

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.

CERTIFIED CIGAR SOMMELIER TOBACCONIST, CCST

This professional certification is designed to serve the hospitality industry, which includes fine dining establishments, golf/country clubs, event promoters, cigar clubs, casino lounges, and wine/liquor/cocktail bars and stores. The curriculum and final exam is tailored to meet the service needs of these organizations and 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 and sales.

The CCST degree is available to participating individuals and companies: it is a customized, password protected, 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 increase 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/PRICING

1 CCST - \$275 • 3 CCST - \$600

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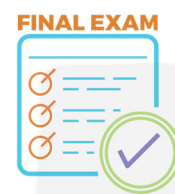


CCST PROGRAM

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 - as long as the school and tobacconists are active**. The CCST School is open for 36 months: upgrades and/or renewals can be made at any time.

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

** Company Admins can remove old employees by contacting TU.



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 booklet: it can be accomplished in a few hours. The Final Exam is 50 multiple choice questions and requires a 90% 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 free use of TU's [Certified Cigar Review](#) platform for the duration of the CCST School contract - three years. Lastly, we encourage you to promote and leverage the prestige of your certifications.



MAESTRO

: a great or distinguished figure (noun); a teacher (Spanish noun).

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A CCST Maestro is a CRT or CST who curates their own Certified Cigar Sommelier Tobacconist (CCST) School. The program exists for individuals and companies who want to educate and certify consumers. A CCST Maestro is the administrator of their own CCST School: branded and named by the Maestro, under the umbrella of Tobacconist University's (TU) academic curriculum, certification standards and processes. The school includes the TU cigar sommelier academic curriculum, online exams, listings for students, and printable diplomas. The CCST Maestro School can also include customized content* created by the Maestro.

The CCST Maestro program exists for retailers, cigar club organizers, hospitality professionals, event promoters, and any other person or company who wants to educate and certify others. Any CCST who is also a CRT or CST can register and purchase the CCST Maestro program, which includes 10 open certifications per lot. After purchase, you will be in charge of allowing people into the CCST School with the credentials you created. Maestros can create tasting and educational events for their customers and provide the CCST certification as a bonus or central part of their event. Other Maestros may provide the service to their existing customers - for free or for profit. TU does not dictate how the Maestro can or should use their school, nor do we control the price charged.

The CCST Maestro program exists to empower our certified tobacconists to educate others, promote themselves, and profit.

* Standards must be met for custom content to be included in Maestro School, please contact TU for details.