
DRINKS INDUSTRY GUIDE

Updated March 2017



This is a guide to some of the resources available within the Business & IP Centre relevant to the drinks industry.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the drinks industry and also for those wanting to further their knowledge within this area.

Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

Available at the BIPC and online with a library card

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & legislation etc and highlights other sources of information and advice available.

Business Opportunity Profiles (BOP)

Coffee Shop	BOP391
Microbrewery	BOP074
Off License	BOP487
Public House	BOP117
Smoothie and Juice Bar	BOP104
Speciality Smoothie and Flavoured Milk Maker	BOP243
Tea Room	BOP087
Wine and Cocktail Bar	BOP350
Wine Merchant	BOP561

Food Research Guide

Food and Sector Guide	SRG003
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Small Business Help Books

Books with practical information aimed at those starting and running a business.



Anyone Can Do It: Building Coffee Republic From Our Kitchen Table by Sahar and Bobby Hashemi (Capstone, 2007)

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size & forecasts, consumer demographics & attitudes, the key players & products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- Breweries & Beer Market
- Hot Beverages
- Fruit Juices, Energy & Juice Drinks
- Beer & Cider
- Soft Drinks
- Spirits & Liqueurs
- Wine



- Attitudes towards Alcoholic Drinks
- Beer
- Cider
- Coffee
- Coffee Shops
- Dark Spirits
- Drinking in the Home
- Drinking outside the Home
- Liqueurs
- Premium Alcohol Brands
- Still, Sparkling and Fortified Wines
- Tea and Other Hot Drinks
- White Spirits and RTDs

Other electronic resources:

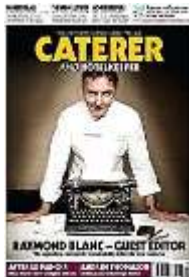
Many articles about the advertising industry (from business journals and newspapers) are available from our electronic source **Newsbank**

Contact details and individual reports of companies in this industry are available from:

Creditsafe; Experian; D & B Hoovers.

Trade Magazines

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services.



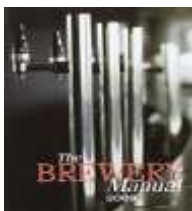
Caterer and Hotelkeeper (Reed Business Information)

Trade publication aimed at restaurant managers, chefs, hotel owners and others in the hospitality industry. Covers catering equipment, company news, trends in foods & drink, foodservice, suppliers, profiles, job adverts, restaurants & hotels for sale.

<http://www.thecaterer-magazine.co.uk/>

Directories

Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles.



The Brewery Manual & Who's Who in the UK Brewing and Scotch Whisky Distilling 2013 (Advantage Publishing Ltd, 2013)

A comprehensive guide to the UK brewing and scotch whisky industry with details of brewing companies, key figures in the industry, suppliers and trade statistics.



The Grocer Directory of Manufacturers & Suppliers 2015 (William Reed Business Media, 2016)

Provides contact details, turnover and product information for European companies. Also includes indices for products and brand names.

Internet Sources

Websites containing free sources of industry statistics, information and contacts

Beermad

Has international coverage and includes links to websites for breweries, pubs, pub guides, beer festivals and online retailers. It is also possible to search the site for particular types of real ale.

<http://www.beermad.org.uk/>

Brewing, Food & Beverage Industry Supplier's Association

Gives addresses of relevant associations, describes the various services available from the BFBI and provides an events calendar. There is also a bulletin board where questions can be posted. Some of the information on the site is accessible only by members of the Association (contact details for membership are given).

<http://www.bfbi.org.uk/>

British Beer and Pub Association (formerly the Brewers and Licensed Retailers Association)

Includes information about the history and different types of beer, brewing/sales/export statistics (for the UK and the rest of Europe), UK beer exporters, the brewing process and visits to breweries. There are also links to web sites covering 'Careers in Brewing and Licensed Retailing' and relevant press releases.

<http://www.beerandpub.com/>

CAMRA (Campaign for Real Ale)

Includes news, information about real ale, details of campaigns and listings of beer festivals. There are also descriptions of pubs which serve real ale and have historic interiors.

<http://www.camra.org.uk/>

Cask Marque

Provides details of the pubs which display the Cask Marque sign as an assurance that they supply quality cask beer. Also included are an annual report on the cask ale market, guidelines for serving beer, an events diary and the text of a series of regional guides.

<http://www.cask-marque.co.uk/>

Cider UK

Association that promotes the interests and good practice of cider producers in the UK. Includes news, a member's directory, advice on cider marking, and some brief market information.

<http://cideruk.com/>

Great British Beer

This is the 'web directory of British beer and brewing'. There are three searchable databases - 'Brewery and Beer Information', 'Companies Providing Beer Related Services and Allied Trades' and 'Home Brew Shops and Suppliers'. Each database entry contains contact information and product names.

<http://www.greatbritishbeer.co.uk/>

Health and Safety Executive

The HSE publishes a guide to health and safety for catering and hospitality businesses.

<http://www.hse.gov.uk/pubns/catering1.pdf>

Independent Family Brewers of Britain

As well as giving statistics relating to the Independent Family Brewers of Britain organisation and to the British beer market this site provides links to members' websites and to the latest news stories.

<http://www.familybrewers.co.uk/>

Institute of Brewing & Distilling

Previously the Institute and Guild of Brewing this website includes information about the training and examinations provided by the Guild (links to articles about training are included), news about malt and barley and a link to the catalogue of the National Brewing Library at Oxford Brookes University.

<http://www.ibd.org.uk/>

Just Drinks

Online portal for beverage industry professionals around the world. Has free news and comment, and more in-depth market research available to purchase.

<http://www.just-drinks.com/>

Malsters' Association of Great Britain

Includes information about the UK malting industry (including exports), a list of members of the Association, a description of how malt is made, links to articles discussing food safety aspects and a map showing malting sites in the UK.

<http://www.ukmalt.com/home>

Tea and Coffee Trade Journal

This publication features new products and news for the tea and coffee industries.

www.teaandcoffee.net

Tea Guild

Membership association Run by The UK Tea Council for tea rooms and parlours, and provides information on tea consumption in the UK.

www.tea.co.uk

The British Hospitality Association (BHA)

Represents members of the hospitality industry and lobbies the Government on issues affecting businesses in the sector.

www.bha.org.uk

The Beverage Service Association (BSA)

A membership association for the out-of-home beverage industry, including retailers selling beverages to customers. Membership benefits include copies of 'In the Cup' and 'Café Business' magazines, access to a helpline, training and legal updates. Retailer membership costs £55 per year. Go to www.beverageserviceassociation.com for more information.

<http://www.beveragestandardsassociation.co.uk/about-bsa.html>

The Food Standards Agency (FSA)

An independent Government department that provides guidance and information for businesses in relation to food safety.

<http://www.food.gov.uk/>

The Nationwide Caterers Association (NCASS)

Trade association for static and mobile caterers, including smoothie and juice bars.

www.ncass.org.uk

The Morning Advertiser

This is a web site for the UK pub industry's main commercial trade newspaper. It includes a directory of suppliers which can be searched by company name or by using structured subject headings amongst which 'beer (ales and stouts)' and 'beer line cleaning' are included. There is also a brands directory and details of the contents of the special reports published by 'The Publican'.

<http://www.morningadvertiser.co.uk>

The Portman Group

Lobbying and social responsibility group for the alcohol industry dealing with political and health issues. Administers the Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks (drink packaging must make the alcoholic nature of the contents clear, and packaging, branding and promotional material must not appeal to children, link drinking with sexual activity or popularity, claim health benefits, or encourage excessive drinking or antisocial behaviour).

<http://www.portmangroup.org.uk>

The Speciality Coffee Association of Europe

A membership association for coffee bars and related businesses. Membership benefits include training via the Barista Certification Programme and opportunities to attend catering and beverage events. Membership costs start from £122 a year for one coffee shop.

www.scae.com/membership.html

The UK Tea Council

A membership body for tea producers, manufacturers and retailers. Its website contains a searchable directory of members along with news about the industry.

www.tea.co.uk

Society of Independent Brewers (SIBA)

Sets out to be a 'web resource for brewers, retailers and drinkers'. It covers news, information about awards, competitions, events, details of SIBA campaigns (including Kegwatch) and links to breweries which are SIBA members.

<http://siba.co.uk/>

Wine and Spirit Association

UK trade association representing the whole wine and spirit industry including producers, importers and wholesalers.

<http://www.wsta.co.uk/>

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Please note that every effort has been taken to ensure the accuracy of the information contained in this document.



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