



**AUTHORIZED
SCA TRAINER**



AUTHORIZED SCA TRAINERS (ASTs)



ABOUT

SCA COURSES ARE TAUGHT BY HUNDREDS OF **AUTHORIZED SCA TRAINERS (ASTs)** IN LOCATIONS AROUND THE WORLD.

ASTs are coffee professionals who use their knowledge and training skills to deliver SCA course content and administer exams required to pass each module, audited by the SCA.

Becoming an AST gives you the unique opportunity to teach SCA curriculum at your own Authorized Training Venue or Premier Training Campus.

We'll provide you with all the necessary training on our two-day AST course as well as ongoing support from SCA staff to help guide you as you begin teaching your own courses.

"The AST program has been a great way to connect and work alongside some of the best and brightest in the industry. Working together to share our experiences with newcomers is certainly rewarding and a great way to give back to our community."

Ian Picco
Topeca Coffee Roasters
Boston, US

CAREER BENEFITS

As an AST, you'll enjoy the freedom of running your own company and the distinction of being a recognized subject matter expert in the industry. Becoming an AST and launching a career focused on bringing SCA education to coffee professionals around the world has numerous benefits.

- Work independently as your own boss
- Teach courses anywhere in the world
- Become recognized as an industry subject matter expert
- Join a growing vibrant group of teaching professionals
- Utilize a globally-respected curriculum, available in multiple languages
- Start teaching as soon as you earn your license
- Determine your income potential: teach full-time or as a way to complement your current career




"Becoming an AST has been brilliant for my personal development, pushing me to gain a very deep understanding of the various aspects of coffee. It's also been a great link to a community of like-minded industry professionals who are always on hand for support and discussions. I'd highly recommend it to anyone looking to take the next step in their coffee career."

Heather Thompson
Matthew Algie
Glasgow, UK

BUSINESS BENEFITS

Let the SCA help you reduce your training costs and increase efficiency. When you certify one or many employees as ASTs, you incorporate decades of industry standards and best practices into your daily operations, benefiting both your employees and your customers.

- In-house trainer available according to your company needs and schedule
- Reduce trainer costs
- Consistency in training: the SCA's tiered curriculum offers a pedagogical structure that allows students to delve deeper into content areas
- AST license includes SCA membership and applicable benefits
- Promote your company as being committed to excellence in training through recognized industry standards
- Network on behalf of your company as an AST at various SCA events



"The AST program has given me the framework and resources from the SCA, while still allowing the flexibility to make the courses my own and tailor them to individual students."

Sarah Oermann

*Greater Goods Coffee Roasters
Austin, US*

BECOMING AN AST

"ASTs are highly recognized in the market, not just locally but also globally. Becoming an AST has helped me to pitch my clients and let them feel comfortable that I have the knowledge and the skillset that I can provide to their staff."

Kaleb Tse

*Ravishing Coffee Solutions
Hong Kong*



AST LICENSE

Are you ready?

Register your interest by completing the AST Application Form, available in English, Chinese and Korean on our website:
sca.coffee/education/trainers

PRICING:

3-YEAR AST LICENSE:	€1500 / US\$1800 + €200 / US\$240 PER CERTIFIER LICENSE
ADD AN EXTRA MODULE TO YOUR LICENSE:	€200 / US\$240 PER MODULE





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