

BEVERAGE STANDARDS ASSOCIATION AWARDS 2021

The BSA awards reward entrepreneurialism, innovation, service, imagination, design, environmental sustainability and technique in hospitality!

The BSA Awards 2021 are focussed on businesses selling hot beverages and the businesses that support them.

The types of businesses that can enter include cafés, tea rooms, bistros, restaurants, takeaways and street food. However, this list is not exhaustive. The Awards categories are:

→ **General Business Overall – ‘Best of’ Award**

Our expert panel will be looking for an overview on who and what makes your business stand out from your competitors. As well, you will need to explain what impact this has made in your business, along with how you have arrived at this stage of the business.

There will be plenty of opportunity to explain what products and service is unique and innovative and creates that extra sizzle that brings customers back time and time again.

There will be a chance to talk about the environmental benefits the business delivers too.

All of this information will be able to be backed up using images (maximum of 8) and/or a 3-minute video too.

→ **The Drinks Range Awards**

This is split into two Awards:

i. The Hot Drinks menu

The panel is looking for innovation and creativity in the hot drink’s menu. This maybe drinks beyond the expected normal or drinks that have been created on behalf of your customers’.

There will be plenty of opportunity to explain what products and service is unique and innovative and creates that extra sizzle that brings customers back time and time again.

All of this information can be backed up using images (maximum of 8) and/or a 3-minute video too.

ii. Drink’s preparation

The panel is looking for innovation and creativity in the hot drink’s preparation. Use of ingredients, timings, extraction and consistency are important.

There will be plenty of opportunity to explain what products and service is unique and innovative and creates that extra sizzle that brings customers back time and time again.

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→ Operations

How your business operates is split into two Awards:

i. Equipment set-up & workflow

The panel is looking at the layout of your business both behind the counter and the customer flow too. Explain what commercial equipment you use and how placing it strategically helps the staff use it and ensure customer throughput at all times.

Sustainability should play an important part in this part of your operation.

All of this information can be backed up using images (maximum of 8) and/or a 3-minute video too.

ii. Training carried out in-house

Consistent and regular training of staff is very important to ensure that they remain loyal to your business and offer customers' a friendly and efficient experience.

The panel will also be requiring information how the owners of the business remain trained and improve their knowledge too.

This can be shown through documentation, images and a video if required.

→ Creativity & Design

How you market your business is one area that can be overlooked. However, for a number of businesses it plays a very important part on sustaining turnover and bringing back customers week after week.

The panel will be wanting to know about your branding, marketing and content. How and where do you market your business. Can you show how this has benefitted your business too?

→ Customer Service

This is open to businesses who supply the independent hospitality trade. The panel will be looking for your business to demonstrate that the service is consistent and at times goes beyond the expected parameters.

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There will be a chance to talk about the environmental benefits the business delivers too.

All of this information will be able to be backed up using images (maximum of 8) and/or a 3-minute video too.



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Terms & Conditions

- i. Entries open on the 17th May 2021 and close on the 6th July 2021. Entries will not be accepted prior to and after these dates.
- ii. Entries can only be accepted through the Beverage Standards Association (known as the BSA from here on in) web site – www.beveragestandardsassociation.co.uk.
- iii. All information must be provided at the time of entry. This includes the uploading of images and any links the panel will need to access to judge the entry or entries.
- iv. The information you supply is confidential. However, the BSA may share information with our PR team to ensure that the Awards can be promoted.
- v. The Awards ceremony will take place in at Caffe Culture on Thursday, 2nd September at 4.30pm. You will be notified if your business is nominated for an Award in early August 2021.
- vi. Your contact details will be added to our Something's Brewing database. However, you may unsubscribe when receiving regular emails or contact awards@beveragestandardsassociation.co.uk asking for your details to be removed.
- vii. Payment for singular or multiple entries must be made by credit card at the time of purchase.
- viii. If three or more entries are made there will be a discount of 20% from the price prior to the addition of VAT.
- ix. No refunds can be made after your entry has been made.
- x. Please see the BSA's Privacy Policy [here](#).
- xi. Please see the BSA's web site usage Terms & Conditions [here](#).
- xii. The panel's decision is final.