

# HELPING YOU TO GROW YOUR SANDWICH BUSINESS PROFITABLY AND WITH CONFIDENCE

**There's more to building a successful sandwich business than simply making excellent sandwiches.**

**From understanding the law to managing your employees and merchandising your products profitably, running a sandwich business involves a whole host of other ingredients than simply those that go into constructing your favourite sarnie.**

**And that's why you need to be part of the British Sandwich Association – the trade organisation dedicated to looking after your interests, and those of everyone involved in this diverse industry, from sandwich manufacturers and retailers to the suppliers of ingredients and equipment used to make them.**

## **What is the BSA?**

Founded in 1990, The British Sandwich Association is the trade body representing the UK sandwich industry both in the UK and overseas.

Directed by an elected committee made up of a cross-section of businesses from the industry, the Association is involved in all aspects of caring for the market, from setting standards and lobbying government to promoting sandwich consumption. It also provides a wealth of information and assistance to businesses operating in the sandwich industry.

## **Advice when you need it**

One of the core activities of the Association is providing businesses with advice and help when they need it, whether it is in finding a new supplier, resolving a technical problem or simply getting a second opinion on an employment issue.

Because the Association is the focal point for everything to do with your industry, we generally know where to go to get answers to your questions (if, indeed, we do not already have them). From technical issues and recipes to the law, we are there to support you, allowing you to concentrate on building your business with peace of mind.

In addition to our own Advice Line, all full BSA members have access to a free legal help-line staffed by lawyers who can help you deal with legal issues, whether they are personal or to do with your business.

Equally, on technical issues, the Association employs a full time technical manager and has access to leading experts in a wide range of areas. So, if you have questions relating to technical matters of any sort, help is generally just a phone call away.

## **Check out your business**

Do you wonder if you are doing everything right? Are there better ways of doing things? Do you worry about visits from EHOs or Trading Standards officers?

One major benefit of full BSA membership is that one of our specialist technical auditors will visit your business\* annually to check it out and advise you on improvements that can be made. And, because they are visiting all sorts of sandwich businesses, our auditors have a very good understanding of what is involved in running your type of business. The advice they give can provide invaluable assurance as well as giving you a means for benchmarking your operation against others in the same market.

Moreover, if the EHO comes to call, you have the back-up of the BSA auditor on your side to help you deal with any issues that may arise.

*(\* Most full member manufacturers, sandwich bars and catering operations are generally visited annually by the Association's technical auditors - see membership criteria.)*

## **The BSA Stamp of Approval**

As a full member of the BSA you have the right to display the Association's logo as an endorsement of your business.

As well as being able to use the logo on literature and in association with your products, you will receive an annual certificate of endorsement as well as a membership window sticker, all of which can help to set your business apart from competitors.

The Association also actively encourages buyers, whether trade or consumers, to support its members.

## **Helping to Promote the Industry and Good Standards**

Whether you are a retailer, manufacturer or supplier, the British Sandwich Association is keen to actively support its members. From providing publicity opportunities to organising British Sandwich Week, we aim to help you positively build your sandwich business.

All manufacturing and supplier members are fully listed and

promoted in *International Sandwich & Snack News* magazine as well as in the Annual British Sandwich Association Handbook and on the Sandwich On-Line web site ([www.sandwich.org.uk](http://www.sandwich.org.uk)) where each is profiled.

Member sandwich bars, bakery outlets and multiple retailers/caterers are also promoted on the web site and can sometimes benefit from local publicity generated by the Association.

### **Recognising Excellence**

As a means of recognising and endorsing excellence in the sandwich industry, and particularly among the Association's members, the BSA supports the Sammies – The British Sandwich Industry Awards – which take place in May each year.

All members of the Association are automatically considered for the Awards and if your business is among those scoring highly in audits you may also receive a special certificate in recognition of this. This can be used to help promote your business and to acknowledge the work of those who work there.

### **Keeping You Informed about Your Industry**

Knowledge is a vital ingredient in staying ahead in business. Whether it is knowing about changes in legislation or keeping abreast of new ideas, trends and recipes in sandwiches, no business can succeed with its head buried in the sand. As a member of – or subscriber to – the BSA you not only receive regular copies of *International Sandwich & Snack News* magazine, but you also get copies of Committee minutes and monthly news ebulletins about things going on in your industry and in the Association. This intelligence can both help you stay ahead of the game and give you the information you need to help you run your business more successfully and profitably.

### **E-Manual and Handbook**

Furthermore, when you join you will be given a special PIN

number which will allow you to access technical and other information on the Sandwiches On-line web site, including BSA Codes of Practice and guidelines on everything from labelling legislation to VAT rules. The information, which is updated regularly, will provide you with a single source of reference from many of the key issues affecting sandwich makers. This is exclusively available to BSA members and subscribers.

### **Networking, Meeting Others and Having Your Say**

One of the greatest benefits of membership of any trade organisation is the opportunity it gives you to meet others in a similar field and to take part in discussing issues of common interest. From the quality of raw materials to new legislation, the BSA provides you with an opportunity not only to talk to others with similar interests but also for you to have your say about some of the things that concern you.

In addition to members meetings, there is an active technical group which meets regularly and the BSA encourages networking between members. As a member of the BSA you should never feel isolated and alone.

### **And a Host of other Benefits**

In addition to all this, the BSA never stops seeking out ways it can add value to membership. From discounts on vehicles and accessories, to the development of training programmes and special promotion packs for British Sandwich Week, the Association aims to offer you the very best in membership support services which you can buy into when it suits you.

### **Join Now**

Simply complete and return the application form in an envelope to us. For further information, please do call us on:

**01291 628103**

## **ABOUT THE ASSOCIATION**

The British Sandwich Association was formed in January 1990 with the original aim of developing food safety and quality standards for the sandwich industry. Since then the Association has grown to become the focal point for the industry, providing a substantial service resource for all those involved in the industry.

### **BSA Mission Statement**

As the voice of the British sandwich industry, the primary objectives of The British Sandwich Association are:

- \* To safeguard the integrity of the sandwich market for the benefit of consumers by setting minimum standards for sandwich making.
- \* To encourage excellence in sandwich making.
- \* To promote good practice by recognising, through accreditation, those who maintain good standards.

- \* To encourage innovation in sandwich making.
- \* To provide a collective voice for all those involved in the making and retailing of sandwiches and to represent the views of the industry to central government.
- \* To provide a focal point – and information resource – for the sandwich industry.
- \* To support members.

### **Management Structure**

The Association is a non-trading organisation which is guardian of the BSA logo. Whilst all trading and support activities are undertaken by J and M Group Ltd., which provides a commercially responsible secretariat, direction for the Association is provided by an elected Management Committee, which is structured to ensure fair representation for members in all sectors of the industry. Elections for the Committee take place each November.