

*Tobacconist University (TU) is the first and only organization that educates and certifies professional tobacconists. TU is the exclusive educational curriculum for the industry's oldest and most prestigious trade organization and has been certifying consumers and professionals since 1996.*

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## CERTIFIED CIGAR SOMMELIER TOBACCONIST, CCST

This professional certification is designed to serve the hospitality industry; including fine dining establishments, golf/country clubs, casino lounges, wine/liquor/cocktail bars, hotels and cigar shops around the world. It is also the perfect program for mobile cigar lounges, event promoters, influencers and anyone seeking strong fundamentals and professional credentials. The curriculum and final exam are specially tailored to meet the service needs of these organizations and their customers.



CCST are not typically full-service retail tobacconists, but rather they provide luxury cigars as a service enhancement to their customers. To that end, the CCST degree focuses on product fundamentals, upselling, and service processes. The CCST degree exists to improve appreciation, customer service, industry standards and sales.

The CCST degree is available to individuals and company employees: it is a customized, password protected, 100% web based school for your employees where they can study at their own pace, take the final exam, earn their Certified Cigar Sommelier Tobacconist (CCST) degree, and print their own diploma when they graduate. All CCST companies and tobacconists are listed and promoted on the TU website.

### **BENEFITS & ROI**

The investment you make in your employees through our CCST Program will pay for itself immediately - the confidence and competence it will provide your sales people will increased sales and professionalism from day one. This is not an esoteric program with intangible benefits: it is a fundamental training program that is a bona fide competitive advantage.

### **COST OF CERTIFICATION**

1 CCST - \$275pp • • • 3 CCST - \$206.25pp • • • 6 CCST - \$165pp

*You can see more detailed price breaks when you purchase your CCST School. In addition, we can add multiple locations to your account at no extra charge.*

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### CCST PROGRAM

**CCST School:** your [custom educational program](#) opens immediately after you *Register Your Company* and pay. Your employees can enter your password protected CCST School and sign up as apprentices, study at their own pace, and take the final exam when they are ready. When they pass\*, they can print their diploma and their Certified Listings will be promoted on the TU website. The CCST School is open for 36 months after the most recent payment: upgrades and/or additions can be made at any time by company admins.

\* Apprentices can take the final exam online as many times as needed to pass: there is no penalty for failure.



**Academic Curriculum:** the CCST Academic Curriculum is a distilled version of the [TU Academic Curriculum](#)\*. It is comprised of [Retail School](#), [Cigar Fundamentals](#), and [Pairing School](#). This curriculum is specially enhanced to focus on product knowledge/appreciation, upselling, retail best-practices, and customer service - without over burdening your employees with excessive or unnecessary information. Preparation and studying for the final exam is the equivalent of reading a seventy-five page book and is typically accomplished in less than six hours. The Final Exam is 50 multiple choice questions and requires a 90% score to pass.

\* The TU Academic Curriculum is the world's largest and most comprehensive educational curriculum for professionals and consumers: it is freely available to the public. The CCST Academic Curriculum includes custom and proprietary enhancements to the TU Academic Curriculum which are not available to the public.

**Benefits & Promotional Value:** all CCST companies have their Certified Tobacconists profiles listed on the TU website and get all of the professional benefits associated with TU Certification. Lastly, we encourage you to promote and leverage the prestige of your certifications.