

All change

Rennick Hodgson, Coffee Care, Skipton, reflects on 30 years in the coffee industry



■ Rennick Hodgson is looking forward to seeing what the next coffee era brings

Having run a coffee business for the last 30 years, I have seen many changes in the industry. There have been some wonderful improvements, from packaging to brewing equipment and, as the availability of good quality coffee has grown in the marketplace, the general public have bought in to this amazing product and become more knowledgeable and discerning.

In the very early 1980s, the new market was the pub with a slow move from "nay lad, we sell ale, not coffee" to the realisation of how much profit could be made from this beverage, alongside the shift from chicken in a basket, a cheese sandwich or a two-day-old pork pie to higher quality and better prepared food.

A small, reliable filter machine was all that was needed to produce a good cup of coffee. The old style tenants and Free House landlords listened to advice, threw out coffee before it emulsified and rapidly held a

good market share. This market was fairly short-lived as pub companies moved in and changed the priorities of their tenants from "wet" sales to high rents and higher priced barrels of beer. This led to a food-dominated market and gastro pubs, as landlords could no longer make a profit from their beer sales.

Enter the espresso era, bringing with it expensive equipment, requiring barista expertise to make the more complicated cappuccinos and lattes, leaving much more room for error. This took away the landlord's reliance on the coffee merchant to supply a high quality, pre-packed coffee, which needed only a jug of water to be filtered through it and two simple rules - make sure that the water is filtered and that the coffee does not stay in the jug too long. Three cups from a jug ensured a good gross profit and had the customer coming back for more.

The training and paying of good staff is expensive, this leading to the Bean to Cup machine, which proved too slow for busy establishments. So back we go to the instant machine - instant coffee, powdered cappuccino topping, giving speed but a disappointing cup of coffee. We all want better quality, but how to get it? When we have discovered how to extract a proper espresso in less than eighteen seconds, we shall have solved all.

However, the bottom line is quality, which takes time, effort and expertise. Whether you like espresso (very small UK sale) a cappuccino, latte, flat white, or a good quality filter - the only way to drink a long black - you need the right equipment, the best product and someone with the know-how to create the best drink.

I am looking forward to the next 30 years, still with something to learn every day and watching the development of our business through the passion and expertise of the next generation.

Member profile: Pumphrey's Coffee

Pumphrey's Coffee is a well established brand in the North East of England with over 250 years of experience within the industry. It has a large following of dedicated customers nationally and abroad.

The core passion of the company is the highest quality, freshest coffee and the best service available. Pumphrey's Coffee constantly searches for the best quality green coffee beans around the world and hand roasts them in a traditional open flame roaster. Coffee is roasted only when and as much as required to achieve the peak of freshness. To top this up, sales staff are trained, friendly and knowledgeable.

Over time the small, family run organisation has expanded and it now supplies a wide range of coffee trade-related products and services, such as supreme speciality leaf teas, coffee machinery, grinders and maintenance services, the only barista training courses within the North East of England, instant beverage products, biscuits, syrups, crockery, takeaway cups, smoothies and many other products.

This means that whatever your need is, Pumphrey's Coffee will find a suitable solution for you. Whether you are starting your coffee shop, looking for a way to improve customer loyalty rates, expand the range of locally sourced products or enforce your brand messages in an innovative way, the company's sales team will guide you through the options. It provides personalised blending services and bespoke labelling.

Pumphrey's Coffee has created coffee blends for many customers, using its extensive selection of coffee beans. Clients include small offices, hotel chains, retail shops, delicatessens, schools, colleges and museums, as well as large multi-national corporations. Products can

be ordered from the web site for delivery to your door.

Would you like a guided tasting session or a tour around the coffee factory and roasting rooms? Why not give them a call? Pumphrey's Coffee is a member of both the Gateshead and Newcastle Fairtrade Partnerships.

For more information, contact Pumphrey's Coffee as follows
T: 0191 414 4510; E: sales@pumphreys-coffee.co.uk
W: www.pumphreys-coffee.co.uk or follow them on Twitter
www.twitter.com/pumphreyscoffee



■ Sales & marketing manager Paula Archer



■ MD Stuart Archer



Beverage Standards Awards 2011 - get your entry in!

The Beverage Standards Awards (formerly Bev E Awards) have been designed to deliver a valuable and fair assessment of any establishment serving hot beverages, whilst at the same time celebrating the very best beverage quality and overall service experience in the UK

The aims of the Awards are to establish nationally recognised standards for cafés, identify and recognise excellence of drinks quality in the café market, encourage best service standards and support good staff development and training.

As James Hoffman, former World Barista Champion says: "Anything that allows the public to discover great coffee - not only the product but also great baristas - can only be a good thing for the industry as a whole."

The advantage of entering the Awards is that every outlet will receive audited BSA judging reports, as BSA trained judges will visit all entries unannounced as mystery shoppers. Winners will also receive national publicity in media and press and through the BSA web site.

Past winner Maxine Sadlier, who won a national BSA Award for two years running and a regional one for two years running, operates Sadliers coffee shop in Tettenhall, near Wolverhampton, with her husband Paul. She says: "Winning a BSA Award gives you fantastic pride at getting recognition from what you do. It keeps your finger on the pulse and you strive to be better and better. The publicity from the Awards helps enormously. We've recently moved to bigger premises - it's three times the size of our old shop. Winning the Award increased our footfall, people

looked at our web site and saw 'BSA Coffee Shop of the Year' and came to see us. I don't think we'd have been able to progress as far as we have without winning."

Becky Stone runs the Bottle Kiln gallery and café and Japanese garden, while her brother Nick owns two shops selling cards and gifts, in Derbyshire. She's won the national BSA Award for independent café once, and twice regionally. "It's like a pat on the back," she says. "Winning the Award enables us to use it as a tool to get our staff of 21 focused on customer service and quality of drinks."

"Look at past winners of BSA Awards and see what they're doing. It's a good idea to enter and get your café to where they are - it's beneficial for the business. Anyone who wants to up their game should be entering the Awards."

How to enter

Entrants can be BSA members or non-BSA members. BSA members will pay £30 per entry, while non-BSA members pay £45. The closing date for receipt of entries is Friday April 29.

Complete the entry form in this month's *Essential Café* or download one from the BSA web site www.beveragestandardsassociation.co.uk. Entry forms can also be obtained by email from Martyn Herriott at info@beveragestandardsassociation.co.uk, by phone from Emma Kopinski on 01364 645761 or by post to Mrs E. Kopinski, BSA, San Remo UK Ltd, Unit 6, Mardle Way Business Park, Buckfastleigh, Devon TQ11 0JL.

The Beverage Standards Awards 2011 sponsors:

<p>Best Small Espresso</p> 	<p>Best Cappuccino, Latte or Flat White</p> 	<p>Best Filter or Cafetiere</p> 
<p>Best Tea</p> 	<p>Best Hot Chocolate</p> 	<p>Service Sponsor</p> 

The BSA would like to thank all of the above for their support of the 2011 Awards



Former World Barista Champion James Hoffmann believes the awards are good for the industry

Coffee farmers and the market: highlighted partner - UNOSJO

By Elisa Kelly and Kristina Morris

In addition to trying to understand the wider needs of coffee farming communities, the charity Coffee Kids also tries to understand better small farmers' relationship with the coffee market. We know that low prices are a hurdle to achieving a quality of life, but what about when prices rise?

José Luis Zárate, program director, Coffee Kids, recently discussed this topic with Tomás Pacheco López, coffee producer and one of the leaders of the Miramar Cooperative from Oaxaca, Mexico. Cooperatives such as Miramar sign their contracts long before harvest. When the harvest does arrive, if prices are high it is very tempting for farmers to sell their coffee to intermediaries at a better price than that which the cooperative can offer.

This can create conflict within the organisation, as members of the cooperative begin to feel suspicious of the leaders and their motives for not paying as high as the market dictates. Tomás explains that it is difficult to explain the international coffee market to the producers and so the cooperative uses the money it has saved for community investment or



- Guera, the first cow to live in the UNOSJO stables
- Yuridia, granddaughter of an UNOSJO member, demonstrates how to harvest coffee (with the help of her father!)

borrow money to artificially raise the price of coffee and therefore meet the demands of the producers. Thus, even as coffee prices rise, many small producer organisations find themselves in precarious positions.

Higher prices in the long term, of course, are good for coffee producers, provided farmers can overcome initial instability. At the same time, many of the producers Coffee Kids works with have lost crops in the recent weather events, partially responsible for those higher prices. Current factors driving coffee prices have also affected the price of basic foodstuffs - even if producers are earning more, their cost of living has also increased.

Finally, higher prices don't necessarily feed into long-term investment in the infrastructure and the access to services needed to ensure opportunities for young people, nor do they necessarily insure farmers against almost certain price falls in the future.

This is why participation in Coffee Kids' projects remains so important to the coffee farming families with whom we work. Tomás and his community benefit from working with our partner organisation, the Union of the Organizations of the Sierra Juárez of Oaxaca (UNOSJO). This year, UNOSJO is developing a Comprehensive Demonstration Farm, where families will be trained in agroecological practices relating to vegetable cultivation and resource management.

The project will also generate income through the production of vegetables and the rearing of small farm animals on a demonstration farm. This project presents a highly integrated and sustainable solution to issues of malnutrition along with generating important alternative income.

These sorts of efforts enable coffee farmers to weather natural (and exceptional) fluctuations in the coffee market, ensuring that they can continue producing great coffee while at the same time enabling them to achieve a better life for their families. To ensure such opportunities continue to be available, Coffee Kids depends on (and is thankful for) contributions from supporters such as the BSA and *Essential Café*.

More information: www.coffeekids.org

Cafe2U Bristol North wins Franchise Partner of the Year

Gary and Rachel Wilson, husband and wife owners of Cafe2U Bristol North have scooped the Franchise Partner of the Year Award at this year's Cafe2U National Leadership Conference, held in Leeds. The Award was presented at the prestigious dinner by Tom Acland, managing director, Cafe2U. Cafe2U is the UK's largest mobile coffee franchise and recognises its franchisees' achievements at its annual conference.

The prize is a trip to the USA and Gary and Rachel are taking their two sons with them on a luxury trip to New York.

Said the couple: "We were overwhelmed at winning this Award and it will spur us on to greater things."

The Award is scored throughout the year, through a combination of field visits, contributions to the franchise, development of the business and coffee skills.

Tom Acland said: "Gary and Rachel have succeeded in their goals

because they worked hard on the formula of great coffee, brilliant customer service, and great branding. Being part of a franchise provides support and a process to follow and they have followed this to ensure that local marketing is planned and executed, as well as following nationally co-ordinated campaigns."



Franchisees Gary and Rachel Wilson have won a trip to the Big Apple courtesy of Cafe2U

More information: www.cafe2u.co.uk

BSA web site - visitor numbers continue to grow

By Martyn Herriott

Building upon the theme of my BSA web site report last month, we now have four months of data (November 2010 to February 2011) on the visitor numbers to our web site.

Of course, the challenge with any data is that it can be cut into many pieces and viewed from many different angles. Therefore, after four months of analysis, what has the BSA learnt? Since November 2010, the number of visitors to the site has increased by 73%, which means that BSA members are receiving substantial interest in their businesses. Furthermore, the City & Guilds pages have regularly seen an increase of 20% in visitors every month.

Analysing the figures further, we can see that the highest proportion of people enter the web site via the home page and the most visited pages after that are the City & Guilds barista training pages. Further to this, new pages added to the site - such as the "Coffee prices increase" - receive a substantial number of hits in a very short period of time. However, the number of visits to these pages diminishes as new pages are added. This

shows that new content must be added to the site on a regular basis and members and non-members must be advised of the updates, which they are through the web site update emails.

Finally a few other statistics which I hope are of interest.

- Internet Explorer accounts for 50% of the browsers visiting the site
- Visitors from the UK account for 92% of the visits

If you require any further information or you have news or information for the web site, please email Martyn Herriott at info@beveragestandardsassociation.co.uk



■ The BSA web site is proving increasingly popular

The BSA would like to thank the following Companies for their support



Fairtrade: thinking beyond the premium

By M.W.Ng'enda, board secretary/unit manager, Iriaini Tea Factory



Tea farming forms the basis of the livelihood for over 78% of the Iriaini Tea Factory catchment areas located in Nyeri South District, Central Kenya.

Population explosion coupled with a devastating climate change has exerted pressure on land use in the area.

This has resulted in land subdivision to very uneconomical holdings such as less than 0.5 acres and excessive land use resulting in land degradation. This has not only affected tea production but also worsened the environment.

In an effort to overcome these problems, Iriaini Tea Factory, a Fairtrade certified factory since 2006 with a population of over 6,000 farmers, has helped its members achieve better livelihoods through an improved environment thanks to premium funding. This has been achieved by diversification into other economic activities besides tea farming, using the same land without subdividing further to uneconomical holdings.

These activities include fish farming, poultry farming, rabbit keeping, beekeeping, passion fruit farming as well as domestic kitchen gardens using run-off water for irrigation. The water is collected by means of black polythene sheets and stored in trenches.

The factory has also taken up the use of briquettes to keep a check on excess firewood use in the factory as well as in the catchment areas.

Thanks to the Fairtrade movement, in the last three to four years, Iriaini has recorded improvements in both economic, social as well as health aspects of most farmers and the neighbouring community.

Workers have not been left behind, as through premium funding as well as the charitable Comic Relief Fund, they have been able to learn skills such as better financial management. This has led to starting up a microfinance organisation that has greatly assisted them to improve their livelihood, enabling them to take their kids to school, as well as develop themselves.

■ **Thanks to the Fairtrade organisation workers at the Iriaini Tea Factory have diversified into activities such as beekeeping**

Dates for your diary

Wednesday 18 and Thursday 19 May

Caffè Culture

The BSA will have a stand at this year's Caffè Culture exhibition, taking place from Wednesday 18 to Thursday 19 May at London Olympia. For more information about the show, visit www.caffeculture.com

Monday 11 July

BSA AGM & Golf Day



Venue: Greetham Valley Hotel, Golf and Conference Centre, Greetham, Rutland, LE15 7SN

Sponsored by 3M and Cadbury's

Set amidst 276 acres of picturesque Rutland countryside, Greetham Valley Hotel, Golf and Conference Centre provides everything you would expect of a modern AA three star hotel, whilst one of the two golf courses will provide a great day of golf for both BSA members and non-members. In the evening there will be the BSA AGM followed by dinner, with guest speaker.

For more information about this BSA event, please contact Martyn Herriott of Complete Beverage Solutions T: 07500 85876 or E: info@beveragestandardsassociation.co.uk

Thursday 29 and Friday 30 September lunch! 2011

Venue: Old Billingsgate, London
The BSA will have a stand at this year's lunch! exhibition at Old Billingsgate, London. The Beverage Standards Awards 2011 ceremony will be taking place on the evening of Thursday 29 September in partnership with *Essential Café* and lunch!

For more information about the show, visit www.lunchshow.co.uk

For more information about this BSA event, please contact Martyn Herriott of Complete Beverage Solutions T: 07500 858763 or E: info@beveragestandardsassociation.co.uk

Monday 5 December

BSA Northern Regional Christmas dinner

Rombalds Hotel, Ilkley, Yorkshire
For more information, please contact Rennick Hodgson of Coffee Care T: 01756 794811 or E: sales@coffeecare.co.uk



■ **Join us at Greetham Valley for a relaxing round of golf before the AGM**

Emma competes in the UKBC regional finals

Emma Richardson from The Heavenly Coffee Company competed in the Northern heat of the UK Barista Championships in February. This was a major achievement as she had only worked for the company for a month.

Emma said: "Although it was a nerve racking experience, I am really pleased to have entered as my barista skills and coffee knowledge have increased massively. I look forward to passing this new-found knowledge on to our customers."

In the final, she had to make four espressos, four cappuccinos and four of her speciality drink for the four sensory judges - in only 15 minutes! Emma designed her own blend of coffee which was 50% Ethiopian Sidamo and 50% Peruvian from the Cecovasa Cooperative.

The Ethiopian Sidamo gave a clean and

fruity flavour with chocolate notes and a good smooth body. The Peruvian coffee had a fruity acidity and a smooth syrupy sweetness - helped by the fact that it is strictly high grown - and you can't get more heavenly than the top of the mountain!

Emma's speciality drink, Very Berry Divine, was a blackberry purée with cream. When mixed with Emma's espresso, it produced a delicious drink, which tasted like blackberry crumble.

More information:

www.heavenlycoffeecompany.co.uk



■ **'Newby' Emma acquitted herself well at the UKBC Northern regional heat**

Technical bulletin

Possible lead contamination of water from coffee machines

On 11 January 2011, an article appeared in a local Swedish newspaper about possible lead contamination in the water coming from a coffee machine. The BSA has brought this to the attention of its members who are involved in the manufacturing of machines and the supply of water filters.

Following a period of consultation between these members, it has been agreed that a combination of factors could result in lead being dissolved into water. These factors can include:

- age of the machine;
- the pipe work in the building;
- the PH of the water.

The BSA technical committee is working to obtain as much information as possible on this subject to enable the Association to inform the members with accurate information.

At this time, further information can be obtained by logging on to the members' area of the BSA web site at www.beveragestandardsassociation.co.uk

Should you have any concerns, it is recommended you contact your filter supplier who will be able to give you guidance on the water conditions and possible filter requirements for your area.

Alternatively one of the BSA members below will be able to assist:

Darren Bradford, Allpure, Mobile: 07775 710 112
Darren.bradford@allpurefilters.com

Marcus Whiteley, 3M Water Filtration, Mobile: 07771 534 757
mwhiteley@mmm.com

Tony Greensill, BRITA Professional, Mobile: 07979 517 682
tgreensill@brita.co.uk