

BM appoints new Coffee Brand Manager

1 year ago



BM is delighted to have strengthened its focus on coffee with a new brand manager appointment of Adrian Steenkamp as coffee brand manager.

As well as supporting our growth in this space, he will help drive standards through a new approach to barista training and has already overseen the group's new roast for its Fairtrade coffee brand [Perkee](#), farmed by the Soppexcca cooperative in Nicaragua.

Adrian replaces Miguel Camara, who has returned to Madeira, and will assume responsibility for BM's entire beverage offering, including tea. He has also been tasked with energising clients' coffee offering with a flexible approach, from coffee carts to coffee bars.

An experienced sales and key account manager, Adrian's experience in hospitality has included two years as coffee sales manager for independent coffee roaster Matthew Algie, where he oversaw most of the brand's London business, servicing around 400 independent cafés and larger hotel and pub chains, helping them to grow their coffee range.

Antony Prentice, BM joint managing director, said: "Adrian stood out with his solid grasp of our aim to continually make our coffee more ethical and sustainable, and his understanding of how to meet clients' coffee requirements in the workplace. He is energetic, and a great communicator, and really understands the importance and value of relationships in coffee."

Adrian Steenkamp, BM coffee brand manager, said: "My mission is to both maintain our esteemed vision and introduce my own pragmatic approach to the role. I am deeply committed to the professional growth of our baristas, ensuring they have a clear pathway for development within BM. My immediate plans include a hands-on collaboration with our coffee partners, which started with a visit to the Perkee Soppexcca cooperative in Nicaragua. My passion is matched by my dedication to creating a supportive and

dynamic barista community within the #bmFamily. It's about cultivating a culture where our commitment to coffee translates into exceptional experiences for our customers, ensuring that every cup we serve is a reflection of our love for coffee."

BM added its first organic coffee option to its Perkee range earlier this year which went on to win a star at the Great Taste Awards. It is the first caterer to be awarded two stars for its premium Perkee coffee brand at the Great Taste Awards in 2018.