

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

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 theme: 'The Espresso Debate - Bean-to-Cup or Traditional' 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.uk

More Visitors targeted for Bev-X

Many BSA members will by now have heard from Phone Action's sales and marketing team, as they are handling the exhibitor and attendee campaign to attract both visitors and exhibitors to Bev-X 2007.

As well as trade advertising, over the next four months Phone Action will make over 2,500 invitee calls; 800 calls to potential exhibitors and issue over 5,000 e-flyers to a targeted list of buyers, suppliers and influencers in the beverage industry.

There has been considerable work carried out on the BSA database, adding

- 200 distributors
- 300 vending companies, offering an office coffee service

all of whom will be targeted as visitors for Bev-X 2007.

'We're proud to have been selected by the BSA,' said Sally HUGHES, managing director of Phone Action. 'I know this is a first for Bev-X and I am confident our blend of beverage industry knowledge and professional approach will go a long way to making this the biggest Bev-X exhibition yet.'

Bev-X 2007 takes place at Leicester City's Walkers Stadium on the 16 and 17 OCTOBER. To book Bev-X exhibitor space, register as a visitor, or enquire about Phone Action's activity either call T: 01924 887046 or visit the BSA website at www.beverageserviceassociation.com

Bev-e 2007 – the judging has started



Nominations have now closed for Bev-e 2007 and it certainly looks as if our judges will have their work cut out over the coming weeks.

This is the fourth year of these coveted Awards. Nominations were 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 have been nominated – cafes, coffee bars, tea shops, hotels, pubs, garden centres etc etc - in fact any outlet that serves good quality non-alcoholic refreshments, and these include cappuccino, espresso, hot chocolate and teas. To qualify as a winner, these refreshments need to 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: quality that ensures customers return again and again. A panel of judges - using criteria especially drawn up by the BSA – is now busy assessing all the 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. The awards will be presented at the BSA Bev-e awards dinner on Tuesday, 16 OCTOBER, during Bev-X 2007 in Leicester.

BSA at Caffè Culture

The Beverage Service Association (BSA) was delighted to welcome so many industry friends – both old and new – to its stand at the recent Caffè Culture exhibition, held at Olympia at the end of MAY.

As well as a steady stream of members, many of the visitors to the BSA stand were visiting especially to enquire about the recently-announced BSA initiative in the world of staff training – Barista Skills – following two years' hard work in conjunction with City & Guilds. Also on the



Stand were Darrin SINCLAIR and Andrew NEWMAN from City & Guilds who were able to answer many questions on the Barista Skills training.

The BSA with City & Guilds has received Curriculum Authority approval for its Barista course. This means

that a City & Guilds Level 2 VRQ in Barista Skills will now exist and will appear in catering colleges in the Autumn – although some have expressed interest in launching it in the Summer.

There will be an initial course for trainers – 'Train the Trainers' - on Tuesday, 3 JULY, in Huddersfield. 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.uk



From where I stand...

This month's comments come from Peter FEATHERMAN, Managing Director of the long-established chain of Italian origin – Ponti's Group.



It's time we all started to think about tea. When's the last time you had a real tea made by someone whose livelihood depended on how much you enjoyed it? Ponti's, like

most Italians, focuses on coffee but we are passionate about flavour, and tea is the most popular beverage in the world after water. So, if there is a world of difference between tea bag tea and that made with leaves, then the gap between tea as we know it and, for example, a glass of Turkish 'Çay' (pronounced

Chai) is truly universal.

For a start, most Turkish households still share breakfast and several small, curvy glasses of Çay are an important part of that. Forget about 'a teaspoon per person and one for the pot'! For two, you are going to get three heaped dessertspoons of strong and aromatic leaves which are brewed for 10 minutes then poured into small glasses and topped up with a little boiling water so the flavour, colour, and aroma are to be savoured and enjoyed, with at least three refills being the norm.

Having started the day in this way, your expectations of the local Çay House are obviously going to be high and I am not talking about the décor - that's far from important. What counts is the brew. Look out for a large 'urn' similar to a samovar and plenty of people already enjoying their Çay because here you will really appreciate the fine flavour and aroma of traditional tea.

Concerned about caffeine? You can enjoy any tea virtually caffeine-free with little

sacrifice of flavour simply by discarding the water after the first 30 to 60 seconds of steeping and adding fresh hot water to the now decaffeinated leaf. Using an infuser is more practical than adding tea directly to the pot.

So here I am wondering how this great tea-drinking nation of ours was overtaken by the bag and the tag? From where I stand... it's all about time and how we choose to use it.

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New BSA Members

We are delighted to welcome the following New Members to the BSA:

Abbeychart - Faringdon, Oxon

Smiths Coffee & Catering Services -

Swadlincote, Derbyshire

Surfin Café - Biggleswade, Beds

USA Trend towards 'Pop' for Breakfast

A recent report in The Chicago Tribune highlights a growing American trend towards cola and soft drink consumption at breakfast, away from the more conventional coffee so loved by Americans. With so many trends that originate in the USA finding their way over the Atlantic to the UK, the following article should interest our readers.

It's not unusual for Dee MCKINSEY to have three cans of Coke before she leaves the house each morning for her job as the Regional Director of Boards and Volunteerism at the American Cancer Society in Chicago.

"There is nothing better than the feel of Coke on the back of your throat in the morning," said Dee, a morning pop drinker since the 1970s, savouring the cold, stinging sensation that coffee drinkers just don't get.

But these days, more people are enjoying that chilled morning jolt as they increasingly turn to soft drinks instead of coffee. Consumption of soft drinks at breakfast eaten outside the home has nearly doubled in the past 15 years, while coffee

consumption with breakfast outside the home has fallen nearly 25 per cent, according to data compiled by New York-based consumer research firm NPD Group. The statistics are specific to drinks with meals and do not, for example, address the Starbucks phenomenon.

"Breakfast consumers order a soft drink with their breakfast 15.1 per cent of the time, compared with 7.9 per cent of the time in 1990," said Harry BALZER, an NPD Executive Vice President who has studied US eating habits for more than 25 years. At the same time, BALZER said, coffee was being ordered 38 per cent of the time, compared with 48.7 per cent 15 years ago.

It probably is not surprising that soft drinks are a growing choice at breakfast considering that nearly half of the US population older than four consumes soft drinks on any given day, according to one study. Consumers are drinking soft drinks for breakfast at home more frequently, too, though not in the same numbers. BALZER said 2.4 per cent of the

people who ate breakfast at home in 2006 consumed a soft drink with breakfast, compared with 0.5 per cent in 1985.

Most morning consumers prefer fully sugared regular pop, but diet soft drink consumption continues to grow in the mornings. In 2006, 5.3 per cent of those eating breakfast away from home had a diet pop, while 9.8 per cent had a regular soft drink. Diet pop accompanied 1.7 per cent of breakfasts in 1990, according to NPD.

A typical soft drink contains about 35 milligrams of caffeine per eight ounce serving, while a similar size cup of coffee has an average of 75 milligrams. Stephen SHAPIRO, a motivational speaker and owner of the consulting company 24/7 Innovation, said his morning soft drink ritual is not just about the caffeine – "I find that first Diet Coke in the morning is so refreshing," he said in an e-mail, noting he has never worked for a soft-drink company. "I sometimes drink caffeine-free and still get the same feeling."

Tony BLAIR is concerned about our cuppas!

The UK's national press in MAY identified a major issue of our times – and one with which Prime Minister Tony BLAIR is concerning himself in the final days of his premiership – the British Cuppa!

The Daily Telegraph reported this saying that "he spoke out about this hitherto unacknowledged crisis during his visit to the United States," in late MAY. "After talking about his plans to promote understanding between different faiths and bring peace to the Middle East when he leaves Number 10, Mr BLAIR was asked by an interviewer from National Public Radio why you could not get a good cup of tea in London any more."

Mr BLAIR replied: "This is a serious allegation. I fear you may be right. This is a British tradition that must not be lost. If I were running for office again, I'd make it a major part of my platform.

"It's got to be properly strong, it's got to have the right colour. The trouble is, not many people do it like that."

We are confident, however, that many members of the BSA would seek to disagree with Tony BLAIR and in fact be ready and willing to invite him to many cafes, teashops, hotels, and restaurants where a really good, true, flavoursome British cuppa is served.

Regional Meetings

Future meetings are being planned for the Exeter area, in Mid SEPTEMBER for the Southern Region, and just south of Leeds for the Northern Christmas Meeting in DECEMBER. **Watch this space for more details next month.**

News around BSA

Malcolm BUCKENHAM – to New Business Development Manager with First Choice (T: 01908 275520) from Senior Manager with Caffè Ritazza – and, indeed, a Barista Championship finalist.

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 £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.

Fruit juice market report - MAY 2007

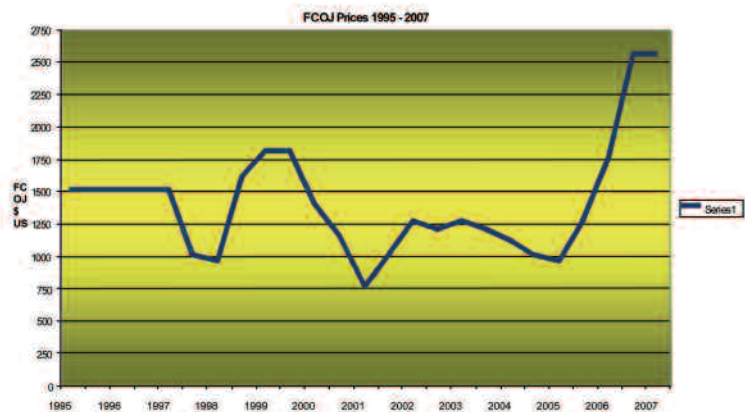
"Demand rather than supply will be crucial factor in FCOJ market" – reads the APRIL edition of Food News – and this seems to sum up the current position. Orange juice concentrate is now priced at \$2,650 per tonne, plus duty, which is the highest it has been for many years.

The only bright star is the low value of the US\$ but that cannot last forever. In 2005 the price was around \$850!

The fundamental issue is now a genuine shortage of juice production in Brazil to cope with a world where markets are still growing but Florida has lost so much of its own crop. The big suppliers of orange concentrate have been driving the price up, deliberately in order to reduce demand, but this has not yet been entirely successful. Major packers and supermarkets in Europe have not responded sufficiently to have a great effect and we are facing a possible serious shortage by the end of this Summer. It is now felt in the industry that the solution is to see one litre orange juice in supermarkets at £1 + per carton to encourage consumers to consider alternatives. No sign of relief for a long time to come.

Apple juice concentrate prices have drifted upwards this year, probably in sympathy with orange, but not as dramatically. Grapefruit is drifting downwards slowly and may come back into favour with consumers. As always the big story is with the orange.

As far as the market is concerned the news



is favourable for juice products. In schools the government is determined to see the removal of fizzy drinks. What they mean by this is a reduction in white sugar, added colours, preservatives etc. This is good for the juice industry if we can get the route to market and packaging costs acceptable. This general trend for healthier drinks is spreading and looks set for substantial further impact.

BSA DIARY DATES

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