

SALSA

Safe and Local Supplier Approval



What is SALSA *plus* Beer and why do I need it?

What is SALSA *plus* Beer audit certification?

Buyers and consumers expect their drink to be safe and for those who produce it to have robust and effective controls in place to ensure this. The SALSA Scheme operates and oversees the **SALSA *plus* Beer** audit certification and its process. A successful **SALSA *plus* Beer** audit, the certificate confirming Approval and display of the **SALSA-APPROVED** stamp instantly tells all in the industry that your brewery/bottling plant is committed to ensuring product safety, legality and consistency, and to continuously meet the requirements of a nationally recognised standard. Approval is effectively your valid passport – your credentials - to access markets and buyers, letting them know your operation and products fully comply with all safety, legality and quality standards expected by the UK food industry.

What is the SALSA Scheme?

- SALSA is the UK's Food Safety Certification Scheme – not just a Audit Standard - for small and micro-sized food & drink businesses wishing to gain Approval to supply UK buyers. Membership-based, it is open to any small/micro producer operating within the UK.
- SALSA is a 'not-for-profit' organisation, founded by the four main trade associations representing the UK food industry: **The British Retail Consortium, The Food & Drink Federation, The National Farmers Union and The British Hospitality Association.**
- Since its launch in 2007, membership has grown year on year. SALSA now has approximately 2,000 approved members. Since the launch of **SALSA *plus* Beer** in 2015, **over 170** sites have gained **SALSA *plus* Beer** approval.

Is SALSA *plus* Beer right for my business?

- **SALSA *plus* Beer** certification has been developed to offer small and micro brewers & bottlers a certification standard tailored to scale and systems of their particular operation. It is available for suppliers typically employing **5-50 full-time staff.**

Who developed the SALSA *plus* Beer Standard?

- The SALSA Food standard was written by experienced food safety experts to reflect both the legal requirements of producers and the enhanced expectations of 'best practice' of professional buyers. **SALSA *plus* Beer** is the main SALSA Food audit *plus* an extensive module on brewing, created by SALSA and Cask Marque. Additional criteria contained in the scheme were developed to:
 - encourage excellence in the brewing & bottling industry
 - raise the profile of processors within the brewing industry
 - provide a forum for exchange of ideas and
 - give clear guidelines for approval to Brewers & Bottlers

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🍷 How many UK buyers recognise SALSA plus Beer?

- Approval is recognised by a growing list of important UK Buyers, both on and off trade. Buyers include Waitrose, Mitchells and Butlers, Carlsberg, Punch and The Co-op who all endorse the SALSA Scheme and actively use SALSA's 'live' online [Buyers' Directory](#)

🍷 How long does it take to gain Approval?

- Gaining Approval can take **up to 3 months** from date of payment through to Certification and is largely dependent on the current operating procedures of your business. To help members, the online **Users' Guide** offers a step-by-step guide through the audit process. The scheme also offers a mentoring service to support brewers to gain the accreditation.

🍷 Who is the Auditor and what does the Audit cover?

- **SALSA plus Beer** auditors and mentors are industry experts, locally based, and specifically trained & qualified.
- The audit is an onsite inspection that typically lasts a **full day**. A **SALSA** Auditor will audit your operating procedures against the **SALSA plus Beer** which covers additional requirements to reflect specific aspects of the brewing industry. These are included in:
 - Section 1.2 Personal Hygiene
 - Section 1.3 Cleaning
 - Section 1.4 Contamination/Cross-Contamination Prevention
 - Section 1.6 Control of Raw Materials
 - Section 1.8 Waste Control
 - Section 5 Legal Requirements
 - Section 6 Quality Requirements
- Approval certification is only granted to suppliers who are able to demonstrate to a SALSA auditor that they are able to produce safe and legal beer and are committed to continually meeting the requirements of the **SALSA plus Beer** standard. At the end of the inspection, the SALSA Auditor will make a recommendation for Approval or advise on 'the next step to take' to SALSA Operations.

🍷 What advice and support is available to Members?

- A copy of the **SALSA plus Beer** Standard can be [downloaded](#) free of charge from the SALSA website, before joining, for you to assess its value to your business. Auditors are very approachable and able to offer valuable guidance and advice on any issues that might arise during the audit process

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- The Scheme offers members a unique range of support services to make certification as straightforward as possible. **Achievability, accessibility and affordability** are key assurances we offer.
- Resources include:
 - **Core guidance materials** – specifically written for brewers and bottlers
 - **Onsite guidance and advice** from locally-based mentors **at guaranteed rates**
 - **HACCP courses** (both general and specific for brewing) & **Food Labelling workshops** – held on-line; practical & interactive.
 - **Industry updates and a telephone helpline** for ‘in person’ advice on the registration and approval process.

What are the main benefits of gaining SALSA *plus* Beer Approval?

- **Security** that your business has demonstrated full legal, safety and quality compliance
- **Confidence** to approach new buyers promoting your approval status
- **Commercial benefits** for brewers/bottlers seeking new contracts
- **Assurance** your brewery/plant complies with relevant regulations and meets industry standards
- **‘Live’ visibility** via the **SALSA Buyers Directory**; your current products and status



Can I speak to someone at SALSA?

- YES. The SALSA team are available Mon-Fri, 9.00-5.30 on the phone number below, or email info@salsafood.co.uk.

‘Gaining SALSA plus Beer has been invaluable for the Brewery. The certification is highly valued by customers and distributors without which we would not be able to get our beer to market. I would strongly encourage other small local breweries to gain certification.’

David Barr, Quality Manager, St Austell Brewery

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