

BSA Update

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 will include 'The Espresso Debate - Bean-to-Cup or Traditional' and this theme 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 -

☎ 01923 848392

@ bsa@dial.pipex.co.uk

Bev-X calls on Phone Action

Bev-X 2007's exhibitor and attendee campaign has got off to a flying start with the Phone Action sales and marketing team. Phone Action - specialising in providing new business appointments to all aspects of the beverage industry - has been appointed by the Beverage Service Association (BSA) to attract both visitors and exhibitors to Bev-X 2007.

"Phone Action brings a unique and deep knowledge of the beverage industry to the outsourced telesales model which is a perfect fit for the BSA," said Jim DEVLIN, Executive Director of the BSA. "It is because they are able to offer a complete package - strategy, marketing support and, most importantly, a telesales team - that they are in such a strong position to help us to make Bev-X 2007 our biggest and most successful exhibition to date."

As well as trade advertising, over the next five 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.

"We're proud to have been selected by the BSA. 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," said Sally HUGHES, Managing Director, Phone Action.

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

BSA at Caffè Culture Wednesday 23 & Thursday 24 MAY 2007, Olympia



Once again, the Beverage Service Association (BSA) will be at Caffè Culture (Stand F34) and all are welcome to come and meet the BSA on the stand - not only BSA members,

but anyone who is interested in learning more about the Association and the many benefits enjoyed by members.

The BSA has announced something of a coup in the world of staff training - after two years' work. 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.

"In the Hospitality Industry, there is only one assessment body that everybody recognises" said the BSA's Executive Director Jim DEVLIN, announcing the news. "City & Guilds is recognised across the world, and

now we have a qualification which staff can take with them."

The BSA would like to express its sincere gratitude to all those people who have helped with bringing this initiative to this most satisfactory conclusion :-

Ben TOWNSEND

- an Independent Trainer and Coffee Consultant
and

Stuart BRIGANTE

- Technical Service Manager of Fracino

Peter CHURCHER - Business Manager of Tettley GB

Paul MEIKLE-JANNEY

- of The Coffee Community

John QUINTON

- Regional Sales Manager of UCD

Anne TARGETT

- Training Manager of Kraft

... and all those other people who are working on questions

Register for free admission at www.caffeculture.com or call the Hotline on 0870 283619

ANNUAL GENERAL MEETING AND DINNER

Tuesday, 12 JUNE

Stratford Victoria Hotel, Arden Street,
Stratford upon Avon, Warwickshire

The AGM will take place at 6 pm followed by dinner when the guest speaker will be Stephen MINALL of Moving Food. There will also be an opportunity to play golf during the day at Ingon Manor Golf and Country Club, Snitterfield, near Stratford upon Avon.

Booking Forms for both the dinner and hotel accommodation are now available, from the BSA office.

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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.

From where I stand...

This month's comments come from Ian MITCHELL, Chairman of the contract catering company bartlett mitchell



I never thought that when I came into the catering industry some 39 years ago (including

time at hotel school), my life would be so influenced by coffee. Tea was the influence, but not coffee.

When Wendy and I started bartlett mitchell in 2000, coffee was the main consideration when we won our first contract. A very basic and poorly equipped staff restaurant was immediately a hit when our first automatic Black and White machine was put in. The staff were overjoyed and we realised this was the secret. Treat all facilities first and foremost as a coffee bar, and put rest of the catering offer around it. Our customers bought coffee all day and then bolted on what was appropriate to the time of the day - whether it be breakfast, mid-morning snacks, lunch and so on.

We've never stopped this routine. We now have our own suppliers with Fairtrade products, together with some catering contracts that use Starbucks and Costas. Who would have thought that we should be involved in such high street big names, and all for a cup of coffee. We now send team members on barista courses, and David JAMES, our Creative Director travels the

world looking for systems and products to expand our offer for all things 'coffee'.

Having said all that, one of the few eateries I recall as a student was the Queen Street Coffee House in Oxford - it must have had a great effect on me. It is also one of the few places I have revisited when returning to Oxford.

Now in contract catering, not only do we have High Street coffee offers, we often have the lounge furniture to allow our customers even more relaxation.

Coffee is the world beverage, and we have all helped to make it so. The world wants to sit in a coffee bar and relax and I didn't notice it staring me in the face 39 years ago.

Funnily, I don't drink coffee any more, nor tea. I'm not sure if it is the caffeine that raised my adrenaline too high, or the thought of the missed opportunity.

Ian MITCHELL - Chairman, bartlett mitchell Ltd, 80 The High Street, Egham, Surrey TW20 9HE

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Did you know?

A caffeinated bar of soap has been invented - called Shower Shock - it is said for people who are short of time, and too busy to make a cup of coffee in the morning!

Each time a person lathers their body with the soap, it is said to produce two coffee cups' worth of caffeine. The effects are quoted as being absorbed within five minutes and to last for up to four hours.

The soap - on sale through a US-based internet company - Think Geek - costs £3.50.

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 'EBN'
- 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.

Bev-e 2007 - extension of closing date



With so many nominations being received, it has been decided to extend the closing date for Bev-e 2007 to the end of MAY. Certainly, it 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 are welcome 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 are being nominated - cafes, coffee bars, tea shops, hotels, pubs, garden centres etc etc - in fact any outlet that serves good quality non-alcoholic refreshments. 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, and the awards will be presented at the BSA Bev-e awards dinner on Tuesday, 16 OCTOBER, during Bev-X 2007 in Leicester.

EU Sugar Regime Changes Turning Sour

We are indebted to Single Source for the following update on the European Sugar market.

The impact of the changes to the EU sugar regime has hit farmers in two areas of the UK. British Sugar has closed two of its factories - one within the city boundaries of York and one at the village of Allscott in Shropshire. British Sugar indicated that the lower yield achieved by farmers in Yorkshire and the West Midlands, compared to the other growing areas in the East of England, was the primary driver in selecting the two sites. Farmers in Yorkshire wonder whether the potential to turn the York factory site into a housing area was an influence on the decision.

The two factories closed for Sugar Beet reception at the end of the last processing 'campaign' earlier this year but have a quantity of sugar juice stored during the campaign to process into granulated form later this Summer. Farmers in the affected areas will have to find new crops to replace Sugar Beet and many will turn to oil seed rape with its distinctive yellow colour.

The number of refining sites operated by British Sugar is now just four compared to almost 20 three decades ago. Lower production quotas allocated to the UK under the EU Sugar regime, together with capacity and efficiency improvements at the remaining sites, have led to this rationalisation.

The regime changes have prompted some countries to withdraw from beet refining altogether. No beet processing is undertaken in Ireland following the decision of Greencore to close its last remaining factory. Greencore is not happy about the way the Irish Government allocated the restructuring



funds from the EU compensation package and is currently challenging the allocation in the Irish courts. Greencore was expecting to receive around 90 per cent of the funds but was allocated significantly less.

The overall reform is not progressing as well as the EU had anticipated. It had expected that more than four million tonnes of Sugar quota would have been renounced before now, but only just over two million tonnes has been, or is planned to be, renounced. To avoid a surplus of sugar, the EU Commission may have to cut quotas further. The EU can no longer subsidise exports outside of the EU following a WTO ruling and has already announced a cut of two million tonnes in quotas to try and encourage more rationalisation. However - with some estimates indicating surplus stocks of three times the quota reduction - further action may be required.

The compensation payments are being funded by a levy on remaining producers. If

producers do not renounce quota before SEPTEMBER 2008, it is likely that additional funding to encourage further withdrawals will be required. The amount of restructuring levy paid by processors (recovered from higher sugar prices) is due to start to fall in SEPTEMBER 2008. If equilibrium is not reached by that date the levy may have to remain at the higher level with the consequent delay to lower sugar buying prices.

Did you know?

The UK tea trade started back in the 17th century when - after the Great Plague of 1665 and the Great Fire of 1666 - Londoners took every opportunity to enjoy the fresh air of the pleasure gardens that had opened in the suburbs of the City. Everybody knew that in order to make tea, the water had to be boiled - which made it a safe drink to enjoy. By the 18th century, China Tea and Tea Ware were features of every aristocratic and middle-class English home.

Profile on...

Lotus Bakeries UK



Q: How long has Lotus Bakeries been operating?

The BOONE family started the Lotus Bakeries business back in 1932, from a bakery in Lembeke, Belgium and has grown the business into a dynamic, internationally orientated company and the market leader in caramelised biscuits. Lotus is also a large manufacturer of cakes and waffles.

Q: And how has it developed?

In the 1950s Lotus introduced the idea of the Lotus Coffee moment in Belgium; a good cup of coffee with an individually wrapped Lotus Caramelised Biscuit. This concept spread throughout neighbouring France and Holland and on to Germany and Austria. Today the Lotus Original Caramelised Biscuit is enjoyed across the USA, Asia and the Middle East. Within the last 20 years the Lotus business has grown steadily in the UK with 2006 seeing the opening of a Lotus Bakeries UK office

Q: Your business focus is what currently?

Our job is to raise the profile of the Lotus brand and ensure that the Lotus range is available across all sectors of the UK 'Out Of Home' market, so we can grow our business and enhance the sales of our customers. We know that our consumers love our biscuits because they keep telling us, giving us a great foundation for future growth

Q: And your range of products?

We have recently launched both the Lotus Chocolate Biscuit and the Lotus Luxury Assortment to sit alongside our market-leading product, the Lotus Original Caramelised Biscuit. As the largest waffle manufacturer in Europe and with three generations of baking expertise to draw upon, we are now considering a range of

Naomi ARNOLD, Communications Officer of the BSA, spoke with Rob BRIGGS, Sales Manager of Lotus Bakeries UK ^{BSA} to learn more about the company, its background and ethos. As a new member of the BSA, Lotus Bakeries is getting to know fellow BSA members.

products to innovate the UK impulse purchase market.

Q: And export trade?

Over one billion Lotus Original Caramelised Biscuits are consumed each year, creating perfect coffee moments right across the globe.

Q: How many staff do you employ?

Lotus Bakeries employ over 1,000 people worldwide, with four specialists currently working out of the UK Office..

Q: What sales aids do you utilise?

The first step in building Lotus brand awareness has been the introduction of our 'Perfect Partners' brochure, outlining the benefits of the original biscuits and introducing the Lotus Chocolate Biscuit and the Lotus Luxury Assortment. I am aware that many wholesalers have their own sales aids and we would be delighted to supply images and information as required by our customers.

Q: What is your policy on training?

Having worked in the coffee industry for 10 years, I am acutely aware of the need for training to raise the standard of coffee served in the UK. I would like to think that, more and more, the addition of a Lotus biscuit on the saucer will become part of the perfect coffee moment.

Q: Do you feel you have a USP, and if so, what is it?

Yes, we certainly have a USP and thankfully our consumers agree with us. We have both a unique recipe and a unique baking process that gives our biscuit that distinctive, individual Lotus caramelised taste and texture.

Q: What would you say is the most important factor in retaining customers?

It is difficult to answer this question without sounding cheesy or drawing on standard text book soundbites. The simple answer is trust. Trust can only be gained once you understand your customer's wants, needs, fears and then work with them openly and honestly to come up with a workable plan and then make it work!

Q: What benefits have you found from membership of the BSA?

It's early days, however, our membership

has already facilitated a joint marketing venture with John CAVEY at Mantaya launching both the new Lotus biscuit range and the new Rimini XL 2 espresso machine.

Q: And what benefits do you believe you are able to offer to fellow BSA members?

My background has given me an understanding of the demands of the coffee industry, whilst having a fresh perspective from the Lotus Bakeries' viewpoint. I am always willing to listen to ideas from fellow members with a view to providing support in growing sales of both bakery products and coffee!

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BSA DIARY DATES

Wednesday, 23 and Thursday, 24 MAY - BSA at Caffè Culture - Olympia, London W14

Tuesday, 12 JUNE -

BSA AGM and Dinner - Stratford Victoria Hotel, Arden Street, Stratford upon Avon, Warwickshire.

There will also be an opportunity to play Golf during the day at Ingon Manor Golf and Country Club, Snitterfield, near Stratford upon Avon.

(NB – the date was previously advised as Monday, 11 JUNE, so please note the change)

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