

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 (IPCPR) and has been certifying consumers and professionals since 1996.

Please visit www.tobacconistuniversity.org to view all current TU Certified Tobacconists.

CERTIFIED CIGAR SOMMELIER TOBACCONIST, CCST

This professional certification is designed to serve the hospitality industry, including fine dining establishments, golf/country clubs, casino lounges, and wine/liquor/cocktail bars and stores. The curriculum and final exam is specially tailored to meet the service needs of these businesses and customers. This professional certification is only available to employees of participating CCST Companies.



CCST Companies are not specialized retail tobacconists, but rather they provide luxury cigars as a service enhancement for their customers. To that end, the CCST degree focuses on upselling, product fundamentals, and service processes. Ultimately, the CCST degree exists to improve customer service and sales.

CCST COMPANY

The CCST degree is only available to participating companies. CCST companies pay annually* (12 month period) for TU to create and host a specialized school for their employees on the TU website. The CCST School includes a customized web-based educational curriculum and final exam, individual certifications, publicly promoted listings/profiles for their certified employees to drive business, and continual education (via email and the website) throughout the year. Apprentices, certified employees, and locations are listed and promoted on the TU website for the duration of the contract. CCST pricing per location/per year:

- **1 Certification—\$250**
- **Up to 5 Certifications—\$500**
- **Up to 10 Certifications—\$750**
- **Up to 20 Certifications—\$1,000**

For two or more locations please contact TU directly for special pricing and conditions.

Email CCST@tobacconistuniversity.org or Call 609.651.2311

* The 12 month contract begins after full payment is received and the CCST School is activated. CCST Company employees can start registering, studying, and taking the final exam on the first day of the contract.

CERTIFIED CIGAR SOMMELIER TOBACCONIST, CCST



CCST PROCESS

CCST School: this educational program is customized and password protected for CCST employees only. While CCST Certified Tobacconist Profiles/Listings are visible and promoted to the public, the CCST School is only accessible by the CCST company's authorized employees.

Code of Ethics & Standards: every CCST apprentice accepts the TU Code of Ethics & Standards as their first step to apprenticeship and certification—this is the foundation of professionalism and the accreditation process. TU retains all rights to revoke certification for any violation of the TU Code of Ethics & Standards.

Marketing & Promotion: all CCST companies have their certified tobacconists, locations and company info listed on the TU website for the duration of the contract—company profiles rotate on the TU homepage for maximum promotional exposure. Certified Tobacconist and company location profiles include addresses, contact information, social media links, and maps.

Academic Curriculum: the CCST academic curriculum is a customized version of the TU Academic Curriculum (Tobacco, Accoutrements, Taste, and Service College, the TU FAQ and Glossary). It is distilled into Retail School, Cigar Fundamentals, and Pairing School. This curriculum is specially enhanced to focus on upselling, retail best-practices, and customer service without over burdening your hospitality employees with unnecessary information. Preparation and studying for the final exam is the equivalent of reading a seventy-five page book.

Final Exam: all CCST companies have their own customized exam included in their CCST School. This final exam is available to all CCST Apprentices: it is 50 multiple choice and true/false questions. A 90% score is required to pass. If the apprentice fails, their apprentice listing will be deleted and they will have to reregister to take the exam again: there is no extra charge for multiple attempts to pass the final exam.