



# The Café Society

Association House  
18c Moor Street  
Chepstow  
Monmouthshire  
NP16 5DB

☎ 01291 628 103

☎ 01291 630 402

✉ [cafe@jandmgroun.co.uk](mailto:cafe@jandmgroun.co.uk)

## About the Association

**The Café Society is an organisation dedicated to promoting the development of the café environment in the UK and to encouraging high standards in all aspects of the business – from coffee and tea making to service.**

The Society not only aims to bring this diverse industry more closely together, but also encourages good practice and provides representation for the industry as well as collective marketing opportunities for members.

### The Market

The Café Society defines its market as including all operations which offer coffee (or tea) in an atmosphere and environment befitting today's lifestyles.

### Management

The Café Society is run by Food, Events & Things (FEAT) Ltd, an independent Secretariat that also runs the British Sandwich Association, The Event Services Association and The Pizza Pasta & Italian Food Association.

### Aims

The primary aims of The Café Society are:

- To promote good quality standards in terms of both beverage making and the café environment in which products are sold.
- To safeguard the integrity of the café market by encouraging technical excellence in beverage making and encouraging those in the industry to uphold good standards.
- To encourage excellence and innovation in the café market.
- To represent the interests of the market with Government (both national and local) and other bodies in a position to influence the market.
- To provide a source of information on the café market for members, the media and others in a position to influence opinions.
- To positively promote the café environment and market, members and quality beverage making, to the consumer.
- To provide mechanisms for increasing knowledge and understanding in the Café market, particularly through the publication of a regular news magazine and website about the industry.

### Membership

*There are three main membership categories:*

Retailer Membership for independent and chain cafes and coffee outlets

Supplier Membership for those who supply ingredients, equipment and other products into the market. This category also includes coffee roasters.



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## Membership Benefits

### *Retail Membership:*

Retail membership is open to any outlets involved in these markets from independent coffee bars and sandwich outlets serving coffee to cafes within sites such as department stores..

### *Benefits include:*

- Use of the Café Society – All members may use the Café Society logo for so long as they remain in membership of the Association. Each member will also receive a membership certificate and copy of the logo to display on premises.
- Free access to The Café Society advice lines;
- Regular copies of CaféCulture magazine.
- Listing by name and location in Café Culture magazine and on the Café Society website
- Discounts on a range of services including insurance, media purchasing (including local press), credit card handling and electrical testing.
- Information about tenders for operators to run Café sites from time-to-time

## Supplier Membership

Suppliers are defined for membership purposes as all those supplying equipment, goods and services to the market. This includes suppliers of coffee, equipment, maintenance services, sandwiches, cakes, cutlery, crockery furniture, etc. as well as coffee roasters

In order to gain membership, companies must provide two trade customer references from within the industry. Once accepted into membership the following benefits accrue:

Use of the Café Society Logo – All full members of the Association may use the Café Society logo for so long as they remain in membership of the Association. Each member will also receive a membership certificate and copy of the logo to display on premises. Supplier members may also use The Café Society logo on product literature, letterheads etc. subject to prior approval from the Secretariat.

Listing in Café Culture magazine – All supplier members will be listed with their name, address, telephone numbers etc. and their listing cross-referenced to a product index.

Listing on Café Culture website – including link to the business' own site.

Inclusion on the Café Society Tender Service – this service allows operators to submit tenders on-line to supplier members.

Plus all the benefits available to retail members

## Membership Rates

In order to process memberships, application forms must be accompanied by the appropriate membership fees. Current membership rates are:

Suppliers - £650 + VAT

Retailers - £35 + VAT per site up a maximum of £650 + VAT



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## Application Form

(All information will be treated in confidence by the Secretariat)

Contact Name:

Business Name:

Address:

Post Code:

Tel. No.

Fax No.

email address:

internet site:

Is the business ^ please tick all that are appropriate:

Public company  Limited liability  Partnership

Sole proprietor business

Other, please state:

Supplier  General Café  Coffee bar

Supermarket  Other, please state:

If your business is a retailer, please supply the names of key personnel who you would like to receive information as well as copies of Café Culture magazine. In particular, please supply the name, position and contact details (including email) of those who should receive technical alerts and tenders.

If you are seeking supplier membership, please provide the following:

- A list of products supplied to this market which you would like to have indexed in the magazine and on-line.
- A short profile of your business (no more than 150 words).
- The names of two current customers whom we can approach for references.

### Please Note

In situations where applications are refused for any reason, the above fees will be proportionately refunded based on the period of membership and less any costs incurred up to the time membership is refused.

A VAT invoice will be sent with confirmation of membership. Cheques should be made payable to The Café Society.

Applications can only be processed if they are accompanied by the appropriate membership remittance.

Membership is offered on the understanding that those applying undertake to respect and preserve the integrity of the Association at all times.

Signed:

Date:

Please send to: The Café Society, Association House, 18c Moor Street, Chepstow NP16 5DB.