

# BSA Update



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

## Bev-e '06



Nominations for the coveted Bev-e Awards have now closed, and in the coming weeks members of the judging panel will be making their unannounced mystery visits to those nominated, and the hard work of judging these awards will begin.

As well as the overall national winner for Bev-e '06, there will be six regional winners from among which the national winner is selected.

The Bev-e Awards are open to any and all catering establishments offering beverages to the public – whether cafe; coffee shop; hotel; restaurant; contract catering outlet; pub; roadside eatery or club. The Bev-e judges who pay a 'mystery shopper' visit to all those throughout the country who are shortlisted, score a number of factors that go to make up the whole 'Experience', which is considerably more than judging just the beverage itself.

The six regional winners – from whom the national winner is selected - will be announced at the Annual Awards Dinner held during Bev-X 2006, which will be at Hinckley Island, Hinckley, Leics. on Monday, 2 OCTOBER.

### Did you know?

A third of Londoners buy at least one cup of coffee or tea a day, compared with just an eighth of the population in Yorkshire and Humberside.

## Caffè Culture 2006

Wednesday, 24 and Thursday, 25 MAY 2006  
Olympia, London W14



The Beverage Service Association (BSA) had an exceptionally busy couple of days exhibiting at this new Exhibition, in the special BSA Zone. Several BSA members were exhibiting alongside the BSA too, and all benefited from meeting up with many industry friends – old and new.

On the Wednesday – 24 MAY – the BSA was featured in one of the Caffè Talk Seminars, when Jim DEVLIN, Executive Director of the BSA and Darrin SINCLAIR from City and Guilds, spoke on – 'The Recognition of Barista Skills'.

In recognition of just how far the Beverage Service Industry has come over the last few years - during which time the quality of the both coffee and equipment has improved enormously - it is important to appreciate that the person making and serving those beverages must be both well

trained and motivated.

Whilst there is currently an enormously wide range of training available in the industry, the BSA – working with City and Guilds - is planning to set up a nationally recognised and assessed Barista qualification - initially for Basic Barista Skills.

An action plan was outlined by Jim DEVLIN, which will stretch from JULY 2006, when the widest possible Industry support will be in place, through to Spring 2007 when it is planned that the finalised training will be in place and launched.

The training, which will take some 100 hours, will include modules encompassing a wide range of topics including Food Safety; Health and Safety; Customer Service and Workplace Skills; Care of Equipment; Preparation and Presentation Skills and Product Knowledge on Beverages.

If you would like more information on this training, please contact the BSA Office direct:  
T: 01923 848392 • E: bsa@dial.pipex.com

## New BSA Members

We are delighted to welcome the following new members to the BSA:-  
**Coffee @ Ltd**  
**Woodhall Developments**

## BSA Annual General Meeting

This year's AGM will be held on the evening of Monday, 26 JUNE, at The Quorn Country Hotel, Charnwood House, 66 Leicester Road, Quorn, Leicestershire. The AGM will be followed by a private 3-course meal with wine, with Guest Speaker Adrian FAWCETT, of Punch Taverns - a leading pro-active and forward-thinking company, with over 7,000 retail houses in the UK.

Adrian FAWCETT is Chief Operating Officer of Punch Taverns - the UK's largest pub group and one of the fastest growing FTSE 150 companies. He sits on the Punch Taverns plc Board. During his time at Punch the company has more than trebled in size, through energised organic growth and the acquisition of Spirit Group, InnSpired and Pubmaster. He has, in just the last three years, seen Punch Taverns manage the successful integration of these businesses into a 9,600 strong pub estate. Almost 8,000 of these pubs are leased to individual entrepreneurs and 1,800 are managed houses operating under Spirit Group.

Adrian joined Punch from Interbrew where he

was Corporate Vice President of the Belgian brewer, globally responsible for business integration of both Interbrew's operational businesses and the group's M&A activity.

Adrian spent six years at Bass Brewers from 1996 to 2001. During this time he held a number of roles, including a period as Brands Marketing Director, culminating in his position as Group Managing Director of Bass Brewers Operating Companies. He led Bass's UK Operating Companies through the period of its sale to Interbrew and further to Competition Commission referral the subsequent restructuring and divestment of Carling to Coors Brewers in 2002.

Prior to this, Adrian held senior General Management Roles with both Mars Confectionery and Ford Motor Company. Clearly, Adrian will prove to be an inspiring Speaker for the BSA AGM.

Bookings for Dinner and also for overnight accommodation can be made via the BSA Office – T: 01923 848392 • E: bsa@dial.pipex.com

## BSA REGIONAL MEETINGS

Monday, 26 JUNE

Midlands Regional Meeting, combined with BSA Annual General Meeting – The Quorn Country Hotel, Quorn, Leicestershire

Monday, 18 SEPTEMBER

Northern Regional Meeting - Brooklands Hotel, Dodworth, nr Barnsley

Monday, 4 DECEMBER

Northern Regional Christmas Party – Rombalds, Ilkley

*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 848392, and the BSA Website –  
www.beverageserviceassociation.com*

## Bev-X 2006

This year, the BSA Convention – now entitled Bev-X 2006 – will be held on Monday and Tuesday, 2 and 3 OCTOBER - at Hinckley Island Hotel, Hinckley, Leics.

Stands are already selling well, so if you want a special location please do not delay, to avoid disappointment. For further information please see the Stand Plans below and these are also available on the BSA Website ([www.beverageservicesassociation.com](http://www.beverageservicesassociation.com))

Exhibitors who have already booked space,

as we go to press, are:-

AA First • **Allpure** • Bravilor UK • **Cafeology**  
 • Coburg Coffee Company • **Culligan International (UK)** • European Watercare Systems • **FFI** • Gala Coffee & Tea • **Lincoln & York** • Mantaya UK • **Marco Beverage Systems**  
 • Masteroast Coffee Company • **Maxabel International** • Pritchitts • **San Remo** • The Cafetiere Company.

Café Business magazine will be the official Bev-X show catalogue publisher, and the full

Show Catalogue of all exhibitors will appear in the SEPTEMBER issue. There will also be a live link to the BSA website from the Café Business website, with a reciprocal link to the Café Business website as well.

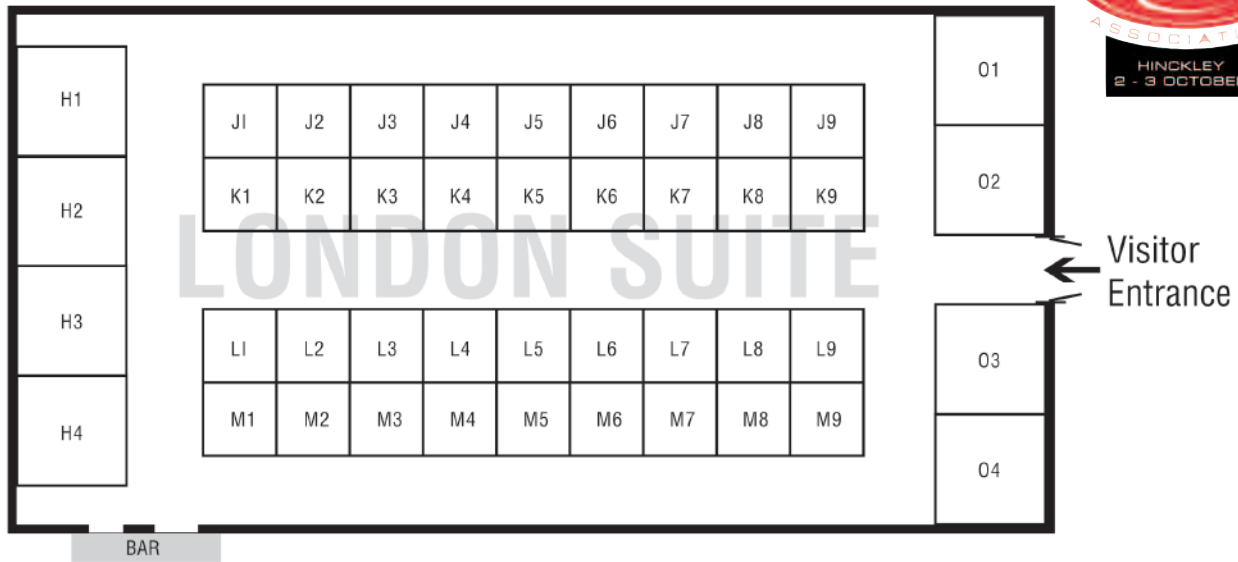
**Pre-registration forms appear in this issue of Café Business.**

Further details concerning stand availability are available from the BSA Office –

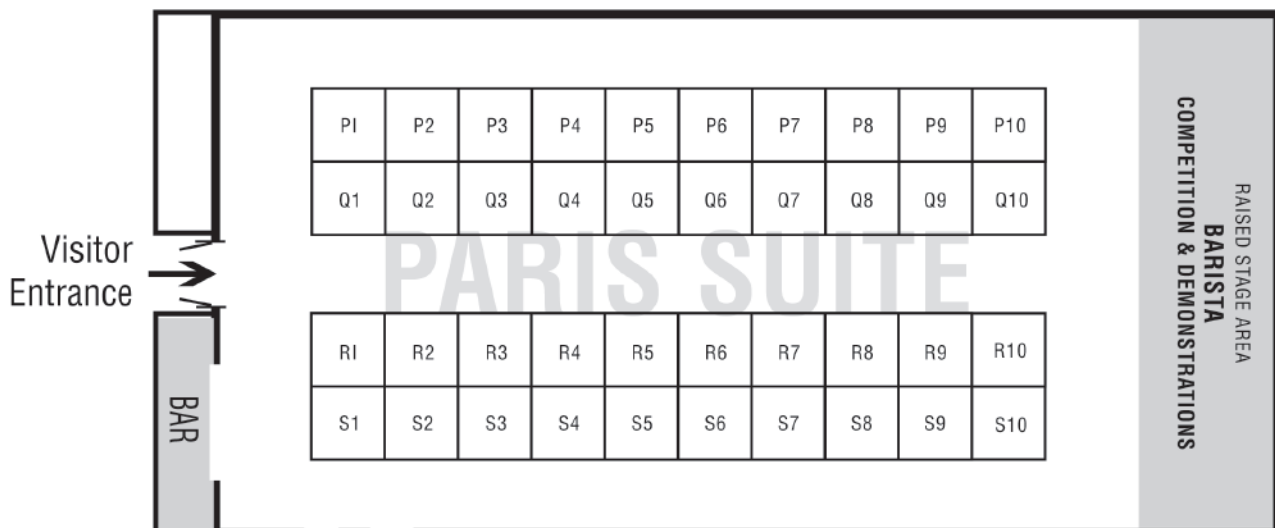
T: 01923 848392

E: [bsa@dial.pipex.com](mailto:bsa@dial.pipex.com)

### Bev-X 2006 Stand Layouts for the LONDON & PARIS SUITES Paramount Hinckley Island Hotel



KEY  
 J, K, L, M 2 X 2m  
 H & O 3 X 3m



KEY  
 P, Q, R, S 2 X 2m

# From where I stand...

This month's contributor is **James HORLER, Chief Executive of La Tasca, the fast-growing restaurant group**



**Did you know?**

All Coffee is grown within a thousand miles of the Equator.

## *Is the gap widening Across the Pond?*

When we compare Hospitality businesses between the UK and the USA we always tend to make the comparison on food and service. With this focus I believe we have closed the gap between both nations, and this can be supported by our eating out spend as a percentage of the total household spend on food increasing at a greater rate than the USA over the past five years. We have learned a lot and achieved a lot. Our food and our service have improved greatly – the growth of casual dining brands has in many ways been much broader than that witnessed in the USA. Think of the different styles of casual dining brands we have created and rolled out – La Tasca; Wagamama; Zizzi's; Nando's; Frankie & Benny's; Loch Fyne; Yo! Sushi; Giraffe - the list goes on and on.

Being fortunate enough to visit the States

regularly as we build our managed business Stateside, I think we've got another opportunity, and it is in drinks.

I believe the USA market has leapt ahead in terms of beverage consumption, with the variances so wide that sometimes even I can feel oddly naive. The range of cocktails, the knowledge of wines, the bar service, the interaction, all appears to be well ahead of the UK. We sell loads more Sangria in the USA than in the UK. We have a range of nine different Sangrias; we sell flights of wine to our customers who are keen to learn more about Spanish wines, the customer is far more inquisitive than in the UK. Why? I'm not so sure, but it has to be an opportunity for all of us in the UK. La Tasca Group plc, Huntingdon House, Princess St, Bolton, Lancs BL 1 1 EJ  
T: 01204 400700  
www.latasca.co.uk

## BSA DIARY DATES

### Monday, 26 JUNE

BSA Annual General Meeting - The Quorn Country Hotel, Quorn, Leicestershire, combined with Midlands Regional Meeting

### Monday, 18 SEPTEMBER

Northern Regional Meeting - Brooklands Hotel, Dodworth, nr Barnsley

### Monday, 2 and Tuesday, 3 OCTOBER

Bev-X at Hinckley Island Hotel, Hinckley, Leics.

### Monday, 4 DECEMBER

Northern Regional Christmas Party – Rombalds, Ilkley

## MOVES around BSA

Congratulations to :-

COBURG COFFEE COMPANY ☺, part of Coburg Group plc - on their acquisition of Aroma Coffee ☺

DRIE MOLLEN – on acquiring First Choice Coffee ☺ – with whom George MILLER will be staying

Vic HORNE – on his retirement from Etna Vending Technologies ☺ at the end of APRIL

'The Bramah Tea and Coffee Walk' – a guided tour of 400 years of Tea and Coffee History around the City and Southwark, written by Edward BRAMAH is now available. Hard Back – 128 pages – 200 + Full Colour Illustrations – only £11.99 plus £3.50 p and p = £15.49 Available from the Bramah Tea and Coffee Museum – T: 020 7403 5650; E: e.bramah@virgin.net

## Join the BSA

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

- Training Seminars
- Website
- Complimentary copy of Café Business
- Complimentary copy of In the Cup magazine
- Free publicity available to members via the BSA Communications Officer (Naomi ARNOLD) and Café Business
- Regional Meetings
- Annual Convention
- 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.*

## BSA TRAINING PROGRAMME

*We are pleased to advise that a further two sessions of the BSA Training Programme remain, covering topics of real interest to both BSA members and non members.*

Tuesday, 20 JUNE – 'Introduction to Barista Skills'

Trainer: Coffee Community – Huddersfield

£95 for BSA members  
£125 for non members

Wednesday 12 JULY – 'Negotiation with Real (Foodservice) Buyers'

Trainer: G A Training – Weston, Oxon

£225 for BSA members  
£295 for non members

*All prices exclude VAT*

*Further details can be obtained from the BSA Website [www.beverageserviceassociation.com](http://www.beverageserviceassociation.com) or the BSA Office - T: 01923 848392; E: [bsa@dial.pipex.com](mailto:bsa@dial.pipex.com)*

## Profile on... Welcome Break



*Naomi ARNOLD, Communications Officer of the BSA, spoke with Rod McKIE, Chief Executive of Welcome Break, to learn more about the company, its background and ethos. Although a fairly recent member of the BSA, Welcome Break is already well known to many fellow BSA members.*

### HOW LONG HAS WELCOME BREAK BEEN OPERATING?

Welcome Break began operating in 1959 with our first site, Newport Pagnell, opening for business in 1960.

### AND HOW HAS IT DEVELOPED ?

Welcome Break, as part of the Forte empire, operated roadside as well as airside locations. Since the de-merger - following the acquisition by Granada - Welcome Break consists of roadside only and trades over £617 million p.a. including fuel. The most recent opening was Telford Motorway Service Area on the M54.

### YOUR BUSINESS FOCUS IS WHAT CURRENTLY?

Our business focus is very much about organic growth as we serve some 80 million customers p.a., giving the consumer quality services and products. The industry has been much maligned over the last 10 years. However, there has also been much focus and investment by all three major operators, resulting in a big improvement, as recognised by the consumer, certainly over the last five years.

### AND YOUR RANGE OF PRODUCTS

Being the ultimate multi-faceted business, we retail everything from fuel to food and magazines to confectionery, encompassing the operation of such brands as Burger King and

KFC through to selling bed nights via our Days Inn hotel brand.

### AND EXPORT TRADE

We do not have any export trade currently. However, we hope to export our specific knowledge of how to deal with volume trade which is very seasonal and largely in peaks and troughs to other emerging markets.

### HOW MANY STAFF DO YOU EMPLOY ?

We employ 4,500 employees during peak.

### WHAT SALES AIDS DO YOU UTILISE ?

We use everything from fully merchandised retail shops through to customer-focussed Point of Sale, through to highly trained, highly visible and highly motivated staff. Our company website promotes our hotels and the business in general.

### WHAT IS YOUR POLICY ON TRAINING ?

Our business is very much a people business, especially when faced with such seasonal peaks. Therefore, having well-trained staff is absolutely essential. All of our teams go through an intensive training programme following an initial induction, at which point they are able to specialise in either retail, food, forecourt or lodge. In specialist areas, such as Baristas, our staff are trained by industry leaders as much of the volume will be the highest in the Industry.

### DO YOU FEEL YOU HAVE A USP AND, IF SO, WHAT IS IT ?

Our USP is very much our dedication to service - so much so that we spend an inordinate amount of time measuring throughput capacity management to ensure we are able to serve our 80 million p.a. footfall. Whilst we operate similar brands to that found on the High Street

(as well as our own Coffee Primo brand) we feel unique in our ability to cope with huge volumes like no other multi-faceted business and still achieve customer satisfaction.

### WHAT WOULD YOU SAY IS THE MOST IMPORTANT FACTOR IN RETAINING CUSTOMERS?

Fundamentally, giving them what they want when they want it and also offering them value for money. Price has been a very sensitive area within the MSA network. However this has largely been an issue because of the lack of quality that may have existed across the network in the past. Giving consumers quality products and quality service for a fair price has actually become the norm and not a desire. In the ever-increasing fast paced consumer society, lack-lustre service cannot - and will not - be tolerated. Our job, therefore, is very much about serving customers on the move efficiently.

### WHAT BENEFITS HAVE YOU FOUND FROM MEMBERSHIP OF THE BSA ?

Sharing of best practice and being aware of what other people are implementing is by far the biggest benefit and the BSA provides a forum to be able to talk about opportunities and risks.

### AND WHAT BENEFITS DO YOU BELIEVE YOU ARE ABLE TO OFFER TO FELLOW BSA MEMBERS ?

The unique approach to a multi-faceted business and the ability to detail our experiences in converting volume without compromising on quality.

*Rod McKIE, Chief Executive Officer  
Welcome Break, 2 Vantage Court, Newport Pagnell, Bucks MK16 9EZ  
T : 01908 299700  
W: [www.welcomebreak.co.uk](http://www.welcomebreak.co.uk)*

## Tea is Red, Green, White – and Healthier than ever!

Many of our readers will know just how innovative the NRA (National Restaurant Association Restaurant, Hotel-Motel Show ) held annually in Chicago, USA is!

This year was certainly no exception, and it is reported that virtually every single tea exhibitor at the show, was showing its own version of Red Tea, a brew derived from the South African Rooibos herb, which is chock-full of naturally occurring anti-oxidants.

Admad RAHIM, co-founder of Numi Tea in the USA says "It's higher in antioxidants

than Green Tea, and good for the central nervous system."

Someone else in the USA, who knows a thing or two about health, is Brian RUDMAN, founder of the Dallas-based Tempest Tea, which operates both a teahouse and a business with its own line of premium red, white, and green hot teas, alongside energy tea drinks targeting the '20-something' demographic. RUDMAN decided to launch his tea venture because of the drink's health benefits, and his hot sellers also include a Green Tea-infused

fizzy energy drink. Meanwhile, other tea vendors are taking it all a step further by expanding their Iced Tea lines, to include anti-oxidant-loaded teas too.

Industry veteran Tea Purveyor – The Republic of Tea – has introduced a new Pomegranate Iced Tea, an extension of its popular hot tea, and thereby linking with the increasing popularity of Pomegranate as a health drink too. The company also hopped on the Red Tea train, promoting its new 'Good Hope Vanilla' Red Tea at the NRA show.