

# BEYOND<sup>®</sup> THE BEAN 2022

FORWARD THINKING IN DRINKING



**BEYOND**  
THE BEAN  
**BEYOND**®

SEE

CALLING ALL EXQUISITE  
DRINKMAKERS AND  
CREATORS, WELCOME  
TO A NEW DECADE OF  
DRINKS INNOVATION  
WELCOME TO **BEYOND**<sup>®</sup>

Our award-winning Zuma  
Turmeric Chai.

We aren't just another drinks company.  
We are Beyond the Bean.

# BEYOND<sup>®</sup> THE BEAN TODAY

**W**e resist the ordinary to create drinks packed with inspiration and taste, while making it simpler for customers to turn our products into profit. Founded in 1997, we remain passionately independent. This means we can stay true to our beliefs and never compromise on the integrity and quality of our products.

Our independent ethos is the life and soul of our business. Reflected in the personality and warmth of the connections we bring to our industry. It's also in the professional relationships we nurture; the hard work and care that goes into our high product standards – and our vision for the future.

This is our purpose, it's why we are proud to be Beyond the Bean.



# WE CHALLENGE THE STATUS QUO. IT'S WHAT WE CALL FORWARD THINKING IN DRINKING

**W**e do what we have always loved, which is creating and sourcing innovative ingredients such as syrups, hot chocolate and frappés – as well as blenders and barista gear – for coffee shops, bars, hotels and restaurants all over the world. Always looking to the future, our desire to keep inventing sees us develop products ahead of trends and market demands.

Based in Bristol, UK, we're a family company that's globally recognised. We supply and support a wide range of national and international partners – from high-street chains to independent coffee shops, to online retailers and coffee roasters. By building long-term partnerships with customers in over 50 countries, (and winning multiple awards along the way), we continue to welcome new partners to the Beyond the Bean family.

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**Right:** Plant Manager Darren at work in our Bristol syrup plant.



## WHAT WE DO



## WHAT WE DO



## WE MAKE

Food safety and quality is at the heart of everything we do. We're an expert team of like-minded people united by our pursuit of excellence. This means not only ensuring that the products we make taste great, but are of the highest quality. Our technical team works closely with our suppliers to ensure standards are met. And it goes without saying that this applies to our new product development too. Keeping Beyond the Bean at the forefront of industry trends and benchmarks, ensures we stay curious and keep our eyes and ears open to the industry.

## WE SUPPORT

We don't just supply, we develop too. Bursting with ideas of how to help your business, our Account Managers are the people who take Beyond the Bean on the road. From exhibitions around the world to one of our Beyond the Bean Bootcamps in the UK, or to your door, they're here to inspire your creative menus, help you train your team and plan for the future. Our marketing team have got your back too. With brand websites that are jam-packed with ideas and support material covering all our products.

## WE DELIVER

Ship 40 foot containers of syrup to Singapore? No problem. Last minute tin of frappé for an important pitch? Leave it with us. Our warehouse and logistics team help us achieve our OTIF which sits comfortably at 97%, something we're proud to share (and constantly work hard to improve). Our customer service team delivers a first-class experience too. Which is why you'll never wait on hold, or get lost in a phone menu. And because you talk to the same lovely people time after time, they get to know what you need when you need it.

## WE'RE ACCREDITED

As a family business, we're committed to looking after our people and working collaboratively with our suppliers. With policies and procedures designed for every part of our supply chain, we leave nothing to chance. We endeavour to manage our carbon footprint by sourcing raw materials as close to home as possible. This includes using British sugar for our syrups, our bottles come from across the bridge in Wales and our labels are printed in Bristol. Our standards have always been high and our accreditations from The Vegan Society and The Vegetarian Society mean we meet their high standards too.





With Beyond the Bean,  
you work with industry experts  
who understand your business.

# GOING BEYOND<sup>®</sup> THE BEAN

- We know the speciality coffee industry – we've been a part of it for over 20 years.
- We understand what customers are looking for and create products to match. It's what's inspired us to create a range of award-winning brands that customers around the world have grown to love – from Sweetbird and Zuma to Cosy.
- Many of our wider team have direct industry experience, we've got baristas and operations directors of coffee chains, as well as hotel and restaurant managers.
- Collaborating closely with the Bristol bar industry since 2017, our Bristol Syrup Company brings bartenders the ingredients they need to make authentic cocktails every time.

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**Left:** Our team's collective knowledge helps ensure we deliver the right mix across our brands.



# HELPING YOU GET THE BEST OUT OF EACH AND EVERY PRODUCT

**A**t Beyond the Bean, we do more than create and supply. We work together to offer all the support, training and inspiration needed for customers to get the best out of our products. Bootcamps are just one example. Hosted by us twice a year at our HQ in Bristol, as well as London, Coventry and Leeds, Bootcamps give you the chance to get hands-on with our products, through practical training.

We also help you create your own menus, as well as share our insight on the latest industry trends. Alongside our Beyond the Bean Bootcamps, you can find videos, workshops and recipe ideas all freely available on our website, making getting the best out of our products easy. While our in-house design team supports customers with seasonal and promotional marketing material, leaving you free to concentrate on your core business.



**Above:** Our UK Account Manager Neil in our Bristol training room. Our love of all things coffee is as strong now as it was back in 1997 when we started Beyond the Bean.



High standards are  
at the heart of  
everything we do.

# BEYOND<sup>®</sup> THE BEAN COMPARE

**A**t Beyond the Bean, we're proud to have won 17 awards, including Allegra's Best Non-Coffee Supplier two years running. We didn't go into business to win awards, but when we do it's reassuring, because we know we're getting it right. With Great Taste Awards and multiple Best New Product awards at SCA World of Coffee also under our belt, we aim to keep delivering the winning formula.



# ALWAYS FORWARD THINKING IN DRINKING

Our mantra is Forward Thinking in Drinking, so it might seem odd to find us looking back, but it's good to remind yourself where you've come from. It helps keep you focused on where you want to go.



## 1997

Jem and Nikki open their first coffee shop in Clifton, Bristol and go on to found Espresso Essentials, operating from their home.



## 2003

We launch Zuma Frappés to the coffee loving world and kick off our many years of UK Barista Championship sponsorship. We're proud to have judged and helped organise, with our BTB barista kits becoming sought after prizes around the world.

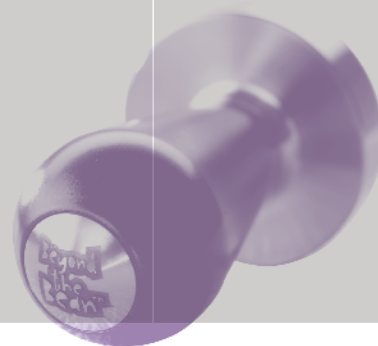


## 2007

Our Zuma Red Chai & Cranberry wins one of our many Great Taste Awards, who knew it would be the first of many awards. Always looking for fresh ideas, we travel to Russia, China and India to seek more inspiration.

## 2010

Coffee has become an obsession for many, with the World Barista Championship in London now the go-to event in the coffee calendar – we're there en masse to celebrate all things barista.



## 2015

We're super flattered to be voted Best Non-Coffee Supplier by our peers at the prestigious Allegra awards, the first of many industry awards.

## 2018

We open the doors to our very own syrup plant and go on to launch Bristol Syrup Company with local bartenders Danny and Dee. To celebrate, we host an epic party on a boat at World of Coffee in Amsterdam. Whoop!



## 1996



A trip to the US inspires founders Jem and Nikki. With the start of the 2nd coffee wave, they see US chains beginning to serve blended beverages. The idea of coffee as pure enjoyment has well and truly arrived.

## 2001

Another trip to the US introduces Jem and Nikki to all things barista (they come back with a Pallo Coffee Tool to get us geared up for the future). They bring a tin of frappé powder and a blender back to a nation of Gold Blend and percolated coffee drinkers – we're told our idea will never take off!



## 2006

Espresso Essentials becomes Beyond the Bean and launches at Hotelympia where we also shake up the traditional syrup market with the launch of Sweetbird syrups, the first vegetarian approved syrup.

## 2008

Our beloved VW Camper Van stand at Caffè Culture show becomes the most talked about stand at the show. The world's love affair with coffee culture sees us in need of more space so we move to our current home at Unit 6 – going from 4k to a whopping 24k sq ft.



## 2013

Coffee is now serious business, with members of Beyond the Bean on both the SCA and WBC boards.

## 2017

Team BTB jets off to Peru to visit the Naranjillo Co-operative for our first Zuma Direct Cocoa.



## 2020

With a Beyond the Bean team that's over 40 strong, we look forward to what the next 20 years has in store for us in the business we all love...



# WE BELIEVE LEARNING NEVER STOPS SO WE DESIGN AND REFINE TO KEEP MOVING OUR PRODUCTS FORWARD

**T**he business Jem and Nikki started back in 1997 has changed, growing from two to over forty employees, but what hasn't changed is our company ethos. We're passionate about drinks and gear and still want to bring great tasting products to people around the world, using the least amount of ingredients, and make them vegan friendly if we can.

## SOME VALUES WE WON'T BUDGE ON (AND HAVEN'T SINCE 1997)

- Your call will always be answered promptly by a real person – never a phone system
- You'll always speak to someone who knows their stuff
- Top people and products – we'll never compromise on either
- We're fanatical about drinks and gear, and what we sell is the best that's out there
- We'll never sit back and relax – there's always a new gadget, drink or idea and we aim to be the first to know about it

**Right:** General Manager Terry joined Beyond the Bean in 2003 – he was our third ever employee.





OUR TEAM

OUR TEAM

# WE ARE BEYOND<sup>®</sup>





Beyond the Bean is a fun place to work.  
We don't just like working here,  
we love working here.



Karen joined Beyond the Bean in 2009 as part of our customer services team. She then moved to be our Operations Manager, and is now our Operational Liaison Officer. Working with our international sales team and overseas partners, Karen ensures all the necessary paperwork, including health certificates and certificates of origin are in order for smooth shipping and delivery.



Conrad heads up our international team which means he's out of the UK more than he's in it. Supporting our overseas partners, Conrad can often be found on the stand at Gulfood; running international Bootcamps; or helping customers create bespoke recipes and menus to suit tastes in their country.



Joining Beyond the Bean as an apprentice in 2015, Dan is now a fully fledged member of team Beyond the Bean. Working in the syrup plant as one of four Production Operatives, he helps ensure our Bristol Syrup Company and Sweetbird syrups are consistently delicious on every production run.



Leeanne has been in our finance department since 2010, so she's now joined the Beyond the Bean Ten club. Working closely with every department, from account managers and customer services to our syrup plant team, Leeanne is key to ensuring our systems are up-to-date and accurate and is always quick to offer information from the depths of many a spreadsheet.





Bristol born and bred. We are constantly inspired by the city we call home.

# BRISTOL & BEYOND<sup>®</sup>

THE BEAN

**B**orn in Bristol, Beyond the Bean takes inspiration from the city we love. Internationally recognised as a true creative mecca (thank you Banksy), besides walls of art, Bristol has a thriving food and drink scene. Beyond the Bean is a part of the city's cocktail culture, with our Bristol Syrup Company cocktail syrups designed by Bristol bartenders.

Bristol's not only where we work and live but where we built our own state-of-the-art syrup plant to make Sweetbird and Bristol Syrup Company syrups. It's also home to our HQ and training room where customers are always welcome.

**Left:** Our founders Jem and Nikki at Beyond the Bean HQ in Bristol, the company they started from their home in 1997.



# STICKLERS FOR HIGH STANDARDS (AND PROUD OF IT), WE'RE INVOLVED IN THE CREATION OF ALL OUR BRANDS

Since 1997, we've mixed, tested and tasted our way to establishing the brands we own today.

Underpinned by our highly qualified innovation team, we invent and develop flavours and combinations, distilling our ideas into products that sell. If a product doesn't meet our benchmark, it doesn't make it to our shelves or yours.

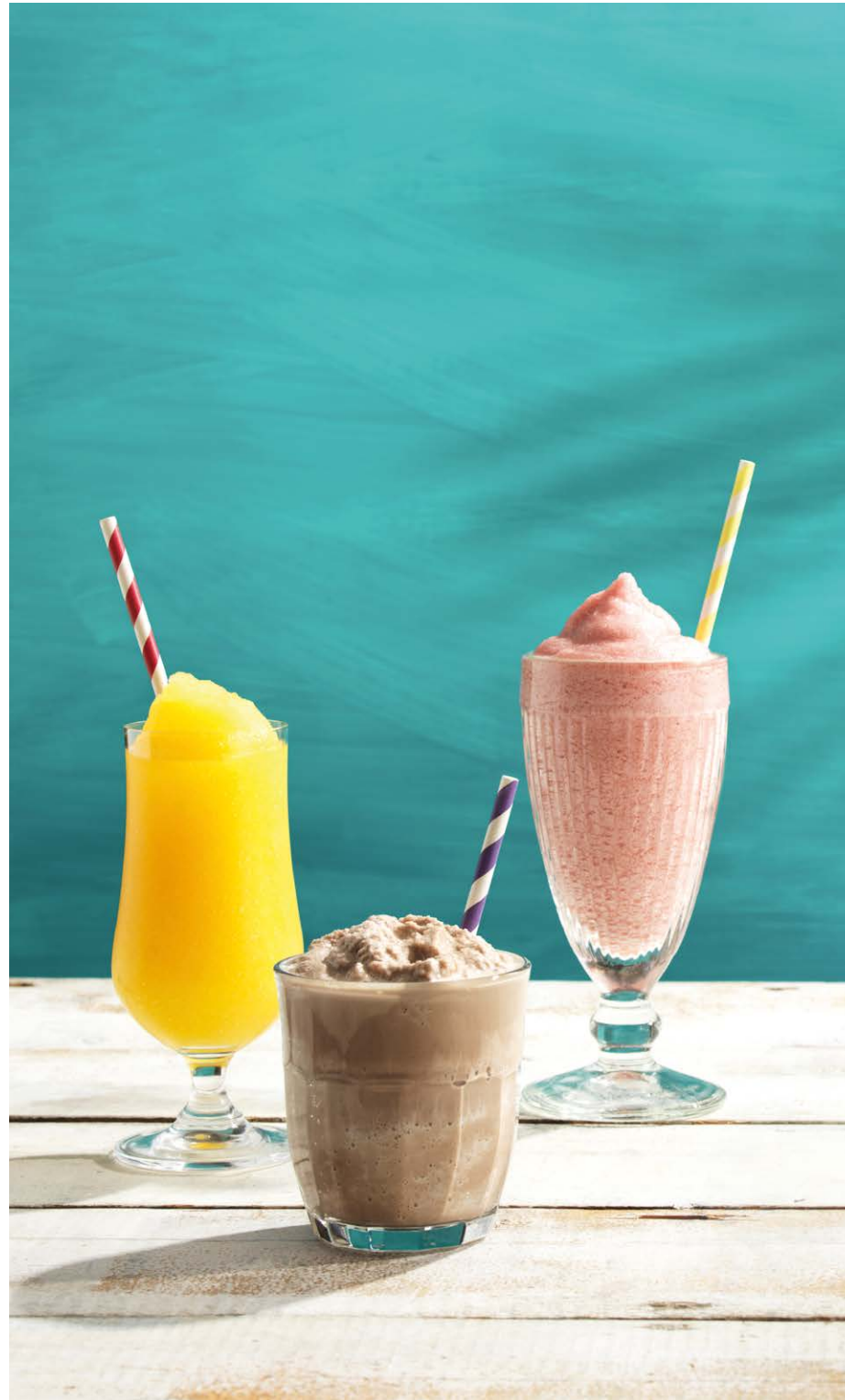
## LOOKS DELICIOUS

Our love of gorgeous branding and marketing has been a key part of Beyond the Bean since day one. Ensuring our products look as good as they taste is at the heart of all our brands.

From the dark browns and reds of Zuma through to the hand-drawn illustrations of Sweetbird, we take the same care and attention over everything we do to support our ranges.







## OUR OWN DELICIOUS SYRUPS (MADE BY US IN BRISTOL), SMOOTHIES, FRAPPÉS AND PURÉES

**W**hen we launched Sweetbird in 2006, people told us we were crazy to have a little bird as the face of our brand. A fresh new look in 2019 and a move to the syrups being made at our HQ in Bristol has strengthened the brand. Now, in 2022, Sweetbird is globally recognised around the coffee world.

**Left:** Mango Granita, Chocolate & Coconut Frappé, Strawberry & Banana Smoothie.  
**Right:** The Sweetbird collection of syrups, frappés, purées and smoothies. Used to create hundreds of recipes around the world.





# ZUMA®

LOVED IN CAFÉS  
ALL OVER THE WORLD,  
ZUMA IS LUXURY  
IN A CUP



**C**reated and refined for past nearly 20 years our range of hot chocolate, plant powders, sauces and chai are versatile, adding hundreds of easy to make hot and cold drinks to menus. From our Fairtrade hot chocolate, rich sauces to spiced chai inspired from travels in India, Zuma is enjoyed in cafés everywhere.

**Left:** The Zuma collection of hot chocolate, chai, powders and sauce.

**Right:** Our travel-inspired hot chocolate recipes from around the world.







INNOVATIVE COCKTAIL  
SYRUPS CREATED  
BY BARTENDERS  
FOR BARTENDERS



We've distilled down years of experience to create a range of authentic tasting cocktail syrups. Designed in consultation with mixologists and made by us in Bristol.

**Left:** Christmas cocktails. (From left to right) Cherry Bomb, Pompom Fizz, Partridge in a Pear Tree.  
**Above:** A selection of the 17 syrups on the range.



# Cosy

ORGANIC VIBRANT,  
FRUITY INFUSIONS  
PLUS GREEN AND  
BLACK VARIETIES.



For us, a cup of tea is more than a beverage. It's a moment in the day. A time to relax and unwind. That's why at Cosy teas, every detail has been carefully considered – from the best flavour combinations using organic and vegan-approved ingredients, to the award-winning knit-effect packaging. Just some of the reasons Cosy teas are loved by tea drinkers everywhere.

Left: Our Cosy tea looks as good as it tastes.  
Right: Our award-winning packaging, inspired by knitting's renaissance.



THE DILUMI  
CREAM  
AWARDS





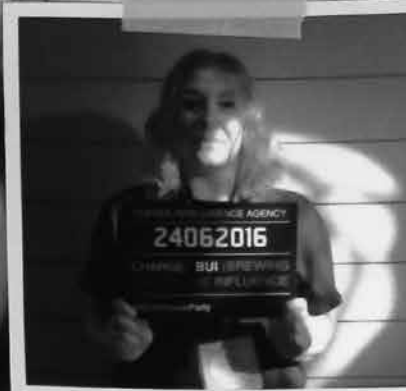
## BRINGING YOU THE MOST ADVANCED BLENDERS IN THE WORLD



**B**lendtec makes the best commercial blenders and we are proud to be their trusted partner in the UK. Importing, servicing and marketing to a wide range of customers through a relationship that spans nearly 20 years.

**Left:** Innovation at its peak; the Blendtec Cold Foam jar.  
**Above:** Blendtec jars for allergen control, and the Connoisseur 825 SpaceSaver blender.





#### THIRSTY FOR MORE?

We'd love to hear from you  
and share more about  
Beyond the Bean and our products.

hello@beyondthebean.com  
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beyondthebean.com



#WOCHouseParty  
**WOC DUBLIN**  
**MO WANTED**





**BEYOND**  
THE BEAN  
**®**

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*Best Before: Jan 2023*  
*Store in a cool place 🙌*



**BEYOND<sup>®</sup>**  
THE BEAN

FORWARD THINKING IN DRINKING