

BSA Update

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




VRQ already making a difference



Following the meeting between David VEAL and Steve PENK recently reported, the BSA and the SCAE have been jointly involved in developing Barista Skills for catering and

hospitality students at Rotherham College of Art and Technology.

Fifteen of their students were amongst the first in the country to go through the BSA- initiated VRQ Barista Skills training course, delivered by Paul MIEKLE-JANNEY at the training facility at Café Sienna  in Rotherham. Then, on 10 DECEMBER, they held their own Barista Competition, under UKBC rules and judged by UKBC judges, with the best two scores going through to the Northern heat

of the UK Barista Championship being held at Yorkshire Sculpture Park on 9 JANUARY.

All 15 students competed - with varying degrees of skills and nerves - and the top five all showed high levels of skill and commitment. The competition was won by Connaire MORAN and the runner up was Carl FLEISCHER. They both received certificates, personal hand tampers and a free training course and, of course, the coveted place in the UKBC heat. Well done to them both.

Year of the Distributor

One of the new initiatives for 2008 for the BSA is a recruitment drive for new independent wholesaler and distributor members. This will be critical for the future success of our Association, as not only will it in itself grow our membership, but hopefully a higher distributor membership will help us to attract more supplier members.

How will we do this? Well firstly, we can all play our part by personally evangelising and telling people about the BSA whenever possible, and talking about the benefits of being a member and our initiatives, listed elsewhere on these pages. Membership packs are available from the Secretariat on request.

To help this recruitment drive we are devoting all of next year's regional meetings to the recruitment of new members. There will be three Northern meetings, in APRIL, JUNE and DECEMBER; two Southern meetings in JUNE and NOVEMBER, and one Midlands meeting in JULY. Exact dates will be announced in the New Year. Members are urged to attend as many of these meetings as possible and to bring at least one non member with them. It is in all of our interest to grow the membership of the Association so please give your best shot to this initiative.

Beneficial Deals and Services available from LogBuy

BSA members are now able to enjoy a wide range of services, with beneficial discounts, from LogBuy under the BSA Members' Discount Scheme, which was announced in the last issue of 'Café Business', and full details of which are on the BSA Website – www.beverageserviceassociation.com.

Some of the deals available to BSA members include:

- **Accor Hotels** – 5% off best unrestricted rate plus exclusive vouchers
- **Apple Store** – up to 10% off
- **BT** – exclusive cashback offers on a range of BT Business Services
- **Easily.co.uk** – 20% off Easily Website Creator and 10% off domain names and e-mail
- **Esso** – 1p off every litre of fuel
- **HP Store** – up to 15% off the entire range
- **Hotel Stay** – up to 60% off hotels and short breaks in the UK
- **Laithwaites** – 20% off all wine
- **Purple Parking** – up to 10% off Heathrow Meet and Greet and Park and Ride from other Airports
- **RAC Rescue** – up to 30% off
- **Regus** – 25% off Meeting Rooms and 10% off Virtual Office Packages, nationwide
- **TomTom** – up to 24% off TomTom GP's Navigation
- **Viking Direct** – up to 15%


Once registered as a member to enjoy the LogBuy benefits, you would receive regular e-mail updates of the latest offers and deals.

Cafe2U wins Coffee Carts Best Beverage Experience Award in BEV-E 2007



This year, a new category was introduced to the BEV-E Awards – one for Coffee Carts, which are becoming an even greater part of the coffee-serving world.

The national winner – who was presented with his award at the BSA awards dinner in

OCTOBER – was Ian HOLMES who runs Cafe2U , serving the Granary Wharf and Holbeck areas of Leeds. A former printer, Ian joined Cafe2U in 2006 and he loves the enthusiasm with which his customers greet both him – and his coffees.

Cafe2U offers a wide range of espresso-based coffees in a mobile coffee cart format, enabling the very best of coffee to be brought to events, as well as office and retail parks throughout the country. There are currently 25 franchised operations across the UK and the Channel Isles, and in NOVEMBER their first franchisee in Northern Ireland was launched.

Cafe2U was also featured in DECEMBER on the BBC2 TV programme 'Working Lunch' – the much-respected daytime business programme – when another of their franchisees – Theresa WOODS, who operates Cafe2U in Bradford – was interviewed and featured in part of the programme dealing with franchising.

Theresa became a Cafe2U franchisee only in AUGUST, having formerly been a medical sales rep, and is married with two children. Although she had not worked in the hospitality sector before, Theresa decided – after careful research and evaluation – that Cafe2U would be right for her, and she has found the customer interaction, and the response she gets from serving a great product, is highly rewarding.

BSA DIARY DATES

Wednesday, 21 and Thursday, 22 MAY

Caffé Culture, London – visit us on Stand M 27

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
- Access to VRQ qualification training
- Discounts on products and services through LogBuy
- 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 exhibition
- 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 £90 for distributors; £345 for suppliers and personal membership is only £90 – all plus VAT. Retailers are offered membership for just £50 per outlet, with no joining fee.

BSA welcomes new members

Café Harlequin – York

Marie and Gordon HOWELL - ☎ 01904 630631

offering the best of local produce, under the Deliciously Yorkshire initiative, and upmarket coffees

London School of Coffee – Kingston upon Thames, Surrey

Gayle REED - ☎ 020 - 8439 -7981

an independent training school specifically designed to facilitate excellence in training for all aspects of the coffee business

Pumphreys Coffee – Blaydon, Tyne and Wear

Stuart ARCHER – ☎ 0191 414 4510

trading for over 250 years, now supplying over 80 different coffees and teas from around the world, offering a one stop shop.

Rock Cof – Port Dundas, Glasgow

Andrew McCOLL - ☎ 0141 333 1254

an independent supplier working with the client from planning and design, through to implementation of their perfect coffee solution

Tea Pigs – London W5

Nick KILLEY - ☎ 020 8566 4594

a unique new tea company which believes only in whole leaf tea which it sells in its unique 'tea temples'

Pen Pictures of the BSA Executive



Our new series of pen pictures of Executive Members this month features Alistair PRICE, who for the past couple of years has done so much to stage our BEV-X and Conference.

I spent nearly 30 years with Cadbury Schweppes and Premier Brands finishing up in my final three years as Foodservice and Vending Controller. I have always been in the 'Out of Home' sector – 'On' trade with Schweppes and 'Foodservice/Vending' with Cadbury Typhoo and Premier.

I was made redundant at the end of 2000

Naomi Arnold

This issue is the last one to be put together by Naomi ARNOLD, our Communications Officer, who leaves the BSA at the end of JANUARY.

Naomi joined us back in 2003 with the specific task of helping us communicate better to our members and the industry at large, primarily through our pages in 'Café



Business' and its predecessor 'EuroBev News'. As anyone who has done this sort of job will know, getting contributions from people and organisations for such a publication is hard work, and requires equal doses of tenacity and cajoling, and Naomi has certainly displayed those characteristics over the years. She has stuck to the task and always filled the pages with interesting, entertaining and informative content, often against very difficult deadlines.

Naomi has served the BSA well and for that we thank her. She has the best wishes of all of the Executive Committee and membership; we wish you well for the future Naomi.

David VEAL

and for a couple of years did 'ad hoc' projects focused on the OOH sector, as well some corporate hospitality based on horse racing and event organising with a focus on weddings.

In 2002, I decided I needed to focus my energies on a particular sector and felt my expertise and contacts lay in vending and coffee service. This is when I set up What Price Solutions Ltd (BSA), with the objective of offering a non-conflicting syndicated sales service channelled to my chosen sector. Our initial brands included Cafédirect (BSA), Red Mill Snacks and Harrogate Spa Water (BSA) – we completed projects for the first two and continue to help develop sales for Harrogate Spa. We now also represent Coburg Coffee, The Big J Smoothies, Nature's Table, Leaf UK (Chewits) and Tetley (vending specific).

I was privileged to be invited on to the BSA Executive in 2004 and took over from David VEAL, as 'Chair' of the Convention Committee. I was in the 'Chair' for both the 2005 and 2006 Conventions at Northampton Cricket Club and Hinkley Island respectively. Whilst attendance at both exhibitions was disappointing, we put on a professional exhibition in both years and had a strong body of seminar speakers in the first year and a successful 'Ethical' Conference in 2006. The

committee in both years was a great support and I would particularly like to thank Phillippa and Nicky of the BSA secretariat, and Jim DEVLIN, for their enthusiasm and support.

Personal and business circumstances has meant that although I am still on the BSA Executive, my input to the 2007 Conference and Exhibition was much less than in the two previous years. The two days on 16/17 OCTOBER 2007 again presented the BSA as 'THE' professional Trade Association and that it is an Association of which those in the industry should want to be members.

Alistair Price

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A New Word – and a New Profession?

In Germany, there is now training available (in both English and German) - certified by the European Economic Chamber - and via what is quoted as a sophisticated Workshop Programme, to qualify and join the 'recognised profession of a Coffeeologist'.

Regional Meetings

There are a number of regional meetings planned, full details of which will be advised in due course, but in the meantime:

Northern Region

Late MARCH/Early APRIL

Regional Meeting

End JUNE/early JULY

Regional Meeting

Early DECEMBER

Christmas Dinner

Midlands Region

JULY

Inter-BSA Cricket Match: North v South also Regional Meeting

Southern Region

End JUNE/early JULY

Regional Meeting

Mid NOVEMBER

Regional Meeting

End SEPTEMBER

BEV-X Conference and BEV-E Awards Dinner followed by Golfing Day

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 - ☎ 01923 848932 and the BSA Website – www.beverageserviceassociation.com

Watch this space for more details next month.