

BSA Update



Phillipa Atkinson-Clow • BSA Secretariat
David Veal • BSA Chairman

BSA Website
currently under reconstruction
with limited access – re-launch shortly.

BSA Conference 2008 & Golf Tournament “Turbo-charge Your Business”

Wednesday 24 September 2008, Windmill Village Hotel, Nr Coventry &
Thursday 25 September 2008 & BSA Golf Tournament sponsored by **3M** Water Filtration

Join us on Wednesday 24 September 2008 at the Windmill Village Hotel,
Coventry for an investment of your time that will give you long lasting
returns featuring:



Keynote Speaker, Steven Bartlett, Coffee Republic

Bank of England Inflation Report carries economy health warning (August 2008)

The latest Inflation report was all but explicit in its warnings that the economy will soon be contracting; that by the end of this year it will be in negative territory. When you bear in mind that central banks do not predict recessions, this is highly significant.

- What are YOU going to do to ensure that you survive this challenging trading period?
- Will it be fight or flight?
- Or are you intending to cut back on everything and hope for the best?

It is sensible to review your costs; but it is not sensible if it is at the detriment of your business! You need to ensure that your business is not 'put on hold' during this period and that you invest in the right areas - the areas which will make your business more robust and therefore more likely to survive.

The Beverage Service Association has compiled a Conference Programme designed to help you focus on what will drive your business forward and how you can surpass any competition. **“Turbo-Charge Your Business”**.

We have built a comprehensive business conference to help you focus on the way forward:-

Marketing: Keep a budget for this area, but ensure that the investment is in the areas where you can get the greater return.

Employment: An area for caution, if you make mistakes in this area, it can be very costly!

Finance: Spotlight on accessing credit, improving cash flow and ensuring that your business is financially sound.

The day will be concluded by our Keynote Speaker, **Steven Bartlett, CEO of Coffee Republic**, who will demonstrate how these principles have worked for him in his business.

MARKETING:

- PR & ADVERTISING:

The **Wordbox Group** is a results led, independent public relations agency, with the energy, experience and commitment to deliver powerful communication programmes. It has a proven track record of reaching B2B and consumer audiences through inspired campaigns that create tangible business benefits. Wordbox will outline the difference and advantages of PR versus traditional advertising with some live examples of client objectives, campaign strategy, budget, achieved coverage and potential value of outcome. It will demystify PR for the SME market and enable members to approach PR without fear and confusion.

BRAND:

Artisan Creative is a full service creative design agency that ranks within the top 100 design agencies in the country. It offers marketing services to a growing and prestigious client base, working within literature, brand communication, advertising, pos, packaging and photography.

Artisan will outline the process of updating company and product brands and logos to communicate in a modern, dynamic and impactful way that will deepen your customer relationships and add value to your products and services. The company will illustrate that

often small changes can radically improve the 'perceived' value and areas of expertise of a SME.

It will deliver a 'live' case-study, working with a BSA member to show a before and after, explaining the process of change and the rationale behind the redesign.

TELEMARKETING:

Incite On / Phone-Action is a multi-faceted business support services company specialising in all aspects of sales support, marketing and project development.

Phone Action will demonstrate how telemarketing is an area worth investment if done correctly. It has a team of dedicated telesales professionals making appointments for sales teams operating in the business-to-business arena. Alternatively, the company can work with you to ensure that you are getting the best returns from your own telemarketing department.

It creates high quality new business opportunities for clients, by matching their criteria, in geographical areas as defined by their clients, at times dictated by their diaries.

EMPLOYMENT LAW:

Peninsula Business Services was established in 1983 and focuses on personnel, employment law, tax and health and safety services. This allows its customers to focus on the success, growth and development of their own enterprise rather than constantly worrying about how to ensure their business is meeting its legal obligations.

Peninsula Business Services will present on the intricacies of employment law and will offer sound advice on the many pitfalls that businesses can fall into and the implications if you do so. >>

BSA Conference 2008 & Golf Tournament (continued)

<< ENSURING YOUR BUSINESS IS FINANCIALLY SOUND:

HSBC will discuss the need to identify the signs of a financial downturn e.g. increasing aged debt, exceeded credit terms, increasing reliance on individual customers, increasing bad debts, credit/debit notes and the opportunities to source additional credit.

KEYNOTE SPEAKER:

The conference will culminate with a presentation from **Steven Bartlett, CEO of Coffee Republic.**

Coffee Republic was formed in 1995 by Bobby and Sahar Hashemi, a brother and sister team.

"Unable to find in London the delicious quality and wide choice of the espresso-based coffee drinks we had experienced in New York coffee bars, we decided to open our first coffee bar in London's fashionable

South Molton street," Bobby said.

Since then, Coffee Republic has grown to be one of the best known and largest independent espresso bar brands in the UK, with bars all across the UK from Manchester to Brighton and Birmingham to Bluewater. You can now enjoy the unique Coffee Republic experience before boarding a flight at Heathrow Airport, during a shopping trip in Worcester, over a business meeting in the city of London, or kicking back with the Sunday papers in Richmond.

Coffee Republic is now also a leading brand in the UK coffee market, receiving wide consumer recognition and acclaim in national publications and independent market surveys.

Steven will bring the day to its conclusion by demonstrating how the business has overcome the challenges and illustrate the strategy that has delivered success.

Event Itinerary

Wednesday 24 September 2008

09:30 - 10:30 Registration & Coffee
10:30 Conference
17:00 Conference ends
19:30 Pre-dinner drinks & BEV-E Awards Black Tie Dinner

Thursday 25 September 2008

BSA GOLF DAY sponsored by 3M

After the conference, delegates are invited to relax on the golf course and take the opportunity of further networking. Held at the Windmill Village Hotel's 18 hole par 70 parkland golf course, with its superb views over the lake and the surrounding West Midlands countryside, it offers a wonderful array of testing holes that challenge the lower handicapper but allows a more modest golfer the chance of a low score.

Prizes will be presented by 3M over an informal lunch.

For booking details contact the BSA Secretariat on info@beverageserviceassociation.com Tel: 01923 848 392.

BEV-E Awards 2008

"LEADING THE WAY IN RAISING BEVERAGE STANDARDS"

Judging for the **BEV-E Awards** continues apace. The first round judging results for the Beverage Service Association BEV-E Awards demonstrate pleasingly improving standards for the quality of beverages, food, service, hygiene and value for money.

A growing number of new 'designer style cafes' were judged. These delivered high comfort, interesting food, and extras like play areas for children, gift shop facilities and internet. Unfortunately, too often there was 'more style than substance'. Inferior quality drinks at very high prices.

Mobile Carts is a hugely growing sector and BEV-E judges have identified very high beverage standards, personable service, good hygiene and great value for money.

The best Groups have shown consistently good beverage quality across a number of outlets. BEV-E judges have visited three stores from each group nominated.

Those progressing to round two have demonstrated good facilities, a wide choice of beverages at value for money prices, and decent food. The most common complaint has been - 'no personal touch',

'lack of personality', 'slip shod service' and it is this criteria which separates the groups from the best Independent.

Competition amongst the Independents is fierce with standards higher than ever.

Second round judging will be completed by the end of August followed by final visits to determine the three National Awards being presented at the Windmill Village Hotel on Wednesday 24 September 2008.

- Best Independent, going to Antwerp with Rombouts
- Best Group to Milan with La Cimbali
- Best Mobile to Bourges with Monin

However, espresso as the base for good cappuccino and latte was tested throughout and seen to be one of the weakest drinks delivered. Faults varied from over extraction to under extraction, poor grind, excessive bitterness and stale coffee. Well presented espresso was unusual and until its importance is recognised as a drink in its own right it will continue to occupy second place to the British taste for milky coffees, because it doesn't know better!



BSA DIARY DATES



AUTUMN

- 24 & 25 September 2008
- **"Turbo-Charge Your Business" & BEV-E 2008 Awards Dinner & Golf Tournament**
Windmill Village Hotel, Near Coventry

REGIONAL MEETINGS

It's never too early for Christmas!



- **Monday 1 December**
Southern Region Christmas Dinner **Bristol Zoo**
- **Monday 8 December**
Northern Region Christmas Dinner **Rombalds Hotel & Restaurant** Ilkley, West Yorkshire
Tel: 01943 603201 quoting BSA to make your early bedroom booking

For future information on the above events, watch this space! Contact the BSA Secretariat on 01923 848 392.

BSA Membership Benefits



17 GOOD REASONS FOR YOU TO JOIN THE BEVERAGE SERVICE ASSOCIATION

The Beverage Service Association is a fast growing organisation catering to the needs of companies like yours. The services & benefits available to our members include:

1. Networking Opportunities - introduction to other people in the industry, get to be known at the Annual Conference, Regional Meetings, Trade Show and more...
2. Opportunity to promote you and/or your business in the BSA pages of Café Business Magazine
3. Discount Purchasing through Logbuy - petrol, computers, stationary, wine, etc
4. New Distributor - Offer Scheme
5. BEV-E Awards
6. Annual Conference incorporating BEV-E Awards
7. CITY & GUILDS VRQ Barista Training
8. Discounted rates for top quality training courses including Barista Skills & Cupping
9. Use of BSA Logo including window stickers for your venue
10. Monthly complimentary copy of Café Business Magazine incorporating BSA Update pages
11. Six complimentary copies of "IN THE CUP" BSA Training & Best Practices Magazine per year.
12. Preferential Advertising Rates in Café Business Magazine & FREE editorial in BSA update pages
13. Preferential Advertising Rates in "IN THE CUP"
14. Secretariat Office offering support and advice to Members.
15. BSA Website - www.beverageassociation.com
16. Free Technical Helpline
17. Updates on legislative developments

**Not a member yet?
Contact details given below - we'd love to hear from you!**

BSA Welcomes New Members

The BSA is delighted to welcome the following new members:

ARMATHWAITE HALL COUNTRY HOUSE HOTEL

"Impressively located within its own 400 acre estate with lake foreshore in the beautiful English Lake District, this four star C17th Lakeland retreat has 42 individually designed bedrooms, wood panelled lounge with log fire, fine dining, conference facilities, Spa leisure, plus on site The Lakeland Challenge Activities offering fun, competitive team building events. A new Spa and leisure development is opening in January 2009, featuring 10 treatment rooms including a double room, state-of-the-art gymnasium, 16m infinity pool, aroma room, hydrotherapy suite, steam room, outdoor hot tub overlooking landscaped gardens and the Broadwater suite offering catering for up to 150 people."

Contact: Steven Langley
017687 76551

reservations@armathwaite-hall.com
www.armathwaite-hall.com

BECKTECH LIMITED

"At Becktech we pride ourselves on our dependability. Our long-serving team has over 125 years of collective experience with us - from technical through admin to logistics. That's more than most companies our size that you'll come across: more accumulated knowledge and expertise with our products; more understanding of your problems - and more experience of finding solutions for them."

"We supply water filtration products and services, including the BRITA Professional range, pumps and components for coffee and vending machines and a full range of machine cleaning products called CleanVend."

Contact: Lester Young
01243 523130

sales@becktech.co.uk
www.becktech.co.uk

BOSTON COLLEGE

"If you are looking for a flavour of one of Britain's largest and most varied industry's look no further!

"Boston College is proud of its established reputation for training within the Hospitality and Catering sector, and of course its students, whose excellence has been recognised nationally."

"For over 30 years, Boston College has been providing high quality further education and training to local students over the age of 16 years. During the last ten years it has expanded this provision to reach students from over 20 countries around the world, and to provide courses up to degree level. More recently, the Pathfinder scheme has enabled 14-16 year olds to come to College to experience vocational courses."

Contact: Edward Tringham
01205 365701

Edward-t@boston.ac.uk

CADBURY TREBOR BASSETT

See September issue for more information on this new membership!

Contact: Sharon Loizou
0121 787 2000

Sharon.loizou@cspc.com
www.cspc.com

CATERING EQUIPMENT SOLUTIONS LTD

"CES is a new company based in Manchester covering an area from Birmingham to the Lake District."

"Our core business is service and maintenance, predominantly coffee machines - traditional and B2C; we also service supporting foodservice equipment. We offer a variety of service options;

- Pay as you go - inclusive call out fee plus hourly rate.
- Labour inclusive maintenance contracts.
- Planned maintenance roll out programmes.
- One-off service visits.

"All of which can be tailored to meet individual requirements."

"Our customer base is mainly larger coffee suppliers and manufacturers that sub-contract their service requirements to us."

Contact: Nick Jackson
07879 811 239

nickjackson@cateringequipmentsolutions.net
www.cateringequipmentsolutions.net

CLIFTON COFFEE COMPANY

"Established in 2000, Clifton Coffee Company has evolved into a leading speciality coffee company. Focused on the promotion and sales of Rainforest Alliance, organic and other sustainable coffees, Clifton Coffee Company strives to provide a unique, tailored service for all customers. From the new head office in Avonmouth, the company has opened the market-leading Advanced School of Coffee. The school's mission statement is to teach and promote the best techniques in the coffee industry. Using a detailed understanding of where its coffees come from, coffee trading, roasting and cupping, Clifton Coffee Company delivers great service and products."

Contact: James Fisher
0845 2606 706

sales@cliftoncoffee.co.uk
www.cliftoncoffee.co.uk

COFFEE ANGELS

"From copper to coffee and from the beat to the beans, a Whitley Bay ex-policewoman has launched a refreshing new business and provided a much needed catering service for early morning commuters."

"Barbara Cornfoot's new mobile coffee business, 'Coffee Angels' has been set up to provide customers with good tasting, quality refreshments all served from the back of her distinctive three wheeled vehicle."

Contact: Barbara Cornfoot
barbaracornfoot@hotmail.co.uk

STANCO SERVICES LTD

"Stanco Services specialises in the repair, installation and preventative maintenance of drinks and food vending machines across the UK. Stanco's bespoke packages cater for all mechanical vending equipment keeping it optimised and running as efficiently as possible. From traditional espresso to refrigerated food vendors they cater for all your service requirements with a KPI in minimising downtime and ROI."

"Having worked with numerous brand leaders such as Nespresso Coffee and Liptons Tea, Stanco Vending Services excels in advising, monitoring and then implementing vending roll-outs - offering nationwide vending solutions."

Contact: David Wilson
0845 272 0870/07780 542 875

david@stancoservices.com
www.stancoservices.com