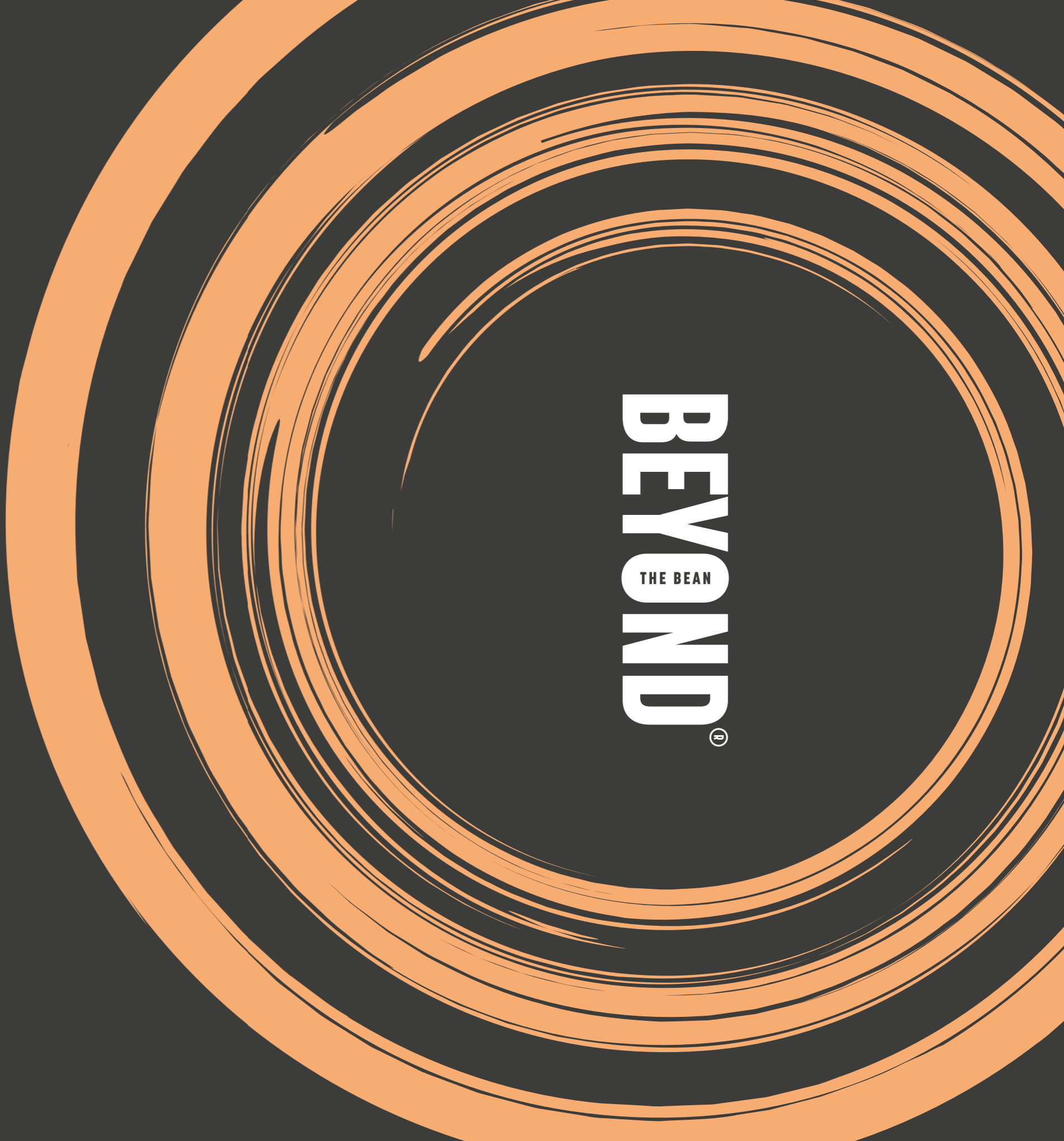


**BEYOND<sup>®</sup>**  
**THE BEAN**  
**2025**

FORWARD THINKING IN DRINKING



**BEYOND**  
THE BEAN  
**BEYOND**®

SEE  
S

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

THE BEAN

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, 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. We have created our Bristol Syrup Company collection specifically for bars, understanding they need to perform differently to our products for the coffee industry.

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 coffee roasters to food service distributors, online retailers, contract caterers and retail coffee chains. We also work with leading drinks distributors and bar groups.

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 BRCGS AA+ accredited Bristol syrup plant.



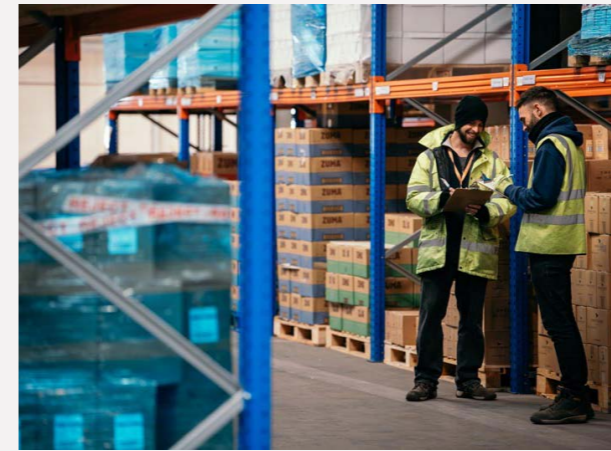


**WE MAKE**

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 grow. Our Business Development Managers are the people who take Beyond the Bean on the road. From exhibitions around the world 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). For international customers our dedicated export team have in-depth knowledge of customs and shipping. 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**

Our manufacturing site in Bristol, where we create Sweetbird and Bristol Syrup Company syrups, is BRCGS Food Safety AA+ accredited. 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. 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 26 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 Bristol Syrup Company.
- Many of our wider team have direct industry experience, we’ve got baristas, bartenders, bar managers 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 give 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. We wouldn't be doing our job if we just pushed products out the door.

We also help you create your own menus, as well as share our insight on the latest industry trends. 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 Sales Manager Anton in our Bristol training room. Our love of all things coffee is as much 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 over 30 awards, including Allegra's Best Non-Coffee Supplier for three years, including 2022. 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 (including a coveted 3-star award) and multiple Best New Product awards at SCA World of Coffee 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.



# 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.



# 2015

We're flattered to be voted Best Non-Coffee Supplier by our peers at the prestigious Allegra awards (and in 2016 and 2022 but who's counting?!)

# 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!



# 2021

We win even more awards for Bristol Syrup Company. By 2024 the entire range has won at least one award...



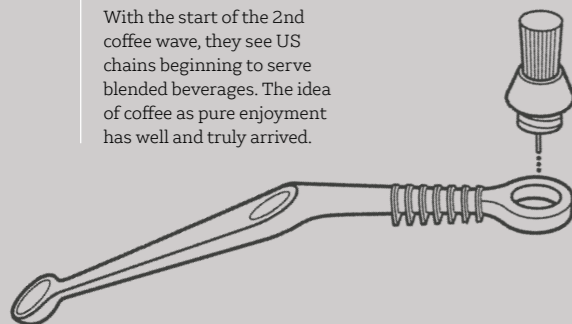
# 2023



Sourced from the Medina, Yamasá and Puerto Plata regions we launch new Zuma Single Origin Hot Chocolate.

# 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!



Sweetbird®

# 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.



# 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.



# 2013

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

# 2020

Our plan to rebrand was slightly hampered by other events in 2020... We were so very proud of the new look when we did launch.

# BEYOND®

FORWARD THINKING IN DRINKING



# 2022

Celebrating our 25th Birthday in 2022, we achieve our first BRCGS AA accreditation, win a coveted 3-star Great Taste Award and also pick up the Allegra Award for the third time - what a way to celebrate!

# 2024

And now, here we are in 2024, 26 years older and wiser. Plenty of very happy customers, a bunch load of awards and big plans for the future including starting to produce Sweetbird syrups in the USA.

We're incredibly proud of our success, and so thankful to Team Bean here at HQ in Bristol, and grateful for our customers and partners who have made it all possible.

Here's to the future, and more forward thinking in drinking...

# 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:** Managing Director Terry joined Beyond the Bean in 2003 – he was our third ever employee.



# 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.

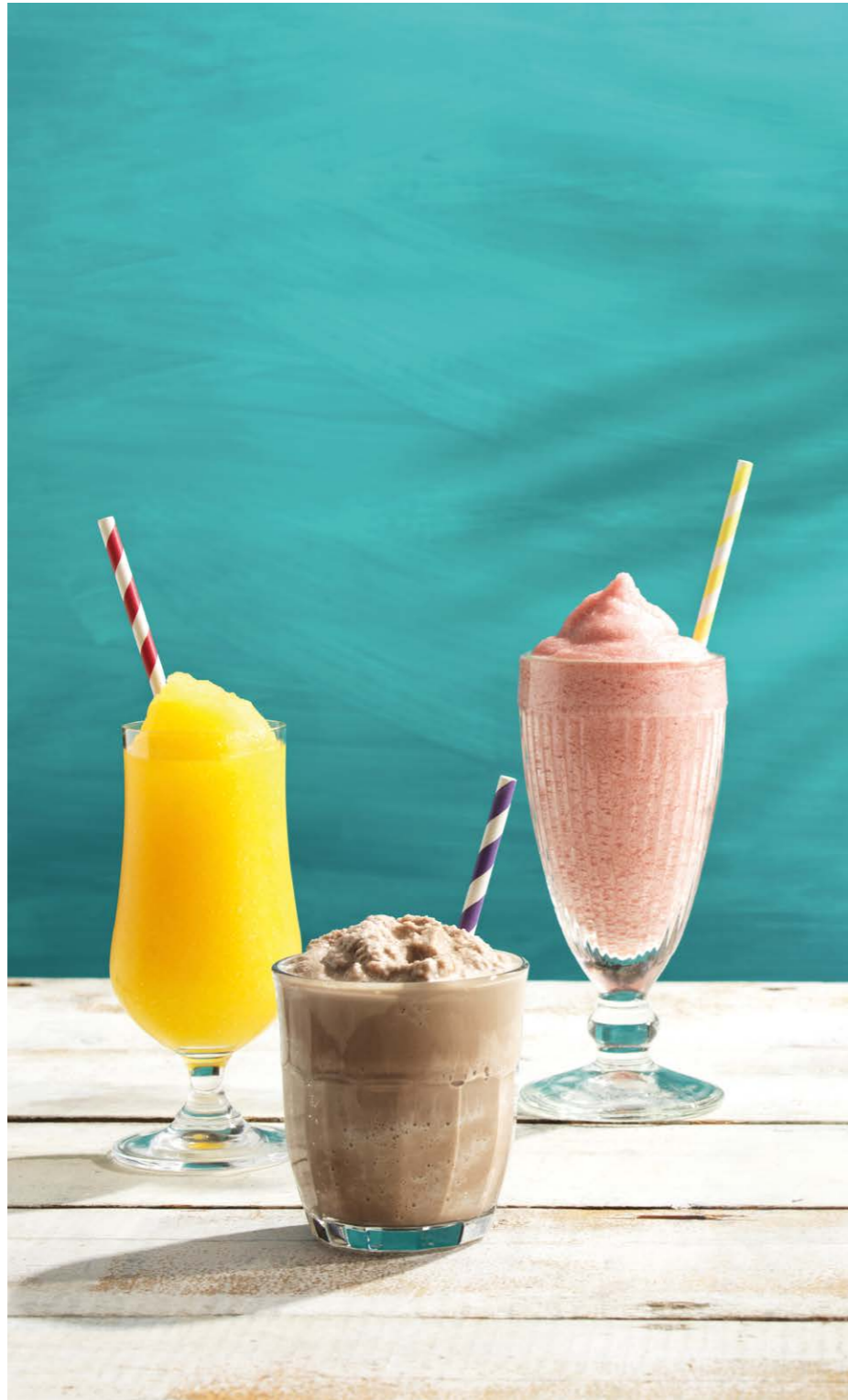
Underpinned by our highly qualified innovation team, we invent and develop flavours and combinations, distilling our ideas into products that sell. If a product doesn't meet our benchmark, it doesn't make it to our shelves or yours.

## 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, the hand-drawn illustrations of Sweetbird through to the bright bold colours of Bristol Syrup Company we take the same care and attention over everything we do to support our ranges.





## OUR OWN DELICIOUS SYRUPS, 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. Now, in 2024, Sweetbird is globally recognised around the coffee world. and the syrups are created at our BRCGS AA+ accredited plant in Bristol.

**Left:** Mango Granita, Chocolate & Coconut Frappé, Strawberry 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 over the past 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 AND PURÉES 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. We now also have a collection of purées to complement the syrups.

**Left:** One of our sherbet syrups in an Easy Paloma.

**Above:** A selection of syrups and purées.



# 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 over 20 years.

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



OUR TEAM

OUR TEAM

# WE ARE BEYOND<sup>®</sup>

THE BEAN



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.



Josh heads up our international team which means he's out of the UK more than he's in it. Supporting our overseas partners, Josh can often be found around the world helping customers create bespoke recipes and menus to suit tastes in their country.



Ben is our On-trade Controller for Bristol Syrup Co. and a familiar face on the Bristol bar scene. He brings an impressive knowledge of national accounts and pub groups as well as an infallible smile. Ben, along with the rest of the Bristol Syrup Co. team helped us make the move into the world of cocktails and mocktails, really putting the bar in barista.



Jo has been in our logistics department for over 20 years, so she's now joined the Beyond the Bean Twenty club. Working closely with every department, from account managers and customer services to our syrup plant team, Jo is key to ensuring our systems and supply chain are up-to-date.



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 create Sweetbird and Bristol Syrup Company syrups. It's also home to our HQ and training room where customers are always welcome.

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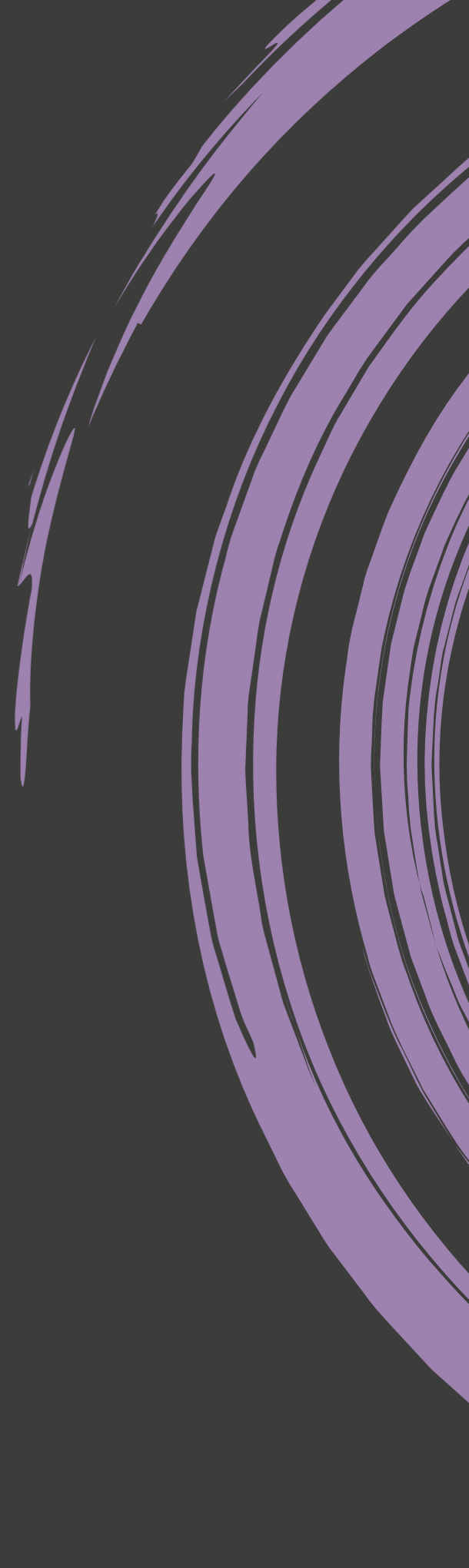
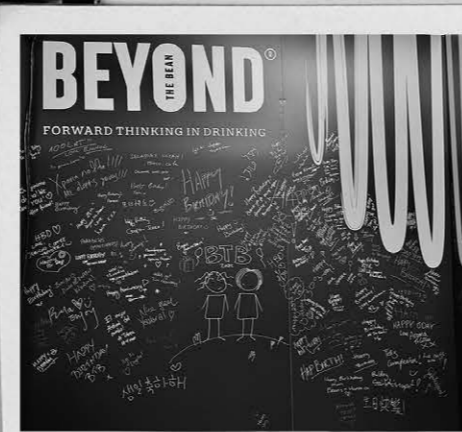
**Left:** Our founders Jem and Nikki at Beyond the Bean HQ in Bristol, the company they started from their home in 1997.

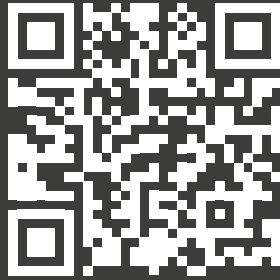


**THIRSTY FOR MORE?**

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

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beyondthebean.com





*Best Before: Jan 2026*  
*Store in a cool place 🕊*



**BEYOND<sup>®</sup>**  
THE BEAN

FORWARD THINKING IN DRINKING