

made their first trip to Japan. There will only be 150 of the 700ml 'Lips' bottles released in Japan, where the Stones are huge. They are priced at \$6,300 USD each and will no doubt be the focus of some frenzied collectors worldwide.

First Canadian Master Cicerone®

Toronto-based beer expert attains rare level of beer proficiency

Mirella Amato is now one of only six Master Cicerones in North America; the first Canadian and the second female to earn the high distinction. Missouri native and 15-year industry vet, Boulevard Brewing's Neil



Witte and Amato were the fifth and sixth to earn the lofty title.

To become a Master Cicerone® (a professional certification for the highest level of beer knowledge), candidates must achieve at least 85% in two intensive

days of testing: 10 hours of written questions, two hours of oral exams and two hours of beer testing and evaluation! Amato is only the second Canadian to attempt the Master Cicerone exam and she is the first to pass. "The whole exam is gruelling. It's an exercise in stamina, going back and forth between essay questions, oral exams and tasting exams for hours, and then waking up the next day and doing it all over again." says Amato of her experience. Amato runs Beerology™, a Toronto-based beer-focused company conducting consulting, training services and events.

Experts like Amato are reshaping the future of beer with their specialized knowledge and passion for the craft. With consumer demand for specialized beer rising in step with the growing craft beer industry, the concept of beer experts with an elite pedigree is garnering credibility and respect. The popularity, novelty, and abundance of beer is being wholly embraced by a new breed of hip gourmet foodies and drinkers.

How hard can it be? [TAP HERE](#) for Master Cicerone® data (PDF)

the beer they are drinking.

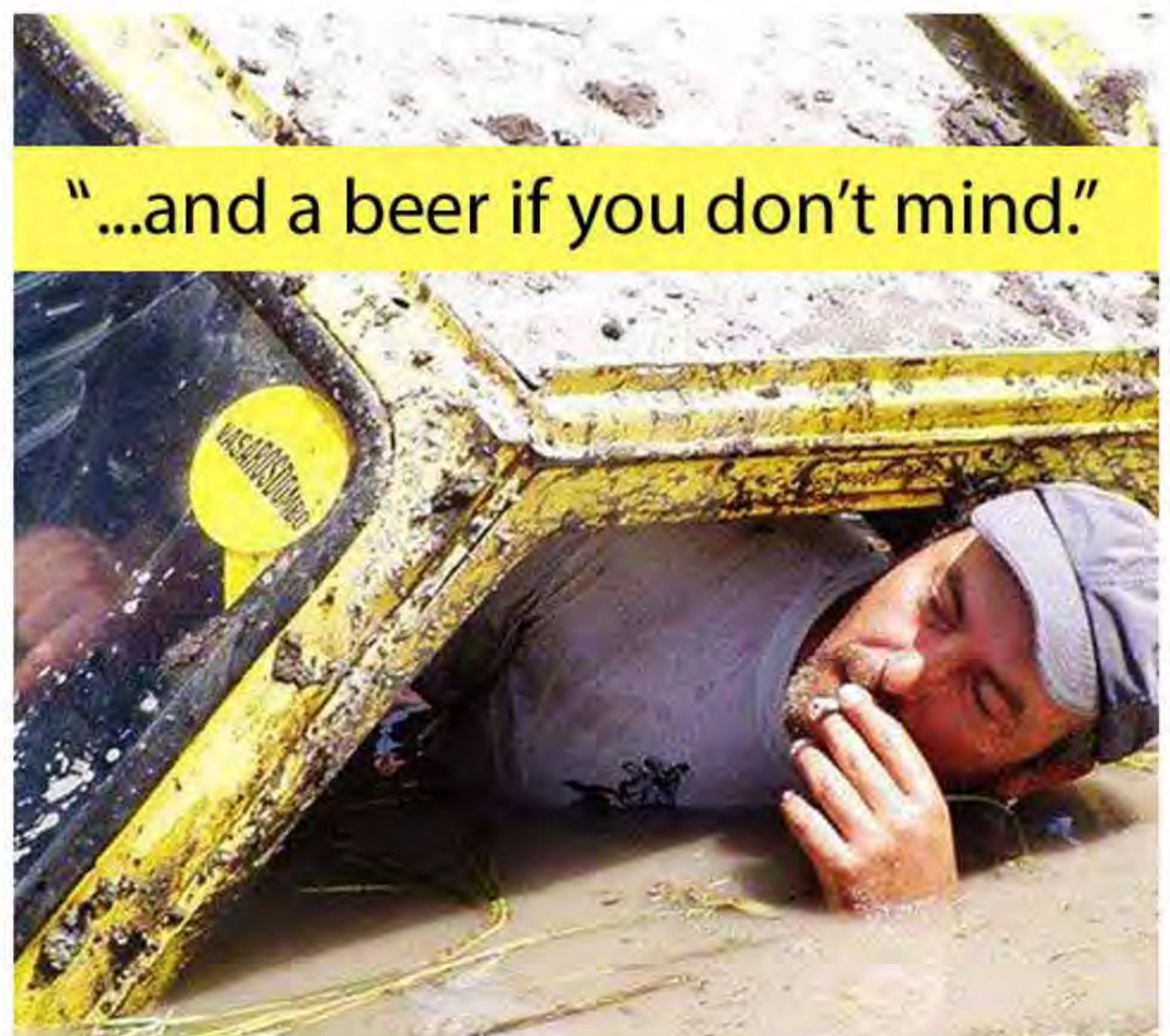
We ask that you take the time to familiarize yourself with who is brewing the beer you are drinking. Is it from a crafty large brewer, seeking to capitalize on the mounting success of small and independent craft brewers?

for a complete PDF list of all the non-Craft Brewers in the USA, [TAP HERE](#)

Book Award for Kergommeaux

on to the finals for Büze writer

Edouard Cointreau, President of the Gourmand World Cookbook Awards announced that *Canadian Whisky: The Portable Expert*, written by Canadian author and regular contributor to Büze Magazine, Davin de Kergommeaux, has been awarded Best Spirits Book of 2012 for Canada. The book now goes on to compete against winners from other countries for The Best in the World award. Results will be announced at February 23, 2013 in the 1,400-seat theatre at Le Carrousel du Louvre, under the Pyramid of the Louvre Museum. This event draws a huge international presence, with books from 171 countries competing.



Read Mirella Amato's articles 'Feeling The Need For Mead' and 'To Your Health' in this issue, see Table of Contents