

# BSA Update

Phillipa Atkinson-Clow • BSA Secretariat  
David Veal • BSA Chairman



## Caffè Culture LAST MINUTE BOOKINGS - BSA DINNER AT CHELSEA FOOTBALL CLUB!

WEDNESDAY 21 MAY 2008



Are you making a last minute visit to Caffè Culture at Olympia - BSA members and guests are invited to book for the BSA dinner

being held on Wednesday 21 May 2008 at world famous Stamford Bridge.

If you are either exhibiting or attending the Caffè Culture Exhibition, this will give you and your guests the ideal opportunity to maximise your time and spend the 'middle evening' of the event in a relaxing and enjoyable setting.

Tickets are £70/person (£700 for a table of 10) and include meal, wine and entertainment.

Sponsored by Brita Water Filter Systems UK.



## BSA Conference - September 2008

BSA CONFERENCE 2008

### "TURBO-CHARGE YOUR BUSINESS"

Wednesday 24 September 2008, Windmill Village Hotel, Nr Coventry.

Would you welcome a chance to get expert advice and participate in discussions on how to improve your company profitability? The BSA is planning a one-day conference specifically aimed at helping delegates remodel their businesses for growth.

Small changes can make all the difference to a successful business but it is difficult to take time out to assess what to do. Solution? One day - Wednesday 24 September 2008, at this centrally located venue to consider four main business areas:

- **FINANCE** - strategies that can affect your bottom line immediately
- **MARKETING** - what is most effective... and cost effective
- **TIME MANAGEMENT** - stop running around in circles and get more out of your working day
- **HUMAN RESOURCES** - a nightmare if handled badly, a godsend if successful.

The event will include a Black Tie Dinner incorporating the celebration of the BSA BEV-E 2008 Awards culminating in a golfing event on Thursday 25 September. Put the date in your diary - YOU WON'T REGRET IT!

## Who are the BSA Executive Committee??

Meeting four times a year, and striving to deliver valuable membership benefits, the BSA Executive Committee comprises:

- **David Veal**, Café Sienna (**Chairman**)
- **Paula Bentley**, General Vending Services (**Conference Committee Chair**)
- **Rob Briggs**, Rombouts
- **Derek Burgess**, Masteroast Coffee Company (**Networking**)
- **Don Cunningham**, Lincoln & York (**Treasurer**)
- **Jim Devlin** (City & Guilds VRQ)
- **Tony Greensill**, Brita Water Filter Systems (UK) (**Membership Committee Chair**)

- **Rennick Hodgson**, Coffee Care (N.C.) (**Northern Regional Chair**)
- **Ranald Paterson** (BEV-E Awards **Committee Chair**)
- **Alistair Price**, What Price Solutions
- **Andrew Tucker**, Coffee West
- **Marcus Whiteley**, 3M (**Technical Committee Chair**)



## BSA Membership Benefits



**17 GOOD REASONS FOR YOU TO JOIN THE BEVERAGE SERVICE ASSOCIATION**

The Beverage Service Association is a fast growing organisation catering to the needs of companies like yours. The services & benefits available to our members include:

1. Networking Opportunities - introduction to other people in the industry, get to be known at the Annual Conference, Regional Meetings, Trade Show & more...
2. Opportunity to promote you and/or your business in the BSA pages of Café Business Magazine
3. Discount purchasing through Logbuy - petrol, computers, stationery, wine and lots more
4. New Distributor - Offer Scheme
5. BEV-E Awards
6. Annual Conference incorporating BEV-E Awards
7. CITY & GUILDS VRQ Barista Training
8. Discounted rates for top quality training courses including Barista Skills & Cupping
9. Use of BSA Logo including window stickers for your venue
10. Monthly complimentary copy of Café Business Magazine incorporating BSA Update pages
11. Six complimentary copies of 'IN THE CUP' - BSA Training & Best Practices Magazine - per year
12. Preferential advertising rates in Café Business Magazine & FREE editorial in BSA update pages
13. Preferential advertising rates in "IN THE CUP"
14. Secretariat office offering support and advice to members.
15. BSA Website - [www.beverageassociation.com](http://www.beverageassociation.com)
16. Free Technical Helpline
17. Updates on legislative developments


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

Phillipa Atkinson-Clow • BSA Secretariat

Beverage Service Association • Hartfield Place • 40 - 44 High Street • Northwood • Middx HA6 1BN



# BSA MONTHLY PIN-UP

**ALICE EDGCUMBE-RENDLE,  
15 YEARS AS DIRECTOR OF  
EDGCUMBE TEA & COFFEE  
COMPANY** 

**Tell us something interesting about your company:**

Family run for three generations! I took over in 1996, after my old man decided that it was best left to 'her indoors' and escaped to grow an Indian beer company which is now a household name.

**What does your company do well?**

We respond to customer needs - and we are experts in our business. The company has been running for over 25 years, so we must be doing something right!

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

The six p's. Prior Preparation Prevents Pretty Poor Performance! PLAN, PLAN, PLAN.

**Which four words describe you?**

Determined, energetic, persistent, optimistic.

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

Innovation - micro-roasting, independent coffee shops, speciality tea shops...the rise and rise of the expert Barista.

**What is your favourite hot beverage?**

Carajillo - which is an espresso coffee with a shot of brandy and milk. Best enjoyed in a hammock somewhere on a Spanish beach, though!

**Favourite sport?**

Polo - watching it, not playing...

**Favourite book?**

Good to Great - Jim Collins. It will change the way you see your business - for the better.

**Favourite singer band:**

Will Rendle - [www.myspace.com/rendlewill](http://www.myspace.com/rendlewill) - watch this space - this could be my pension!



## BSA DIARY DATES



**NORTHERN REGION**

Monday 30 June, The Sitwell Arms, Renishaw, Derbyshire  
Early December Christmas Dinner

**SOUTHERN REGION**

Wednesday 21 May 2008 - BSA Members & Guests Dinner - Chelsea Football Club  
Mid-November

**OVERSEAS**

Friday 20 June 2008 - Copenhagen at SCAE Convention

**AUTUMN**

24 September 2008  
Conference & BEV-E Awards Dinner

For future information on the above events, watch this space! Contact the BSA Secretariat on 01923 848392.

## Pen Pictures of the BSA Executive JIM DEVLIN

You sometimes hear people talking about how they planned their career - they have always wanted to be 'whatever'. I have never heard anyone say they had planned a career in the Beverage Industry. There are in fact many good stories of how people got into the Industry and are still in it today.

I had never thought about the Beverage Industry and it was whilst working at the Mars Group that I had the opportunity to join a small team working on a new product - KLIX. That was over 30 years ago and somehow I too got hooked on this Industry. From Klix I joined ARAMARK (as it was then, ARA) and managed their Refreshment Services business for 20 years.

Coming new into an Industry, how do you learn and more importantly how do you know what you need to know. There are many sources of information and good training - but how do you access them? Suppliers are an excellent source for contacts and information, provided you get the right individuals. They will, however, have a definite bias to their own products. They could also be the same people who passed information to your boss or colleagues, whom you will also learn from.

There is no training course you can attend

to get background and information on the Industry. I found the BSA useful in making contacts, getting to know what was going on, finding information on products and developments.

From this I could follow up on those things that interested me.

When I became Chairman of the BSA, I had even more contact with members and found this problem of accessing training and information went across all levels of the Industry. There was, and still is, a lot of excellent training being carried out by and on behalf of suppliers. How do we know what is good training and what is inferior or heavily biased? This was the impetus for the City & Guilds Barista Skills qualification. A Nationally recognised qualification in our Industry - the first ever.

As this qualification was being developed by the BSA I had discussions with members who wanted the same for their engineers, their sales people and more advanced skills



for Baristas. There is still so much more to be done.

I have been lucky in that my three employers, British Leyland, Mars and ARAMARK all gave me excellent training. Industry Training Boards all had a part to play in this, however our Industry is dominated by Catering/Food Service and we usually are an afterthought. This situation has improved by the raising of the profile and quality of the Coffee Shops on the High Street. Others have followed but we still have to convince more hotels and restaurants that the beverage is just as important as the food or the service in giving the customer a good experience.

We as an Industry have come a long way in 30 years and we still have a long way to go. Let us look after new people coming into the Industry and keep improving our training and quality. The BSA has an important role in doing this and needs all your support - get actively involved if possible, or at least attend regional meetings - help pass on your knowledge and you may learn more yourself. We, on the Executive Committee welcome all the support and help you can give.

**Jim Devlin**

[Jim.devlin@tinyworld.co.uk](mailto:Jim.devlin@tinyworld.co.uk)

## BEV-E 2007 Winners ESQUIRES COFFEE HOUSE - WOKING

Esquires Coffee Houses (BSA) are a National chain of franchised coffee shops. Jamie & Emma Knivett opened their store in Woking five years ago, which quickly established itself as the premier coffee provider in Woking. Part of its continued success was down to the passion and drive of Jamie and Emma as well as the quality of the beverages they prepared, and the popular food offer.

Esquires strives to make the experience for its customers as welcoming as people into their own home, so concentrates on friendly efficient service, with comfortable seating, newspapers and everything people need to feel relaxed. The company works closely with its coffee roaster who specially developed an exclusive Fairtrade espresso blend and a Fairtrade hot chocolate has recently been introduced alongside other products.

Esquires believes in giving something back to the global community, so beyond its commitment to ethical trading, a proportion of all coffee bean purchases are donated to Coffee Kids, an organisation which believes that people hold the solutions to their own problems - they only need training, capital



and capacity. By listening, and creating partnerships with local non-profit agencies with the ability to provide hands-on training, resources are committed that assist with healthcare, education, economic diversity and community-based projects. ([www.coffeekids.org](http://www.coffeekids.org))

Worldwide, over one billion men, women and children lack access to safe, clean water. For every bottle of water purchased at Esquires, 10p is donated to the One Foundation. The One Foundation installs unique Playpump® water systems in Africa. As children play on the Playpump roundabout, underground water is pumped into storage tanks, providing constant, clean and free water to communities for drinking and for crop growing purposes. ([www.theonefoundation.org.uk](http://www.theonefoundation.org.uk))

*For more information  
Esquires has just launched its new website  
[www.esquirescoffee.co.uk](http://www.esquirescoffee.co.uk).*

## J Atkinson & Co: Coffee roaster scoops two top awards

There have been two major award ceremonies in the North West this last month and one company was present at both occasions! J. Atkinson & Co. (BSA) the Coffee Roaster in Lancaster, Est. 1837 was recognised for both its coffee and superb shop.

At the North West Fine Foods Awards the company won a Gold Medal for its El Salvador 'Santa Barbara'. The coffee came out on top in a blind tasting, chosen by a panel of 48 food industry experts.

Ian Steel, master roaster at Atkinson's said, "The particularly pleasing thing about this award is that it has been given to a coffee that I personally selected from my first trip to 'origin'. When I went to meet the growers of my

favourite coffee 'Las Delicias' in El Salvador last year I attended many 'cuppings' on various farms and this coffee stood out as a real gem. I am so pleased for everyone involved in its production that a top gourmet quality product has been rewarded.

"Whilst I was out there I



saw the difference that Rainforest Alliance Certification was making both to the ecosystem and the local economy. We have been at pains to carry through the exacting standards of good farming practices witnessed over there to our own Artisan Roasting production on vintage equipment. This coffee was small batch roasted on our 1945 Uno on direct flame, so well done to you too little old roaster!"



## Independent Retailer Of The Year - Finalist

In a double-whammy of awards Atkinson's was also shortlisted as one of only four finalists for the 'Be Inspired Business Award' - BIBAs' prestigious Independent Retailer of the Year award, a tremendous achievement for a small retailer to get this far, facing stiff opposition from over 700 of the top businesses in the North West. "It's great that Lancaster's favourite shop gets some recognition and let's hope it can provide a much needed shot in the arm for the local independent retail traders," said Ian.

*J. Atkinson & Co.  
[www.thecoffeehopper.com](http://www.thecoffeehopper.com)*

## BEV-E Awards 2008

'LEADING THE WAY IN RAISING BEVERAGE STANDARDS'



Nominations for this year's BEV-E Awards are flowing in - this award has really developed momentum!

Remember for the first time we have three categories:

**Independent:** Must be independently owned or part of a group of no more than four.

Prize sponsored by **Rombouts**  
**Group:** Must have five or more outlets. May be group or franchise owned.

**Coffee Cart/Mobile:** Individual mobile site  
If you know of a hidden gem please contact the BSA on 01923 848392 for your nomination form.

The Award ceremony will be held on Wednesday 24 September at the Windmill Village Hotel - make a diary note.

## Barista Skills Courses:

### Level 2 City & Guilds VRQ in Barista Skills

A three-day comprehensive guide to barista skills, an introduction to tea, chocolate, juices and smoothies, filter coffee, and customer service. The final exam leads to a nationally recognised qualification.

- 9 - 11 June 2008:  
Coffee Community,  
Huddersfield  
[www.coffeecommunity.co.uk](http://www.coffeecommunity.co.uk)
- 5, 6 & 9 June 2008:
- 18 - 20 August 2008  
The London School of Coffee,  
Kingston-upon-Thames  
[www.londonschoolofcoffee.com](http://www.londonschoolofcoffee.com)

