

BSA Update

Naomi ARNOLD,
Communications Officer of the BSA reports on all the latest news from the BSA



Bev-e 2007



Whilst many entries have already been received for Bev-e 2007, more entries are still welcome and the closing date is 30 APRIL 2007.

This is the fourth year of these coveted awards. Nominations are welcomed from one

and all and it should be noted that neither those nominated for the awards, nor those making the nomination, need be members of the BSA.

The widest range of beverage-serving businesses can be nominated – cafes, coffee bars, tea shops, hotels, pubs, garden centres etc - in fact any outlet that serves good quality non-alcoholic refreshments, and these include cappuccino, espresso, hot chocolate and tea. These refreshments should be served in pleasant and clean surroundings by qualified and friendly staff. What will make the winners stand out, however, is that little 'extra'

something: a quality that ensures customers return again and again. A panel of judges - using criteria especially drawn up by the BSA - will assess all entries, and those shortlisted will receive a 'mystery shopper' visit by one of the judges.

There will be four regional winners, from which the national winner will be selected, and the awards will be presented at the BSA Bev-e Awards Dinner in OCTOBER.

Entry forms are available from both the BSA Office, and also on the BSA Website – www.beverageserviceassociation.com, with the closing date 30 APRIL 2007.

Be sure to get your nominations in early for the 2007 Bev-e Awards

City & Guilds Level 2 VRQ in Barista Skills

The Beverage Service Association is pleased to announce the launch of the City & Guilds Level 2 VRQ (Vocation Related Qualification) in Barista Skills. The Course - which has received Curriculum Authority - will be recognised as **THE** Barista qualification throughout the world. Work is continuing on the practical and theory assessment part of the qualification, with a launch date of Autumn 2007.

The curriculum was planned by the BSA and a team including Jim DEVLIN – BSA; Paul MEIKLE JANNEY - Coffee Community and Darrin SINCLAIR -City & Guilds.

Two years' work has resulted in a curriculum

consisting of four modules covering:

- Product Knowledge
- Equipment, and Health and Safety
- Drink Building Techniques
- Customer Service Skills

CANDIDATE ENTRY: There are no formal entry qualifications or age limits, however centres must ensure candidates have the potential to gain the qualification.

FUNDING: This qualification is eligible for funding and details can be obtained from approved centres.

TRAINERS: The BSA is currently working on a 'Train the Trainer' Course – details of which will be published in six weeks' time.

LAUNCH: It is envisaged that the Course will initially be launched via Catering Colleges, either with their own trainers or in conjunction with coffee service distributors. It will also develop through companies in the Beverage Service Industry which offer training courses.

More details of how BSA members can get involved and benefit from this initiative will be circulated in due course.

Further Update on WEEE (Waste Electrical and Electronic Equipment Directive)

To summarise the situation concerning WEEE, whilst all importers and UK manufacturers (called producers) of Electrical and Electronic Equipment (EEE) must already have registered with a compliance scheme last month (15 MARCH), from 1 JULY 2007 all producers must arrange for the recycling of historic and new WEEE through an accredited compliance scheme.

The Environmental Agency will issue the 'producer' with a unique registration number which forms one of the bases of Government control of producers' compliance with WEEE legislation.

It is important that producers should employ a reputable compliance scheme, and this could be one of your most important decisions in 2007.

We, in the BSA, hope to be able to provide names of two or three schemes shortly after they have been accepted by the Environment Agency, and whilst we will supply this information in good faith, we would recommend that you should double check yourself.

For further details contact the BSA - T: 01923 848392, E: bsa@dia.pipex.com or go to the members' section of the BSA website www.beverageserviceassociation.com

Did you know?

Back in the late 15th century, Shuko – the first great Japanese tea master – wrote the rules for the handling of the Japanese equipage. A family required as many as 25 items for the preparation of tea, and the cabinet in which they kept this equipage was an important status symbol.

From where I stand...

Tea - the world's favourite drink!



There are various legends surrounding the origins of tea. Perhaps the most famous is the Chinese story of Shen Nung, the emperor and renowned herbalist, who was boiling his drinking water when leaves from a nearby tea shrub blew into the cauldron over 5,000 years ago!

Today, statistics tell me that around 22 per cent of hot beverages are sold in the out-of-home market and that three hot drinks are sold for every meal. Now that is a real opportunity, especially when you compare the price that can be commanded for hot beverages!

But I am probably preaching to the converted: certainly the number of coffee bars opening in the UK shows no sign of abating, their business remains brisk. The trick, then, is to identify future potential in that market. For

ANNUAL GENERAL MEETING AND DINNER

Tuesday, 12 JUNE

Stratford Victoria Hotel, Arden Street, Stratford upon Avon, Warwickshire

The AGM will take place at 6 pm followed by dinner when the guest speaker will be Stephen MINALL of Moving Food. There will also be an opportunity to play golf during the day at Ingon Manor Golf & Country Club, Snitterfield, near Stratford upon Avon.

Further details and booking forms for both the dinner and hotel accommodation will be available shortly but in the meantime, it would be appreciated if you could advise the BSA Office (T: 01923 848392; E: bsa@dial.pipex.co) if you plan to attend.

CONDOLENCES - are expressed to the family and colleagues of Gail ROBINSON of Kelly's Coffee, who passed away on 8 MARCH, aged only 54, after a long battle with cancer. Gail made a huge impact in hot beverages with Aramark Refreshment Services in the early 90s.

that you have to look to the young, in particular those in their late teens: our customers of tomorrow.

Certainly, coffee has become 'cool' and coffee bars the place to meet. But fashions evolve and it is within our gift to set new trends.

At home, we drink more tea than coffee; in fact, we still drink more tea per person than any country in the world, except Turkey. This is partly because, until the advent of the latest gadgets, authentic coffees were difficult to produce at home.

In order for it to achieve its rightful place in the out-of-home market, tea must offer to customers authenticity, and even a hint of indulgence, which is similar to the perception of coffee. Latest research shows that your daily cuppa provides you with antioxidants, vitamins, hydrating properties, fluoride and contributes successfully to your daily fluid target.

Traditional Indian tea, with milk and sugar, might be seen by some as having a boring reputation, and they may be unappreciative and perhaps unaware of the vast variety of alternative flavours.

Sales of these 'ordinary' teas have declined slightly, but sales of Herbal teas have increased by 30 per cent; Green and Speciality teas by 50 per cent. The introduction of delicious infusions combines all the healthy properties of herbal tea with the juicy flavour of fruit teas, to create

delightful and complementary blends.

Different flavoured teas such as Liquorice, Raspberry Leaf, and Orange and Coconut are changing the market. In today's health-conscious world, the high level of antioxidants in Green teas is striking a chord with many drinkers. Camomile is thought to help relaxation and Fennel aids digestion. From warming Ginger, Orange and Honey and the sweet and reviving character of Echinacea and Raspberry, there is a flavour to suit everyone.

This then, is the future that I am hopeful to see for hot beverages, the indulgence of a fresh Leaf tea, a Green tea, or a Herbal tea - refreshing and full of flavour, served in a teapot; to customers looking for the very latest in refreshment. And with Summer just around the corner, I defy anyone to argue that tea is not far more refreshing than coffee!

Michael AUDIS

Chief Executive Officer

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PS: I personally only drink tea!

Also, Michael AUDIS was the Winner of the Boss of the Year Award 06/07 in the Executive PA Awards in SEPTEMBER 2006

Join the BSA

Readers are reminded that membership of the BSA offers a wide range of benefits, including :-

- Training seminars with courses at discounted rates, including Barista Skills and Cupping
- BSA website with geographical enquiry service and link to your website
- Complimentary copy of Cafe Business
- Complimentary copy of In the Cup magazine
- Use of BSA logo
- Free publicity available to members via the BSA Communications Officer (Naomi ARNOLD) and Café Business
- Regional meetings
- Annual Conference and trade show
- Technical information and free help line

With no entry fee for suppliers and distributors with turnover under £1 million, no company can afford NOT to join. Membership costs from just £120 for distributors; £325 for suppliers and personal membership is only £85 – all plus VAT. Retailers are offered membership for just £50 per outlet, with no joining fee.

Tea Report March 2007 **TWININGS™**

we are grateful to Twinings for the view on the tea market.

MARKET TRENDS AND DATA

Overall the tea market in the UK is going from strength to strength and the category as a whole saw increased sales of 1.6 per cent* in 2006.

Infusions and Green Tea - continue to drive the tea category growth, with Infusions seeing impressive growth of 11.6 per cent* YOY and Green Tea doing even better with growth of 22.5 per cent* YOY. This shift in the market is an indication of consumers moving into specialist and premium teas and with detox and wellbeing at the forefront of our minds. Health trends and wellbeing campaigns are at an all time high thanks to celebrity endorsers, such as Gillian McKEITH and Jamie OLIVER. There are no signs of the trend fading as consumers seek healthier, balanced diets. As a result, the prospects for Infusions and Green Tea sales remain very optimistic for 2007.

Mainstream Tea - shows a decline of -1.1 per cent, again reflecting the consumer trend to trade up to premium quality products, although the bulk of volumes in the tea category are mainstream teas. The Speciality tea category is worth £44m* per year and Twinings is the undisputed brand leader with a 68 per cent share*. Sales have grown year on year, in part due to the highly successful TV campaign featuring Stephen FRY.

Influencing trends

Smoking Ban - Health and wellbeing are booming, due to healthy eating campaigns and intense media coverage - advocates for the healthy living lifestyle. Demand for healthy alternatives is on the increase. Another opportunity, with the growth of food-led pubs and the pending public smoking ban in JULY, is that hot beverages are being increasingly

recognised as an opportunity to grow profits within the pub industry. The trend for Afternoon Tea as a social occasion - whether for business meetings or pleasure - also continues to grow. To make the most of the daytime trade, a selection of Speciality Teas and Infusions is now a 'must have' for today's hot beverage menus.

Fun with Tea - Speciality Teas are often compared to fine wines - varying in body, sweetness, length and balance. Like wines, teas offer an assortment of individual tastes and flavours to suit a range of palates, working well with a range of sweets and savoury dishes.

World leading wine expert Oz CLARKE has used his exceptional palate to taste and savour Twinings' wide range of Speciality Teas, creating an enlightening and entertaining Tea Tasting Guide and food match tips.

Twinings' Tea Tasting examines not only the tastes of teas but also provides Oz's thoughts on when and how to serve particular teas, what dishes they complement and interesting facts. For instance did you know that the ceremony of traditional Afternoon Tea is attributed to Queen Victoria's senior lady in waiting Anna, the seventh Duchess of Bedford, or that Lady Grey tea makes the perfect 'Home Counties Iced Tea' - served cold over ice as a long drink.

'Attitudes to Speciality Teas have changed dramatically, with the category becoming as popular as mainstream tea. Indeed, Speciality Tea is one of the fastest growing segments of the market as consumers trade up to a premium tea experience - especially when out of home. Tea in all its varieties is something to enjoy and we felt a tea tasting exercise would be fun as well as insightful. Oz CLARKE was the perfect choice with his refreshing wit and down to earth approach, not to mention his exceptional tasting skills!'

Andrea Stopher, Senior Trade Marketing Manager.

A good understanding of teas and the foods they complement can become a real selling point, offering consumers a tea experience that will not only attract new customers but drive sales. Twinings has a comprehensive range of training leaflets for catering staff to help them understand the range and sell in the benefits and taste profile of each tea.

** AC Nielsen value sales to 30.12.06*

For more information contact Twinings Customer Services - T: 01264 348181 or visit www.twiningsfs.co.uk

Battery powered by Sugary Drinks!

According to a recent report in 'The Times' there is now a new battery that is powered by Fruit Juice! Even though this is the APRIL issue of Café Business, we would assure you that this is not a belated April Fool joke either.

It is claimed, by those who have invented the Sugar Battery, that it can be refuelled from whatever sweet liquids are available, and substances thus far tried with success include sugared water; still soft drinks; glucose; sweetened drink mixes and tree saps. This battery could power mobile phones, iPods and even laptops.

The inventors of this device say that commercial Sugar Batteries will be available in the shops within the next five years. Whilst ideally one would recharge the battery with pre-filled cartridges, it will be possible to use whatever sugary liquid is readily available.

So - perhaps in the future - that soft drink sold in a workplace coffee shop might not be destined to refresh the weary worker, but instead recharge a workplace battery!

Did you know?

Used coffee grounds are exceptionally good when added to compost, as they provide a generous amount of phosphorus, potassium, magnesium, copper and nitrogen when added to the soil. The National Society of Allotment and Leisure Gardeners add their support to this use saying 'Composting is good for the garden, good for an allotment, and good for the environment'. In fact, Starbucks is reported as offering its staff at Heathrow packages of used coffee granules for use as a top dressing on the garden, or to mix with their existing compost.

Bev-X 2007 Tuesday 16 and Wednesday, 17 OCTOBER 2007, The Walkers Stadium, Leicester

This year, Bev-X 2007 will bring you not only a full day trade exhibition (Wednesday, 17 OCTOBER) but also a Conference and debate taking place on Tuesday, 16 OCTOBER, which will include the Bev-e 2007 Awards Ceremony and Industry Dinner.

The Conference will include 'The Espresso Debate - Bean-to-Cup v. Traditional' and this theme will follow through the exhibition as well.

Full details will be available shortly, both on the BSA website www.beverageserviceassociation.com and also from the BSA Office - T: 01923 848392; E: bsa@dial.pipex.co

BSA Update

Profile on...

on 3M Cuno



Q: How long has 3M Cuno been operating?

Cuno has been manufacturing filters since 1912 and was acquired by 3M in 2005. 3M was established in 1902.

Q: And how has it developed?

3M Cuno has developed by designing and manufacturing market leading liquid filtration solutions for a variety of markets, including fluid process, healthcare, food and beverage production, as well as point of use foodservice filter products, which includes hot beverage machines. We now count many leading companies amongst our customers including: McDonalds, Bewley's Coffee, Coffee Nation, GSK, Pfizer, Honda, Moët & Chandon, Hennessy, Nestlé, Eden Springs, Greencare H2o, Baxter's, Pepsi Co, Whirlpool, Maytag, Amana, and Samsung - to mention a few.

Q: Your business focus is what currently?

Providing cost effective water management solutions for the beverage market, that add value and reduce the costs associated with scale and problem water.

Q: And your range of products?

Water filtration specifically for the beverage, point of use water coolers and commercial catering markets. We provide

Naomi ARNOLD, Communications Officer of the BSA, spoke with Matt Prevett, Sales Manager of UK and Ireland, with 3M Cuno to learn more about the company, its background and ethos. As a longstanding member of the BSA, 3M Cuno is already well known to many fellow BSA members.

recipe quality water for a variety of applications ensuring the customer is provided with a beverage of the highest quality whilst removing contaminants such as scale that will, if not removed, become costly to the machine operator (in lost sales). 3M Cuno filtration protects the profit of both machine supplier and operator.

Q: And export trade?

We have businesses in most European countries that supply and provide local support.

Q: How many staff do you employ?

Worldwide 70,000; UK & Ireland 5,000.

Q: What sales aids do you utilise?

Power point presentations, product demonstrations, and cut away filter products.

Q: What is your policy on training?

3M's philosophy is to invest in each and every individual through internal and external based development initiatives, and it actively encourages training to maximise job satisfaction and ability.

Q: Do you feel you have a USP, and if so, what is it?

Being voted the third most innovative company in the world after Apple and Google, it is our ability to develop and cross sell a range of different products that are both revolutionary in design and performance but also meet our customers needs.

Q: What would you say is the most important factor in retaining customers?

Customer contact, a clear understanding of their needs, being able to supply the correct product on time with the added bonus of technical assistance if and when required.

Q: What benefits have you found from membership of the BSA?

Being a member of the BSA has given us a better knowledge of the beverage market and assisted us in providing products and service that the customer requires rather than we produce.

Q: And what benefits do you believe you are able to offer to fellow BSA members?

Innovative filter solutions, technical help, cost effective scale removal solutions that work, protecting equipment, confidence and profit.

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BSA DIARY DATES

Wednesday, 23 and Thursday, 24 MAY -

BSA at Caffè Culture - Olympia, London W14

Tuesday, 12 JUNE -

BSA AGM and Dinner - Stratford Victoria Hotel, Arden Street, Stratford upon Avon, Warwickshire **(NB - the date was previously advised as Monday, 11 JUNE, so please note the change)**

Tuesday, 16 and Wednesday, 17 OCTOBER -

Bev-X 2007 - The Walkers Stadium, Leicester - incorporating both a full day trade exhibition and also a Conference and debate and the Bev-e 2007 Awards Dinner.

Potential members are doubly welcome at all our BSA events

Further information about all future planned regional meetings will appear in these columns, but is available also from the BSA Office - T: 01923 848932 and the BSA website www.beverageserviceassociation.com

BSA at Caffè Culture

Wednesday 23 and Thursday 24 MAY 2007

Olympia, London W14



Once again, the BSA will be at Caffè Culture (Stand F34) and all are welcome to come and meet the BSA on the stand - not only BSA members, but anyone who is interested in learning more about the Association and the many benefits that are

offered to members.

Our associates from City and Guilds will also be in attendance, so do call by our stand and learn more about the Barista Skills qualification we have just launched, which will offer a new Industry - and world - qualification, setting vital quality standards as well.

Register for free admission at www.caffeculture.com or call the Hotline - T: 0870 - 283619