

# BSA Update

Phillipa Atkinson-Clow • BSA Secretariat  
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## BEV-E 2008

BSA STRIVES TO FIND THE BEST!  
BEV-E AWARD 2008 – NOMINATE YOUR  
FAVOURITE CAFÉ OR TEA SHOP!

What are the BEV-E Awards? The BEV-E Awards are all about going into a café, coffee bar, tea shop or hotel and not only enjoying a great beverage, but the whole experience!

Now in its 5th year, this Award seeks out THE Best Beverage Experience in the UK. The BSA is THE expert in beverage quality with a passion for raising standards countrywide!

Do you know a café, coffee bar, tea shop or hotel that serves excellent quality non-alcoholic beverages including cappuccino, espresso, chocolate and teas in a comfortable & attractive setting?

- Do the staff make you feel welcome?
- Are the surroundings clean & pleasant?
- Have the owners put in that little "extra" quality that makes you return again and again?



- Do you buy beverages from a wonderful a coffee cart? There is even a separate category for this growing market.

The top entries will be visited & judged by one of the BEV-E '08 Judging Panel making a 'mystery shopper' visit to the nominated outlet, with scoring made against a full list of criteria.

The Regional Winners and National Winner, and the Coffee Cart Winner will be presented with their awards at the BSA BEV-E Awards Dinner in September 2008 and join the list of past winners who have already won this accolade.

Watch out for nomination forms through your door soon!

## Pen Pictures of the BSA Executive DEREK BURGESS, MASTEROAST COFFEE COMPANY

It all started for me in coffee back in the late 90's. Up until that point I had spent the most of the previous 10 years or so working for a couple of major blue-chip food companies selling block buster brands into cash and carries and delivered wholesalers. Looking back it's difficult now to get excited about dehydrated soup powders and chicken stock cubes!

However, that changed for me when I landed my first job in the coffee roasting industry. I loved the intimacy of it all straight away and the realisation that the entrepreneurial spirit was still very much alive and thriving.

During the last 10 years I have been fortunate and privileged to have met or worked with so many interesting and knowledgeable people. As I have gone along I have tried to take a little piece of what they know and add it to my memory bank. That's one of the great things for me; in this industry, you never stop learning.

In the years I have been involved I have



seen major changes in our industry with the growth in the café culture and the move away from traditional office filter coffee. Ethical certified coffees continue to grow rapidly and show no sign of abating.

### BSA Membership Benefit



**MAKE SAVINGS TO YOUR  
BUSINESS WITH LOGBUY**

The BSA has recently partnered with LogBuy the benefits specialist to offer our members an exciting new member benefits programme.

All members are now able to make huge savings on a range of business and lifestyle products and services thanks to the BSA Member Benefits Scheme. Choose from over 80 suppliers including Apple Store, HP, Viking Direct, Esso, Cotswold Outdoors, and many more.


Our range of suppliers is constantly being updated, and we are pleased to announce LA Fitness and House of Fraser as two of our latest suppliers offering exclusive discounts to our members.

You can save up to 85 per cent on our deals, saving you both time and resource having to research suppliers and negotiate prices. One member has already rung in delighted with his 10 per cent discount on Peninsula and 30 per cent on his RAC cover!

Accessing all of the great deals and discounts we have negotiated for members is easy, simply go into the 'Members Only' section of the BSA website and click on the 'Member Benefits' button.

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

Eighteen months or so ago, I was delighted to be asked to join the Executive Committee of the BSA, a position I was very happy to accept. I am as keen as the next person to improve the general standards in our industry to make sure the final product is as good as it can be.

I am really enjoying my role at Masteroast  at the moment. I am fortunate enough to work together with a young and enthusiastic team and 2008 promises to be a dynamic year for all of us here.

**Derek Burgess**  
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# BSA MONTHLY PIN-UP

**ROGER HEAP, TEAM LEADER(!)**  
**STYLE CAFE LTD**

**Which five words describe you?**

Small man. Large mouth, large ego (six words!)

**What does your company do well?**

To do well is to fulfil our goal - that is to supply our products quickly from stock and with an attitude that will attract repeat business. Our company relies on building relationships with our distributors. To achieve this we feel that we have to provide an extraordinary service and a range of products that satisfies the needs of all levels of the "brewing up" process. We feel with the brands that we have to offer and the value for money that they give, we have a solid base from which to continue moving forward.

As everyone knows we operate from Colne in the heart of east Lancashire. And as Lancastrians we all still live in back to back houses with outside toilets. Our children wear clogs and we all love nothing better than watching our company whippet racing on the local field on a Sunday morning. We all live simple lives and strive to do well for the sake of our company. We have just been introduced to red wine by someone in London. They refused our offer of some mild beer in return!

**What advice would you give to others based on your own success?**

- Be cautious with business finance.
- Be wild with ideas.
- Learn to love everyone and you will be surprised how many find no reason not to love you back!

**What trends do you see for our industry?**

I can only speak for the hot side:

- More beans
- Less soluble
- More traditional
- More bean to cup
- Less push 'n' flush

I do believe however that whilst the arrival of the likes of Starbucks to the UK and the ensuing revolution for drinking real coffee



continues, I personally would campaign for a more southern European approach where we would all be drinking from reasonable sized cups instead of the American "pint".

I do not see a growth in the tea market but it would be nice if it occurred so that we could sell a few more water boilers. Unlike coffee, where everyone operates on an even footing as far as quality and price are concerned, I see tea as forever being dominated by the chosen few. Thus giving no incentive to the coffee distributors to be more proactive in promoting our national hot beverage.

**What do you like about working in our industry?**

The people and friends that we have made over the years do make our industry a pretty unique one. We are all gentlemen and ladies in a very friendly club - I love our business and for the medium term at least - I ain't going nowhere!

**Which company, other than your own, do you admire in our industry?**

Masteroast  - without a shadow of a doubt!

**Can you name anyone who has inspired you in the industry or not?**

Gary Klein. George Miller (who I've not met!) And anyone else who made a fortune in this business of ours from a standing start. Oh and Rennick Hodgson 'cos he is my pal!



## Join the BSA

The BSA offers a wide range of benefits, including:

- BSA Website with geographical enquiry service and link to your website
- Complimentary copy of Cafe Business
- Complimentary copy of In the Cup magazine
- Discounts through Logbuy
- Use of BSA logo
- Free publicity available to members via the BSA pages in Café Business
- Regional Meetings
- Annual Conference
- Technical Information and Free Help Line
- Training Seminars with courses at discounted rates, including Barista Skills and Cupping

*With no entry fee for suppliers and distributors with turnover under £1 million, no company can afford NOT to join. Membership costs from just £90 for distributors; £345 for suppliers and personal membership is only £90. Retailers are offered membership for just £50 per outlet, with no joining fee. (All prices exc. vat)*

## BSA DIARY DATES



### NORTHERN REGION

Late March/Early April  
End June/Early July  
Early December Christmas Dinner

### MIDLANDS REGION

Inter-BSA Cricket Match: North v. South plus meeting

### SOUTHERN REGION

21 May 2008 - BSA Members Dinner - provisionally at Chelsea Football Club  
End June/Early July  
Mid-November

### END-SEPTEMBER

BEV-X Conference & BEV-E Awards Dinner

For future information on the above events, watch this space and visit [www.beverageserviceassociation.com](http://www.beverageserviceassociation.com) for updates. Alternatively contact the BSA Secretariat on 01923 848 392.




## CAFFÈ CULTURE


WEDNESDAY 21 & THURSDAY 22 MAY 2008

We are looking forward to welcoming both members and non-members on to our stand at Caffè Culture in May - Stand M27.

## BEV-E Winners

Over the coming months, we will be featuring the National & Regional Winners from the 2007 BEV-E Awards. This month we start with The Bottle Kiln, Joint National Winner.

Becky Stone, from The Bottle Kiln , joint winner of the 2007 BEV-E Award was happy to share some insight into the success of this oasis of excellence!

Their coffee supplier, Café Sienna , had originally nominated The Bottle Kiln and encouraged the journey to excellence. Knowing that a "mystery shopper" could visit at any time focused all the Bottle Kiln staff to not just achieve high standards of

beverage & service, but also maintain them constantly. Real thought was put into what the judges might be looking for.

SO, winning the BEV-E 2007 National Award was a recognition of all the effort put in and has given all at The Bottle Kiln the desire to push for even higher standards. The Award has been a fantastic initiative to improve and maintain staff morale.



And in the end, excellent product and service means more visitors and a thriving business!

*The Bottle Kiln  
Nr. Ilkeston, Derbyshire*

## 2008 - the Year of the Frog (Seal)

...a symbol of much more than simply environmental health!

The Rainforest Alliance Certified seal - seen on products from coffee to orange juice, fruit smoothies to tea - features the red eyed green tree frog. As a result, many people assume Rainforest Alliance certification focuses solely on the environment.

Like the canaries in the coal mines, frogs are indicators of negative changes in the environment in which they live - water pollution, chemical contamination, changes in the climate. If the frogs can't survive people should be concerned about their own future.

It's that balance between environmental protection and human development that the Rainforest Alliance has spent 20 years working to address. The international environment organisation has developed and promoted globally recognised standards in sustainable forestry, farming and tourism that aim to balance the needs of people with the health of the planet on which they depend.

Sustainability can be difficult to define. For

the Rainforest Alliance, sustainability is about creating quality - a quality of life for farmers, farm workers, their families and the local communities; a quality environment for wildlife and farms to flourish in; and a quality crop that generates a good price at market.

Farms certified by the Rainforest Alliance are committed to continuous improvements in each area of the standards. Farmers learn how to improve their productivity and reduce costs by reducing pesticide use, eliminating waste and introducing better farming techniques. Workers earn decent wages and have access to good housing, education and healthcare and the environment on which these farms depend is protected.

In Colombia, Jader Riveria, leader of the Procafe Association of family coffee farmers, puts it this way: "A mug of coffee should represent a whole respectable world - a decent and edifying way of life. When we began the Rainforest Alliance programme,



we believed our coffee should represent our efforts to protect the waterways, forests and animals. It had to reflect the excellent spouses, mothers, sons, workers, brothers and friends that we are. Being better people each day is what we call passion for excellence, and excellence equals quality."

Today more and more products in the UK are bearing the Rainforest Alliance Certified seal. The Rainforest Alliance estimates that more than 1.5 million people in 14 countries already benefit from an improved quality of life as a result of their programmes.

Companies like Kraft, Innocent Drinks, Good Natured Fruit Juice, McDonalds and Unilever are choosing to make Rainforest Alliance certification part of their sustainable sourcing strategies. And UK consumers can do their bit for the planet and the people who depend upon it for their livelihoods by choosing to buy products bearing the frog seal.

2008 has been declared Year of the Frog by Amphibian Ark, a coalition of organisations and scientists, concerned about the future of the world's frogs and toads. The Rainforest Alliance hopes it will also be the year of the Frog Seal.

[www.rainforest-alliance.org](http://www.rainforest-alliance.org)



**The Rainforest Alliance is a member of the BSA and as we go to press, a group from the Association are visiting Costa Rica hosted by the Alliance - but more of this in the next issue...**