



## 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 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 **1,150+** Approved members and **280+** working towards Approval. Since the launch of SALSA *plus* Beer in 2015, **66** have gained **SALSA *plus* Beer** Approval with over **45** working towards it.

### 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 *plus* Beer** Standard was developed in association with **Cask Marque** in 2015 to ensure a quality-assured beer from grain to glass. Key brewing bodies within the industry are consulted to ensure certification provides real commercial benefits to small suppliers.

### 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.



## What does the Auditor and the Audit cover?

- 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 Standard](#) which covers Pre-requisite Controls, HACCP & Management Systems, Documentation, Premises, Legal and Quality requirements. 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.
- 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. All **16 SALSA plus Beer** Auditors have proven experience, specific training and in-depth knowledge of the brewing sector. SALSA Auditors are very approachable and able to offer valuable guidance and advice on any issues that might arise during the audit process.

## How much will it cost?

Certification is designed to be both achievable and affordable.

- Option 1: '**Package Deal**': one year's Membership plus Audit for **£685 + vat**.
- Option 2: '**Package Deal Extra**': One year's membership, audit and a full day's pre-audit Mentoring for **£1055 + vat** – of particular value to start-ups and micro breweries.

## What advice and support is available to Members?

- 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**
  - **L1 & L2 HACCP courses & Food Labelling workshops** – held regionally; practical & interactive
  - **Industry updates and a Telephone helpline** for 'in person' advice on the 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 HMRC regulations/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, or email [info@salsafood.co.uk](mailto: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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