

BSA Update

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



BEV-X 2007

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You will be reading reports on the show and the conference, held on 16 and 17 OCTOBER, elsewhere in this issue of *Café Business*.

During BEV-X 2007, the awards for BEV-E 2007 - recognising excellence in beverage service - were made. The regional winners, who were reported in last month's CB, were:

South East - Esquires Coffee House, Woking
South West - Coffee 1 Ltd, Chepstow
North - Willi's, Jesmond, Newcastle upon Tyne
Midlands - a tie between Sadliers Coffee Lounge, Wolverhampton and The Bottle-Kiln Café (BSA), West Hallam

From these five, the national winner was selected and the BEV-E 2007 Award was presented. In the event - and as a total first - there were joint winners of this year's BEV-E award - and, curiously enough, it was the two regional winners from the Midlands who the judges were totally unable to separate:

The Bottle-Kiln Café, of West Hallam, Derbyshire Sadliers Coffee Lounge, Tettenhall, Wolverhampton.

The Bottle-Kiln Café is supplied by Café Sienna (BSA), which also provided the Dalla Corte (BSA) espresso machine. The coffee supplier to Sadliers Coffee Lounge is Cappuccino Rapido (BSA) and this site operates a La Spaziale (BSA) machine.

It is also noteworthy that this year - for the first time since the inception of the BEV-E Awards - the national winner (or winners in this case) come from outside the North of the country.

It transpires that David WIGGINS of Cappuccino Rapido - who nominated Sadliers - comments that the two cafes had actually been checking each other out.

"Funnily enough," David said, "both bars had made covert visits to each other's places, after the regional finalists were announced, and happily, they were the best of friends at the awards night."

BSA welcomes new members

Bevzy - London SW 19

manufacturing the innovative Bevzy multi-drink system that offers coffees, teas, juices and water from one compact machine

Coffee 247 - Newton, Notts

Coffee 247 is a specialist bean to cup supplier using only the finest ingredients

Coffee Classics - Blisworth, Northants

main distributor of Azkoyen Coffee Machines specialising in the distribution of bean to cup, traditional and instant models

Rainforest Alliance - Amsterdam, Netherlands

an international, non-profit environmental and sustainable development organisation, working to conserve biodiversity and ensure sustainable livelihoods.

BSA Field Trip to Costa Rica

Last month we gave the detailed itinerary for the BSA Field Trip being organised to visit Costa Rica, in conjunction with Derek BURGESS of Masteroast (BSA) and Simon WAKEFIELD of D R Wakefield. Please note that places, which are booking up fast, are strictly limited. If you want to join this splendid trip then please contact Phillipa CLOW at the BSA secretariat.

Flying out of London Heathrow on Saturday, 19 JANUARY, the group will return for Sunday, 27 JANUARY. The estimated costs at the moment per person are:

Return scheduled flights (Heathrow to San José) with one stopover - £700 return including taxes (probably Iberian Airways via Madrid). Hotel accommodation is circa £70 per night including breakfast (7 nights = £490). With spending money for lunch, dinner, drinks and sundries a budget of £1,500 per person is envisaged.

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 'In the Cup' magazine
- Complimentary copy of 'Café Business'
- 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 - SCAE Love In

One of the objectives of the BSA over the coming months is to talk to and possibly work with other associations in our industry. To that end David VEAL recently met with Steve PENK of La Spaziale (BSA) and UK Co-ordinator of the Speciality Coffee Association of Europe (SCAE). Both have much in common, principally the UK Barista Championship - which Steve sponsors and helps organise - and which David judges and this year hosted the Northern heat.

Both were very positive about the state of our industry, and were agreed that not only should the BSA and SCAE be seen as not competing with each other, but should look at working together to promote growth and quality within our industry - and even look at joint initiatives. It was agreed that a further meeting should be held to discuss and plan these initiatives.

Becky STONE of The Bottle Kiln Café (BSA) in Derbyshire (one of the two national BEV-E winners) was delighted to host the meeting but admitted to being slightly nervous at serving coffee for the meeting!

Pen Pictures of the BSA Executive

A new, occasional, series will provide a Pen Picture of different members of the BSA Executive, starting with the Treasurer - Don CUNNINGHAM of Lincoln and York .

Don came to our industry with a wealth of experience of other worlds, having owned various businesses from the age of 25 - including road haulage, shipping and forwarding, packing for export, sales and marketing, import export, audio visual, marketing support, business consultancy and a sales agency.

He trained as a research technician in engineering at Imperial College for five years and on leaving took a job as an instructor at a local government training centre for the mentally handicapped dealing with adults who required retraining to obtain employment, moving to a mentally ill establishment as production manager with the same objectives of getting trainees back in to employment.

After 30 months, he joined a company in the Tungsten Carbide business as a representative in the South of England. Finding that he

enjoyed selling, after one year he started his own business in road haulage. This lasted 17 years, running concurrently with shipping and forwarding and packing companies.

He later sold the companies, deciding to take life a little easier, but being bored after just 12 weeks, he started an audio visual company, with Wimbledon and Wembley a couple of the venues served.

After selling this company, Don took up business consultancy as a living and again got bored. He bought part of a marketing aid business and helped rebuild this business over a period of five years. At 51, he sold his part of the business, but after taking on a few sales and business advisory opportunities he became totally bored once again.

Nine years ago, he was introduced to Lincoln & York by his nephew, who is in the green coffee business. At that time, L & Y was starting to expand as a roaster and was looking for a sales person in the South of England. Liking the attitude of the two owners and their great work ethic, Don asked if could take on the role as a



salesman in the south - and the rest is history.

Don says that he finds the beverage industry to be very competitive but always friendly and incredibly incestuous: with just a whisper everybody knows... "The BSA is an important part of the coffee world and has always been an interest to me and to be more actively involved is a great privilege," he concluded.

Don CUNNINGHAM

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The Professional Barista

A milestone has occurred in the development of the professional Barista in the UK. For the first time Barista skills can be developed and rewarded by an internationally recognised qualification - the City & Guilds Barista Level 2 VRQ (Vocationally Related Qualification).

Months ago Jim DEVLIN, in his position of chair of the BSA, pursued the initiative to develop a professional Barista qualification. He convinced City & Guilds of his vision and put together a team of industry experts to assist. These experts were not just from the coffee world, as the qualification includes tea, chocolate, juices and smoothies - the full range of drinks you would expect from a quality cafe.

For those of you, like me, who have been out of education for some time it may take some explaining about what this qualification means, who will take it and where. Certainly it seemed at times during the development of the qualification that the team from City & Guilds and our industry experts were talking different languages. So I hope the answers to the following questions will de-mystify the whole process:

What is a VRQ?

A VRQ (Vocational Related Qualification) is similar to a GCSE that you may take in maths or history, but directly workplace related. The qualification involves both classroom-based learning of the theory but more importantly demonstration of the craft skills required for a professional Barista. The Barista Skills VRQ is a 'Level 2' indicating that this is an introductory level of knowledge. More advanced skills may be covered in the future by a Level 3 qualification.

What does the qualification cover?

Although the qualification centres on coffee - espresso particularly - it also covers filter coffee, tea, chocolate, juices and smoothies. For these products four areas of learning are explored:

- The background to the raw materials, their history, production, varieties etc.
- How to produce the range of drinks
- How to operate, care and maintain the machinery
- Customer service

The information is passed on through a minimum of 20 hours classroom time, as well as practice back in the workplace, before practical and written assessments are taken.

Who can take the qualification?

Anyone. Whether you are a student at the beginning of your career; opening your first café, or just want to brush up on your skills, then the VRQ could be for you. As Barista training companies all the way through to your local college start to offer the qualification then the course becomes available to all.

My personal aim for the course is to reach out to those in their teens who are learning catering skills at college. The teaching of catering skills is long established for these people but with little or no emphasis on coffee. The effect of these people starting their careers with a desire to offer quality coffee could be a revelation to our industry.

Where do they take it?


The course can be taken at any 'centre'

What is a centre?

For most of us a 'centre' would be our local college, although any institution may become a centre as long as they can fulfil a number of criteria assessed by a City & Guild Verifier. The Verifier's job is to make sure that anywhere that wants to run the course has the means to do so from the equipment required and the teaching skills, through to the administration requirements and quality assurance (there are some financial implications as well!). Be it a college or a training institution, everyone wanting to run the course has to prove they have the means to do it. So far over 50 colleges have shown interest in running the course. All will have to prove their suitability.

The BSA has been working to offer the course as well. From late Autumn, the BSA will be offering the VRQ via Ben TOWNSEND and myself, at London School of Coffee and at the Coffee Community in Huddersfield. As well as this, it will be offering support to other centres wanting to run the course by running specific training to those who want to go on and teach it themselves. Finally, the BSA has developed a team of Barista Trainers who have been trained in all areas of the VRQ so that they can offer support, and ensure the quality of information, being offered by the colleges.

More information on the progress of the qualification will be regularly posted on the BSA website, www.beverageserviceassociation.com

*Paul MEIKLE-JANNEY,
Managing Director, Coffee Community *

 www.coffeecommunity.co.uk

I Did It My Way

This month's contributor is Louie SALVONI, well known in the industry as founder of Brasilia UK and latterly Espresso Service.



I suppose it all really started in the womb. My father Aldo at Fortnum and Mason's and my mother Elena, a restaurateur - pregnant with me while at Bianchi's in Soho. So there it was, catering was in the blood, whether I liked it or not.

As I grew older and saw how hard my parents worked I vowed never to be involved in the industry, but no matter how I resisted there was a compelling attraction to this world. It definitely wasn't the hard graft, so what was it? ...The people of course - from the customers, to the operators, to the eccentric characters that teem through this business. I continued to resist through a few years in local government - which at the time was more like a holiday camp - and an adventure in America, about which I better not say too much. The aftermath of the American 'escape' meant that out of need I ended up where - I promised myself - I would not venture: the catering industry.

I joined Ponti's (then a chain with only five outlets) in 1978 and stayed with them for nearly nine years. I learnt a lot there, both good and bad,

and eventually left when I sold my shares in the business to Sir Fred PONTIN. The year was 1987 and this was my entry into the world of coffee.

I started Brasilia UK with my partners at the time, the Pugh brothers. If I thought that the catering industry had some odd characters then their counterparts in the coffee world made them look like retiring wallflowers. Now to survive - or should I say be noticed - you had to 'give it', and 'give it large'. Needless to say I did, perhaps too much at times, but it was a vibrant, competitive innovative period that I don't think we will see the like of again. A lot of passionate people all believing what they were saying was the Gospel. We fought in the press, at exhibitions and on any platform we could find available (the Northern Line was my favourite). Through all of this the single most important thing was - and is - to act with honesty and integrity. Generally we all did. This was a time when an enthusiastic customer would burst onto an exhibition stand and say things like "Louie, what do you think about Ethiopian wind-dried Moka?" At the

same time someone else would interrupt your conversation and ask for an Espresso! We took it all with a smile because it was new and the enthusiasm bubbled over. We believed we had a responsibility to educate and strive for quality. We all took this seriously and I feel that we are seeing the results today. I pay respect to those I fought with and now work alongside for the common cause: Luciano GUAERNIERI (a sad loss to us all); Gino AMASANTI; Agostino LUGGERI; Barry KITHER; Jim HARDING; Marco ARIGO; Sergio COSTA; David WILLIAMSON; Ian BALMFORTH and Gerry FORD. All of these were in part responsible for what we see today.

After the 'coffee wars' years, peace is prevailing and the drive for quality is stronger than ever. Some would argue that there are those who ride the coffee bandwagon - after all, there are more things coming out of the Rainforest these days than are available at Walmart - but there you go, the genuine will prevail.

So, what have I learnt after all these years in the catering industry? Well, when you believe you can do it ... you can. Believe in what you do and be open and honest with your customers. Now I have a company, Espresso Service, and with my longstanding colleagues Lisa, Graham and Quinney, we are applying the same principles, albeit in the unglamorous side of the business, servicing coffee machines. For those of you that know me you will realise that I don't do unglamorous very well, so watch this space and see how servicing a coffee machine will become the hottest thing in town.

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Regional Meetings

Northern Region

Monday, 3 DECEMBER - Christmas Meeting and Dinner at Rombalds Hotel, Ilkley, with Guest Speaker, Ian SHUTTLEWORTH, who - whilst a solicitor by day - is well known in the area for his after-dinner speaking. 7.15 for 8 pm.

Rombalds Hotel has some accommodation and there is a special rate for those attending the dinner. Alternative places to stay are Craiglunds Hotel, which is five minutes walk away, or the Crescent Hotel, which is in Ilkley town centre and a good ten minutes walk up a steep hill.

For those who are interested in playing golf on the Tuesday morning, this is available at Ilkley Golf Club, where Rennick HODGSON is a member. The club needs to know numbers in advance, as Tuesday is Ladies' Day. All golfers need to be away before 9.00 am and the green fees are £20. Please contact the BSA office for further details, and to make bookings.

Southern Region

In response to interest from key South West-based BSA members, it was decided

by the BSA Executive to hold its most recent Southern Regional Meeting at the Mercure Southgate Hotel in Exeter. From recollection this is only the second time that the Southern Regional Meeting had been held outside the South East and took place in the evening of Monday, 24 SEPTEMBER.

It was felt that this was a record turnout for a Southern Meeting with 30 attendees on the night - many of whom were first time visitors to the BSA. A major reason for the turnout was undoubtedly the key presentation from Marcel CLEMENT, the European Head of the Rainforest Alliance (E.A). Marcel was keen to accept the invitation and proved it by driving from his home in the Netherlands!

During his presentation and subsequent Q & A, Marcel was able to communicate the key drivers for the RFA with sustainable farming methods vital to producing top quality coffee crops year after year. It was clear from the number of questions afterwards that the general perception and knowledge of RA was patchy so

the presentation was much appreciated.

As a result of the meeting the Rainforest Alliance (E.A) has joined the BSA and the two organisations intend to work closely together. Watch this space.

All in all, a successful evening rounded off with dinner and drinks afterwards for great networking opportunities between suppliers and customers.

Other BSA events not yet scheduled

Golf Day
Day at Cricket Match
Inter-region BSA Member Cricket Match

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 on ☎ 01923 848932 and the BSA website - www.beverageserviceassociation.com
Watch this space for more details next month.