

# THE BENEFITS OF BEVERAGE STANDARDS ASSOCIATION MEMBERSHIP



BEVERAGE STANDARDS ASSOCIATION®

## 10 REASONS TO JOIN THE BEVERAGE STANDARDS ASSOCIATION

### 1. New dedicated trade magazine:

"Something's Brewing" written and edited by Amy Cutter with access for members stories and articles and new for 2021 advertising opportunities for members at greatly reduced rates when compared with non-members. With a circulation now numbering over 10,000 its not to be missed if you are in the hot beverage trade!



### 2. Networking opportunities:

The beverage industry is a network of people, each with a specialist knowledge and expertise, often built up over decades of experience. Through events such as conferences, regional meetings and training courses, the BSA will facilitate access to that expertise and experience.



### 3. Promote you and your business:

Depending on your type of business, this could either be directly or indirectly. It could be about finding a new supplier or the opportunity to form strategic alliances that add value to your business. It could simply be about raising your profile as you embark on a career in the beverage industry.



### 4. City and Guilds VRQ Barista Training:

The development of this outstanding training innovation was led by the BSA. This internationally recognised qualification is a must for anyone serious about working in, or selling to, the beverage industry. Fifteen of the BSA members are approved training centres with accredited trainers and can facilitate this training for you. Apart from the UK we now have centres in Ireland, Greece, Cyprus and Nepal.



### 5. Regional meetings:

The BSA regional meetings are about recognizing the challenges and opportunities that are closer to home for its members. For example, the challenges faced in London are different to the ones faced by members in York. The regional meetings create local networking opportunities and allow local committees to form to tackle local challenges.



## 6. Discounted rates for training courses:

The range of training and skills courses available through the BSA and its members is wide-ranging. Topics cover everything from cupping and barista skills, to customer service and new business appointment generation. BSA members enjoy privileged rates and first refusal when training places are limited.



## 7. Use of the BSA logo and accreditations:

The BSA logo reflects the organisation's aim in Raising Beverage Standards, bringing it in line with what its members see as its core strengths and values. In becoming a member you are also indicating that you too are passionate about quality and uncompromising when it comes to customer service. The BSA logo is a public way of sending this message. The BSA also offers you and your customers a full accreditation service so that any outlet can be assessed and rated to the BSA standard where you can proudly display your certificate to the general public.



## 8. Reduced rates for BSA affiliated and run trade shows:

We aim to run our own and join with other trade associations to showcase our products and services at expositions around various locations. Being a BSA member will entitle you to preferential rates and first choice on stand location before being opened up to the general trade.



## 9. BSA web site:

The members' area of the BSA web site provides access to a wealth of information that will help you in creating a successful business. As a member you will receive regular email updates on matters that can affect you and your business

## 10. Free technical helpline:

The BSA helpline points members in the right direction. No matter what the beverage, equipment, service, HR or health and safety question, the BSA will have a member that either knows the answer or knows a person that can help.



*All these are great reasons to join the BSA, all represent great value for money, and as with any organisation membership the more you use it the more value you will gain out of being a member.*

*If you care about the industry in which you work and you can make the link between excellence, training, opportunity and growth, there is no other association like the BSA.*



**DEDICATED TO  
RAISING STANDARDS**