

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.

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.



CCST are not typically 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 PROGRAM

The CCST degree is available to participating individuals and companies. The CCST Program is purchased and opened for a period of three years (36 months). Individuals and companies pay a one-time fee to keep the CCST School open and listings active for 36 months. The CCST School includes a customized web-based educational curriculum, final exams, individual certifications, and publicly promoted listings/profiles for CCST. The school and listings only remain active for the duration of the contract, unless the term is renewed or extended.*

CCST pricing per location*:

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

* Contact TU directly for more information about term renewals/extensions and multi-location pricing.

Email CCST@tobacconistuniversity.org or Call 609.651.2311

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CCST PROCESS

CCST School: this educational program is customized and password protected: it is not visible or available to the general public. While CCST profile listings are visible and promoted to the public, the CCST School is only accessible by authorized employees and individuals.

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 our 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—CCST profile listings rotate on the TU homepage for maximum promotional exposure. Profile listings can include addresses, contact information, social media links, logo, 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 excessive or unnecessary information. Preparation and studying for the final exam is the equivalent of reading a seventy-five page book.

Final Exam & Diploma: all CCST companies/individuals 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. When the apprentices passes, they can print their own custom diploma.