciation for every style, along with different draught systems and of course, serving suggestions.

My second line of curiosity- could you give me some more details of the driving job? The website explains the basic duties of a driver quite well but it lacks in other areas of explanation; primarily, what is the starting wage/benefits package? I recognize that coming in as the new guy would give me no right to a premium salary but I would love to know what the expected compensation is, along with an estimate of the eventual raises and the projected timeline of such advances.

I will be honest and tell you that I do Not have a certification for a forklift, but I am very familiar with them as I work with one every day, so I would assume that getting a certification would be exceedingly easy to do, if that is in fact a requirement as the listing states.

DO...

- Make it personalized
 - *“Dear Mikkeller Friends”...*
- Show that you know the company
 - *“I am glad to see Mikkeller Tokyo has found a new home since it is my dream to travel to Japan and visit my mentor.”*
- Match the tone of your cover letter to the company
 - *Modern Times hires for “Wizards”*
- Double-check all dates, spelling, grammar and punctuation
 - *One letter I received in July 2016 was date August 2015. Had the wrong job title on it and was missing words in the opening sentence. I didn’t make it past the first paragraph.*

Example from Russian River

I am currently a brewer in _____ and have always dreamed of working at Russian River Brewing Company. I believe your team at Russian River consistently make the best beer in the world and I would not hesitate given the chance to work there.

I work the over night shift as a brewer at _____ in _____. I started at _____ in the summer of 2014 and worked my way up from the cellar to the filter and finally to the brew house. I currently spend most of my time on wort production on the dual 120 bbl brew houses. However, on some shifts I help in other areas as needed. I have a deep passion for brewing and try to brew at home as much as I can as well. I went to the Siebel Institute to get my brewing science degree and am currently working to get my Cicerone certification.

I have learned a great deal from working at _____ but I am also very eager to continue my learning in this industry. I would welcome the chance to work with and learn from your entire team. My resume is enclosed for your review. Thank you for your consideration.



Resumes

DO NOT ...

- Regurgitate the job description in your resume
- Use the same terms always seen on resumes like “team-player”, “hard-worker”
- Go over two pages
- Send it as a word document. Convert it to .pdf

DO...

- Proofread and check for grammar, punctuation and spelling errors
- Use the correct tense of the word you are using to describe what you do/did
 - “Assist” or “Assisted”
- Highlight your most relevant experience/skills
- Include an email and phone number somewhere on your resume
- Tell the truth on your resume
 - If you’ve exaggerated your skill-set, it will most-likely show in your interview or once you have the job



Interviews

A photograph of three wooden barrels, likely for aging spirits, arranged in a row on a light-colored tiled floor. The barrels are made of dark wood with several dark metal hoops. They are positioned in front of a large window that looks out onto a bright, green outdoor scene. The lighting is soft and natural, coming from the window. The text 'Q&A' is overlaid in the bottom left corner in a black, serif font.

Q&A