

Strategic Partner:





 $02^{\text{"... you should}}$ be incredibly proud of all of your achievements" - Prime Minister



04 "I hope the curry restaurant sector will have a similar boost with the first curry World Cup!" -Paul Scully MP

GRAND FINALE JUDGES PANEL "we're all happy to see that it was really transparent." Pasha Khandaker MBE



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10 DOWNING STREET LONDON SW1A 2AA



THERESA MAY

THE PRIME MINISTER

I am delighted to send my congratulations to all those being honoured at the Asian Restaurant Takeaway Awards Grand Finale.

These prestigious awards are an excellent opportunity to celebrate the craft of the most talented chefs and highly skilled service staff responsible for producing exceptional British Asian Cuisine.

Asian cuisine has certainly become an immensely important and popular part of British life. Its success is owed, in no small part, to the talented restaurateurs and chefs who are being nominated for and receiving awards this year, and it is crucial that we recognise, promote and celebrate this. I would like to commend each and every one of you for your contribution to British culture – you should be incredibly proud of all of your achievements.

I wish all nominees the best of luck. Please accept my best wishes for the event, and I hope that the evening is a great success.

12.My

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Paul Scully MP

Vice Chair for London Conservative, Chair person for All-Party Parliamentary Group for British Curry Catering Industry

"Over the last few years I have valued my relationship with curry restaurant owners across the country. Each and every one demonstrates an entrepreneurial spirit, taking business risks to provide for their families and of course to give a fantastic experience to their customers.

We often talk about the very real pressures that the hospitality sector faces but too rarely do we celebrate the key things that make curry restaurants a cornerstone in both our economy and our culture.

ARTA does exactly that. I welcome the innovation shown by its founders and the upbeat, celebratory way that these awards allows each restaurant and chef to be involved through the nomination process and the regional cook-offs. In getting customers involved through their feedback and nominations, ARTA gives each restaurant another opportunity to market its food and dining experience. Chefs travelling to the cook-offs means that they can show the detail, the skill, the pride that goes into each signature dish. This truly brings to life the awards, meaning that each winner can clearly demonstrate that they are the best of the best.

I wish ARTA well for the first awards ceremony and look forward to working with everyone to make it even bigger and better in years to come. The country had a great boost over the summer with the football World Cup. I hope the curry restaurant sector will have a similar boost with the first curry World Cup!"







High Commission for the People's Republic of Bangladesh, London, United Kingdom



Md. Nazmul Quaunine

Bangladesh High Commissioner

I have learnt that the Award has included customers from all over the UK in it's nomination process, consulted Trip Adviser, utilised Google reviews, and Food Hygiene Standard in the competition process. This is quite a good start!

South Asian Catering Industry, as we all know, has a golden past and its accomplishments are deeply ingrained in the British history and culture. The industry has been contributing significantly over the years to the British economy and not to mention, employment. Curry has become one of the most favourite dishes in the UK. Members of the British-Bangladeshi catering associations have played significant role for the industry to elevate to the position it is in today. British curry industry is currently passing through a challenging time. The Bangladesh High Commission is working with the British government and stakeholders of the industry for addressing the problems facing the industry.

I believe that the Asian Restaurant and Takeaway Awards will be a promising addition and boost up restaurant owners, chefs, and restaurant staffs to think differently - to do things with more and more dedication. This award could also be a motivation for the young and new entrants in the Asian culinary industry.

I thank the organisers and wish the event a grand success.





HOUSE OF LORDS



Lord Bilimoria CBE DL

Chairman, Cobra Beer Partnership

"The UK's Asian restaurant and takeaway sector makes a huge contribution to innovation in UK cuisine and adds huge value to our economy. Cobra Beer is proud to support ARTA and sponsor these prestigious awards, a true showcase of the best of the industry's talents."

"Today's Grand Finale is the conclusion of a comprehensive, one-of-a-kind initiative to promote the best skills in the UK's competitive Asian restaurant sector. This spirit of collaboration and community is a testament to the Asian culinary sector and the talented chefs and restaurateurs."

"ARTA has assembled the top judges – including chefs with decades of combined experience, health and hygiene experts and industry champions – and shown enormous dedication to sharing knowledge and practice in the profession. Above all, ARTA gives a voice to the toughest judges of all – the customers – rewarding the chefs and restaurateurs who bring customers the food they love."

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FORWARD



MOHAMMED MUNIM

Founder Chairman, ARTA Awards & CEO Le Chef Plc

We are delighted to welcome you to the inaugural Asian Restaurant & Takeaway Awards (ARTA) this evening. The most prestigious celebration of South Asian cuisine in the UK,

What sets ARTA apart is that it is the loyal customers and dedicated frequenters of curry houses on the streets of Britain that were invited to put their favourite Asian restaurants forward for nominations. This culminated in a list of the nation's most cherished Asian eateries; based on the opinions of local residents from 15 regions across the UK and Ireland. Over 2800 businesses were nominated with over 1800 registered participants.

Continuing the ARTA journey this year, once public nominations closed in June, we selected the top 30 South Asian restaurants across each of the 15 regions. A formal assessment was conducted to determine the leading culinary establishments.

Regional cook-off's were then hosted at local colleges and universities, where restauranteurs had the chance to earn the accolade of being among the region's top dining establishments - while we simultaneously engaged students and the next generation with the profession.

Following the completion of the regional cook-offs, the top 10 restaurants from each region have been invited to the Grand Finale ceremony this evening.

As you know, the Asian catering industry is valued at

approximately £5 billion. Even so, over the years the industry has witnessed a steep decline, largely attributed to the shortage of skilled workers - from a lack of talented chefs, to front of house staff. This is due to the UK's stringent immigration policy relating to skilled workers from outside the EU. The labour shortage issue facing our industry is coupled with a palpable sense of disinterest among younger people and job seekers with regard to the hospitality sector as a potential career path. The ARTA initiative has involved addressing this insufficiency. Through reaching out to current and prospective students at the regional cook-offs, ARTA has established a program of youth engagement that will positively revitalise the food industry by targeting a demographic that is crucial to the future prosperity of our sector.

We sincerely hope you enjoy this evening's Grand Finale ceremony of the inaugural Asian Restaurant and Takeaway Awards, which is actively taking steps to find solutions to the ongoing crisis' facing this once lucrative industry.

On behalf of team ARTA, I am very grateful for all the support we have received from across the community and a wide range of organisations.

I am looking forward to everyone having a pleasant evening and witnessing the first ever magnificant 'ARTA Champion of Champions' Trophy being lifted by the ARTA National Champion.

Good luck to all the participant and best wishes.



ABOUT ARTA

2018 will see the dawning of the Asian Restaurant and Takeaway Awards (ARTA) - the most prestigious celebration of South Asian cuisine in the UK since the invention of the first chicken tikka masala. The ARTA awards will commemorate the British Asian catering industry's best chefs, service staff, unprecedented artistry, and culinary skills. At ARTA, we shine a spotlight on efforts of our home-grown talent with adoration, offering remarkable experiences and fulfilling rewards via our award programmes and ceremonies.

ARTA is not just a competition and awards ceremony. Nor is it about one special night or one specific accolade. It is a revolutionary concept with the potential to modernise the culinary industry in unimaginable ways - forever.

The scope of this project goes further than simply rewarding and celebrating the inspiring work of the dedicated individuals that make the UK hospitality sector so affluent and enjoyable for us all. We want to go above and beyond with an idea so expansive that it redefines the nature of the industry and how it interacts with itself. We want to exceed the expectations of what it means to work in the culinary sector and reinvent the general perception of the hospitality industry in the hope of not only rejuvenating the passion for the trade, but establishing it as a vehicle for change in the UK jobs market and the culinary sector at large.



THE JOURNEY

The concept of ARTA began as an idea of awarding restaurants from the point of view of a customer. There are many food competitions where presentation, taste, and service are judged on an individual merit - we wanted to base our judgement on the overall picture. Fortunately for us, our strategic partner company has a clientele base of over 250,000 customers, and this is where were able to start our journey. The process of nominations via online applications enabled us to compile an authentic list of the nation's most cherished eateries based on the opinions of local residents from a spread of regions across the UK.

"At ARTA, we are not simply concerned with cuisine. Our prerogative is the entire culinary experience - the full experience from the moment you step in the restaurant, to the moment the door closes behind you."

After the launch of our campaign, we endeavoured to separate the UK into 16 distinct areas in order to distinguish the top 30 South Asian restaurants in each region - from Edinburgh to Southampton, from Belfast to Cambridge, and everywhere else in between! This comprehensive campaign was a national operation over the course 17 weeks. We then conducted a formal assessment to determine the leading culinary establishments against strict criteria such as:

- Quality of food
- Quality of service
- Value for money
- Food hygiene ratings

- all in tandem with the number of nominations provided by the public.

Alongside the regional campaign, we embarked upon a regional media campaign in which we engaged with local newspapers, businesses, and media partners. Furthermore, we established partnerships with local colleges and universities who hosted our regional cook-off events, where restaurateurs had the chance to earn the accolade of being among the region's top establishments.

"ARTA celebrates the art of cookery, but places the same amount of emphasis on all roles in the hospitality environment, including extraordinary service or management."

As mentioned before, the Asian catering industry is valued at approximately £5 billion. Even so, over the years the industry has witnessed a steep downturn. This decline has manifested in the shortage of skilled workers in the hospitality sector – mainly due to a lack of talented chefs all the way through to front of house staff. There exists a disinterest amongst younger people or job seekers with regard to the hospitality sector as a potential career path. This is why another aim of ARTA is to establish a programme of youth engagement that we think will revitalise the food industry by targeting a demographic that it is crucial to the future prosperity of the sector.

As we work with businesses, colleges and universities nationwide, we introduce the industry and prospective workers to one another, inspiring a symbiotic relationship whereby the image of the culinary sector is enhanced. Furthermore, our digital and social media campaign will reach out to the wider community and help individuals discover resources relevant to the trade, such as information for courses in hospitality and catering at their local educational facility. Our end goal lies in collectively promoting the hospitality sector as a legitimate and desirable career path for the youth of today, inevitably breathing new life into the industry.

Aim of ARTA is to establish a programme of youth engagement that we think will revitalise the food industry by targeting a demographic that it is crucial to the future prosperity of the sector.

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Samantha Simmonds

Journalist and Broadcaster, BBC

Samantha is an award winning broadcaster, influential blogger, corporate host and motivational speaker. Samantha has been a journalist and broadcaster for more than 20 years – she is currently presenting on BBC World News and BBC Business News.

She presented on Sky News for more than a decade anchoring some of the biggest stories of recent years. These included: the issues revolving British MP Jo Cox, the EU referendum, several General Elections and the terror attacks in Tunisia and Brussels. She also headlined the news of the sudden deaths of Michael Jackson, Amy Winehouse and Heath Ledger.

Furthermore, Samantha's blog has caught attention about parenting and issues around women in the work place. She often writes for the Daily Telegraph, the Daily Mail, the Mirror and the Huffington Post.



Ainsley Harriott Celebrety Chef, TV presenter, entertainer

Ainsley Harriott is a celebrety chef, television presenter, and popular entertainer. He is especially known for his BBC cooking show Ready Steady Cook.

Ainsley's talents lie in cooking, comedy, and even singing such that Ainsley formed the Calypso Twins with schoolfriend Paul Boros - releasing a hit record in the early 1990s called "World Party". The Calypso Twins went on to be regular performers at the Comedy Store and Jongleurs; they also performed in places such as America on both TV and radio shows.

Harriott is a best-selling author having published twelve books in conjunction with his television shows. Translated in a multitude of languages, Ainsley has sold over 2 million books worldwide.

ENTERTAINMENT

Alka Yagnik

Bollywood Melody Queen

Alka Yagnik is noted in Indian cinema for a career spanning over three decades. She is a record, seven-time winner of the Filmfare Award for Best Female Playback Singer, a two-time recipient of the National Film Awar, and the list goes on! Furthermore, over 20 of her songs have been featured on BBC's "Top 40 Bollywood Soundtracks of all time" review.

Alka is the fifth most prolific Bollywood singer of all time after Kishore Kumar, Lata Mangeshkar, Mohammed Rafi and Asha Bhosle. She has been in the judging panel for various singing competitions around India and has also been performing in live concerts around the world. Aside her singing career, Alka has also been involved in various projects pertaining to empowerment of young females.





AMBASSADORS



Paul Stuart Scully MP

Vice Chair for London Conservative, Chair person for All-Party Parliamentary Group for British Curry Catering Industry



Donald Sloan

Chair, Oxford Cultural Collective & Ex Head of the Oxford School of Hospitality, Oxford Brook University



Stephen Anthony McPartland MP

Member of Parliament for Stevenage, Chaired the Child and Youth Crime APPG



Dr Wali Tasar Uddin

Former President & Senior Advisor, British Bangladesh Chamber of Commerce in UK



Devon Malcolm

Ex England International Cricketer Ambassador, Chance to Shine



Mitu Choudhury

Organising Secretary, BCA



Samantha Simmonds

Journalist and Broadcaster, BBC



Shahnoor Khan

Former President, BBCA





ARTA JUDGING & ASSESSMENT PROCESS

MANAGEMENT

PLAN

THINK

EFFICIENCY

www.artauk.com

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At ARTA, we utilise a two-step judging process - this enables customer and judge votes to be transparent and fair. The first phase involves nominations from the public through ARTA's online nomination system whilst also encapsulating social media and food hygiene reviews.

The second phase is the cook-off. This is where participating restaurants go through a competition with other regional contestants. Both phases are based on scores and upon a final judgement, ARTA gets winners in selective categories.

1st Phase:

Customer Nomination: Quality of **Quality** of Value for food money service **Reviews:** tripadvisor Google DOD HYGIENE RATIN Reviews + + + + 0 0 0 0 0 0 5

2nd Phase:

REGIONAL COOK OFF SCORE

Regional Cook of is administered by the judging panel at the regional event.

This involved assessing a served product, how it comes together as a cohesive whole and covers:



Based on the highest weighted average and aggregated score, participants were then invited to regional cook off. Following the cook off top ten highest scoring participant has been invited for the Grand Finale.





GRAND FINALE JUDGES PANEL





Vice Chair for London Conservative, Chair person for All-Party Parliamentary Group for British Curry Catering Industry

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Where chef demonstrated the quality of food the colour and spices...

Scoring was really transparent, really open and ARTA is new style of approach to curry industry award



Chair, Oxford Cultural Collective & Ex Head of the Oxford School of Hospitality, Oxford Brookes University

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This process today has been absolutely credible, it's been transparent, anyone who's associated with this award programme can have absolute confidence that it's been handled entirely professionally.



Ex President of Bangladesh Caterers Association (BCA), Labour party activist and Former CLP secretary.

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Judges power, the credibility, the evidence they've supplied me, was enough. And I can make my decision clearly. And we had some of our colleague judges, we're all happy to see that it was really transparent.





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Very vibrant. Some of the innovations, creativity. Some of the dishes are quite original. They are pushing the boundaries of modern Indian struck Bangladeshi cuisine.



Mayor of Corby

66

Great opportunity for them to encourage the young generation in the future. Unique and Fantastic initiative taken by the ARTA



Dr. Wali Rahman

Former President & Senior Advisor British Bangladesh Chamber of Commerce in UK

It's an absolute privilege to be involved in the Final Judging of ARTA. Finalists are amazing and I am extremely happy to see the independent judging policy of ARTA.







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COOK OFF JUDGES PANEL





Martin Tarbuck Exucitive Chef, Bournmouth & Pool College



Sarah Ali Choudhury Celebrity Chef & Judge



Ian Jaundoo Exucitive Chef City & Liverpool College



Julie Hoult Head of Business Development Tresham College,Corby



George Thomas Executive Chef, Sous Chef @ Isaac At, Brighton Metropolitan College



Kuldeep Singh Lecturer & Celebrity Chef Nescot College



Stacey Wall Head of Hospitality, Greater Brighton Metropolitan College



Graham Taylor Senior Chef Lecturer, Cambridge Regional College



Cllr Dilwar Ali Royal Society of Public Health Expert



Amanda Belz Assistant Head Chef Trainer, Oxford Brookes University



Kashmira Patel Oxford Brookes Cookery School



Cindy Challoner Head Chef, Cardiff and Vale College





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Sanjay Anand, Mbe

Chairman, Madhu's

Welcome to the ARTA 2018. As the leading caterer in the Asian wedding market, it is an honour for Madhu's to be a partner in this fantastic annual event.

Our philosophy has always been to enable a client to be a guest at their own function. We have the experience and expertise to orchestrate even the most complex of weddings and corporate events. Our management team, award-winning chefs and an experienced marketing team are constantly creating new ideas so that we are ahead of our time, which enables us to maintain our position as market leaders.

Our success over the past 39 years has been possible due to the exceptional standards employed across every part of our business. The other secret to Madhu's success is the quality of our partnerships. We pride ourselves on a close working relationship with all suppliers that are involved in a Madhu's event - including the 5-star venues at which we have exclusive arrangements.

I would like to thank all the wonderful people that work with us to help make ARTA 2018 such a success.

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www.artauk.com

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BIRYANI

Just like it's delectable taste and wonderful aroma, the story of the origin and popularity of biryani travelling from Iran to the Indian subcontinent is remarkable. The sound of the word biryani itself evokes the taste of aromatic spices blended together with rice, vegetables, meat or eggs. Derived from the Persian word birian which means 'fried before cooking', biryani was graciously accepted in the Indian subcontinent just like any of their local dishes.

Not just that, India gave biryani its very own local flavours and with time, many varieties of biryani emerged in various parts of the country. While there are many contestants to the theory of the origin of biryani, the most accepted fact is that Mughals brought this dish along with them from Persia - now modern day Iran. Biryani was further mastered in the Mughal kitchens in India. Some historians also believe that the Turq-Mongol conqueror, Taimur, brought this dish to India.

The traditional method of cooking biryani

Legend says that the dish was served to the Mughal soldiers on Mumtaz Mahal's orders as she found the soldiers undernourished, on one of her visits to the army barracks. Vegetables and meat were added to rice and mixed with spices to cook over slow wood or charcoal fire in an earthen pot. Sometimes, the earthen pot was immersed in a hot pit and left for slow cooking to bring out the flavour of spices.

The earthen pot is covered well and sealed with dough to trap the hot air or dum inside. The meat and the vegetables release their juices and the rice gets cooked in their steam while the spices add flavour to the rice a subtle, yet tasteful, manner.

The onus of giving biryani it's acclaimed spot amongst worldrenowned cuisines goes to the Nizams of Hyderabad and the Nawabs of Lucknow. They were all known for their local versions of the dish, and also gave biryani some scrumptious company by innovating accompaniment dishes like mirchi ka salan, dhansaak, and baghare baigan.

A fascinating journey of enriching taste

Variations of biryani found in different parts of India

The different regions of India not just included biryani in their food culture, they also have the dish it's regional touch. The cooking method dum pukht which means a slow breathing oven in Persian imparts biryani its texture and flavour. However, other than the cooking style, the spices play a vital role in preparing a flavourful dish. The recipes of biryani have diversified over the years, some of them use all 15 spices, while other recipes mention a limited use of spices.

In the north, basmati rice is used for cooking biryani, which south India uses local varieties like jeera sambha, kala bhaat, to lend biryani its distinct flavour.

Kutchi and pakki biryani

In the Kutchi (raw) biryani, raw rice is layered with the meat and vegetables and cooked slowly in a heavy bottomed pan. In pakki(cooked) biryani, the cooked rice and cooked meat are arranged in layers and cooked to bring out a perfect blend of taste and flavour.

I now take you for an aromatic journey to explore the different authentic variations of biryani:

Mughlai biryani

The Mughals were known for their rich Mughlai cuisines, the Mughlai Biryani being one of their finest creations. This royal version of the meaty rice imparts a kewra flavour, increasing your appetite immediately.

Method:

- Soak few almonds for 10 minutes and peel. Grind it with ginger and garlic to make a fine paste.
- Soak, wash, boil the rice till almost done and keep aside.
- Heat three tablespoons of oil in a pan and fry onions till golden brown, remove the onions and keep aside.
- In another pan, heat 3 tbsp of oil and sauté whole spices- cinnamon, cloves, peppercorn, and cardamom. Add onions and cook till light pink in colour.
- Add the ginger garlic almond paste and ground spices like coriander, cumin, garam masala, to the above and fry till the oil starts separating.
- Now add the meat and continue cooking till it becomes opaque in colour. Add the lemon juice, yogurt, coriander leaves, salt, stock and mix well. Cover and cook till the meat is nicely tender.
- Now grease a baking dish and arrange layers of rice and cooked meat, top with the fried onions, mint leaves, saffron strands and cover the dish well. Cook for 20 minutes at 350
- The Mughlai biryani is now ready to be served.

Hyderabadi biryani

Hyderabadi biryani rose to fame in Niza-Ul-Mulk's rein, who was appointed by emperor Aurangzeb as the ruler of Hyderabad. In this version of biryani, saffron emerges as the star of the dish. This biryani is spicier than its regional cousins.

Method:

- Boil rice in a deep pan along with salt, cardamom, 5-6 peppercorns, one bay leaf, one stick of cinnamon, and cook till almost done.
- Fry onions in oil, dry on absorbent paper and keep aside.
- Grind together some cardamom seeds, 1 stick cinnamon, caraway seeds, cloves, and put aside. Prepare some ginger garlic paste also.
- Add salt and the ginger garlic paste to a few pieces of mutton. Now add the grounded spice powder, red chilli powder, half of the fried onions, yogurt, coriander leaves, mint, a tsp of oil and leave aside to marinate for two hours.
- Heat two tablespoons ghee in a pan and add bay leaves, black cardamom, cinnamon and sauté. Now add some onions and sauté till golden brown.
- Add the marinated mutton pieces and cook on a high heat for 3-4 minutes. Now reduce the flame, cover and cook till the mutton is almost tender.
- Take a thick-bottomed pan and add some ghee. Add the rice in one layer. Add the mutton in the next layer. Repeat with the rice and mutton layer. Sprinkle some mint leaves, fried onions, and saffron-infused milk in the topmost layer.
- Now cover with a thick lid and cook in Dum style.
- Alternatively, cook in an oven at 350F for half an hour

BIRYANI'S TRIP TO BRITAIN

The first mention of the 'pilao' is found in the Victorian cookbooks in the 18th and early 19th century. As the rich culture and heritage of the two countries intermingled in the British regime, biryani found its way to the suburbs and Indian Homes of U.K. Many restaurants in Britain cook quick-to-make versions of biryani. However, while roaming down the suburbs, you might suddenly experience the lingering aroma of authentic biryani. Make your way to the source of this delectable aroma and you are sure to find your favourite biryani being cooked and served right there.

Some finest Indian restaurants in the U.K, have preserved the original flavours of this precious dish. They prepare the scrumptious biryani, taking time and patience to bring out the best flavours and reminding you of the taste back home.

- ChefOnline Digital Marketing Team



HOW TO PREVENT ONLINE CARD FRAUD IN THE RESTAURANT BUSINESS

Running a profitable restaurant business requires much more than consistent hard work. Statistics suggest that small to medium restaurant industries face higher setbacks and a high rate of failure in their first year of commencement. Adding to the difficulty is the low-margin and fewer resources at the disposal of restaurant owners. They have to maintain high levels of security in cash management - especially online payments, as online card fraud is emerging as a huge challenge during recent times.

"In 2017, the food and beverage industry faced 117% surge in frauds as compared to 2016"

Shocking, isn't it? Restaurant owners embrace online transactions to give their business returns a boost by providing seamless payment opportunities to their customers whilst also reducing the manual difficulties on the business's part. However, this exposure to multiple channels and online networks makes them vulnerable to online card frauds. Therefore, an efficient fraud management system, that is also budget-friendly, is imperative every restaurant business.

Credit card frauds in the restaurant industry

Credit card frauds are definitely frustrating for the card user, but merchants too, are affected by this scam. Unfortunately, it is quite common for food items to be purchased using a bad card as the transaction may go through as successful initially. However, on the bank's side, the transaction may be flagged as "card not found" – this in turn means that the business has now lost both the goods, and the value of the goods!

Growth of online activity in the food business-An overview

Every business is on a lookout to grow in terms of a greater number of customers, better sales, and better reputation, and credibility in the market. To achieve all this, a restaurant strives to provide efficient services and a smooth user experience to its customers. In the service sector, customer reviews and word-of-mouth hold high credence. Hence, your customers are bound to advocate your food business if you provide them an exemplary 'food experience'. The restaurant owners and thence, compelled to provides services like online transactions through portals, third-party apps, and payments through credit card.

Also, if restaurants just rely on their fixed clientele, their growth and expansion plans will be thwarted in this competitive online marketing environment. Credit card payments and online ordering provide a better scope to reach out to more potential customers surfing It is our duty to communicate, provide you with the necessary information, and advise you to the best of our ability to ensure you are managing the risks that could threaten the success of your business.

- Israt Jahan, Customer Service Manager, ChefOnline

the web on a lookout for home-delivery eating/ beverage services.

Restaurants are tremendously benefited if they have a robust online presence. Firstly, they can be easily identified by new customers. Clients leave their feedbacks which help in improvisation and the positive reviews serve as a bonus for increasing the client base. Payments through net banking and credit cards become a must for online transactions. Plus, the restaurant also reduces its hassles by maintaining digital records and accepting credit cards instead of cash. Another advantage is that the scope of human error for calculations is greatly reduced with credit card transactions.

Wrap-up

Every business or start-up must keep these tips in mind to protect their food business against frauds and damage. Also, robust security systems for restaurants that have been introduced to tighten online transactions and prevent credit card frauds. New technologies are emerging every day to provide possible solutions for better security measures so that entrepreneurs and restaurant owners can carry out successful business operations while managing potential risks efficiently.

How to protect your business

1. Determine whether the transaction is genuine

Usually, the billing address and the delivery address is the same of food transactions. If the order is huge and the addresses are different probe further to ensure that the client is genuine. You could ask the recipient to produce the card through which transactions are done or check the signature with the payment card at the time of goods delivery.

2. Use an AVS (Address Verification System)

Using an AVS, you can verify the cardholder's identity by checking billing address, zip code and phone number with the issuing bank. An AVS match does not guarantee a 100% non-fraudulent transaction, and a non-match does not mean it's a fraud. However, you can probe further if it is a non-match.

3. Collect Card Verification Value (CVV) information

The customers provide the security code of their card for making a purchase. This three-digit card number is securely printed on the back of the card and cannot be easily retrieved by frauds.

4. Beware of anonymous email addresses

Always check for the authenticity of the email address from which an order is placed. If you find the account suspicious, look for further details.

5. Establish contact with the customer

The most effective mode of verification, you can simply call the customer and ask for his verification address etc. Use the billing phone number to establish contact and connect on to a one-to-one basis.

Here are some more tips to protect your online transactions and prevent credit card frauds:

1. Risk assessment

A comprehensive risk assessment tool will help you verify the potential risk of damage and vulnerability of your system to exploitation and fraud.

2. Monitor and analyse records

Keep your accounts updated and carry

out a timely monitoring and analysis of the files to spot unusual activities and fix loopholes before that becomes a target for fraudsters.

3. Exercise robust control

Credit card frauds can be greatly minimised by dual authorization.

Also, maintain strict protocols and keep your important business papers and online accounts in tight security.

T

CYBER

SECURITY

4. Hire proficient staff

Hire trained personnel who monitors the online business transactions and points out loopholes in the purchases. You could also train your business staff to be vigilant and monitor the online purchases carefully, study client profiles and report suspicious online transactions immediately. Build trust among employees such that they keep updating you with daily activities.

 Check goods are delivered to the correct address as stated on the order

Ask the recipient to show the card the order processed with

Obtain and check signature with payment card as proof of delivery.







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Asian Restaurant 2018

TOSTA The Custom & Tradition of Bangladeshi Cuisine

The Herring species of fish and the most sought-after food item in South-East Asia. Ilish Mach or Hilsha fish is contributing about 12% of fish production in Bangladesh and approximately 1.15% of GDP of the nation. As famous as the King of Bengali Cuisine, Hilsha is the national fish of Bangladesh. Owing to the fact that Bangladesh produces more than 65% of the total Hilsha production in South East Asia, Bangladesh got a patent on the Fish so that next time somebody craves an Ilish, they know exactly where to go.

Bangladesh has won the property right on Ilish Mach due to the favourable and higher percentage of production on the fish in the territory - meaning the export policies on this fish are controlled by the Bangladeshi government. The fish is found in rivers and estuaries in Bangladesh, India, Pakistan and in some parts of Myanmar. Majority of fishermen in Bangladesh are directly involved in earning a living from catching Hilsha during peak seasons. As per the river hovers, Bhadra is the Bengali month where the production is the greatest where the fishes are of bigger size and numbers. This corresponds to the months of July and August – typically, which is the monsoon season in Bangladesh. Furthermore, it is the month where the prices are significantly lower.

The Bangladeshi Government has banned export on Hilsha back in 2015. But recently the Bengali community in Bangladesh and West Bengal of India have come to terms to continue to trade. Traditions are well maintained when more people share. Bongs of East and West are infamous for their gluttony and we take this more as a compliment than critique. Ilish is a tradition shared in the entire Bangla community for centuries and we do not intend to restrict it in Bangladesh or West Bengal. Thanks to all the Bangladeshi and Indians who moved to the UK and brought fans to the Hilsha Fish Club, Britons are well aware now what Hilsha is all about.
Step by step procedure:

- 1 Take clean fish steaks and lightly marinade with turmeric powder and set it aside. Hilsha has a distinct flavour and best retained with light spices.
- 6 After the gravy starts to boil add in the turmeric marinated fish steaks in the gravy and cover
- **7** For the gravy, in a separate bowl, put in mustard seeds paste, poppy seeds paste, green chili paste, turmeric powder and salt. Mix well and set it aside.
- **7** After around 4 minutes take the lid off and flip the steaks. Flip carefully so that the steaks don't break. It is important not to overcook the fish, as just like any meat, the fish will become
- **Q** Let's start cooking. Take a pan and heat up around 5 tbsp mustard oil. When the oil is hot, add in cumin seeds, bay leaf and dry red chili. The cumin will start to splutter and you can smell the aroma of the dried red chili. The oil is now flavoured.
 - **Q** Add in split green chilis. Then cover again.
- ▲ As soon as the spluttering reduces a bit add in the mustard-poppy mixture to the oil. Cook for 2-3 minutes and lower the flame to low. Cook for another 2-3 minutes to cook the aromatics well. >
- **Q** 4 minutes after, take off the lid and add the remaining 2 tbsp Mustard oil. Swirl the pan lightly to mix in the oil.>

G After 3 minutes, add a cup of warm water and stir well. >

- Leave in for 2 more Ω minutes in low flame. >
- Take off the heat, your 11 dish is ready.

You Need

- 6 pieces of Hilsha steaks
- 2tsp turmeric powder (marinate and gravy)
- 1 tsp of salt
- 2 Tbsp of mustard seeds
- 2 Tbsp of Poppy Seeds
- 4-5 green chilies paste
- 3-4 split green chilies
- 1 whole dry red chili
- 1 tsp cumin seeds
- 1 bay leaf
- Salt as per taste
- 6-7 Tbsp mustard oil
- 1 big cup of warm water

That was easy, right? And undoubtedly delicious. Best served with white steamed rice, the dish can be equally enjoyed with pilaf rice. Raw green chili and onion will complement your Shorshe Ilish dish beyond imagination. You can add dry red chilis or green chili more if you prefer it hotter. The above recipe is mild and is suitable for anyone to appreciate the depth of the dish. Hope you will try the recipe at least once. Or visit a nearby Bangladeshi restaurant and experience the traditional heritage.

chewy.

Naima Zaman Content Developer, ChefOnline







www.londonteaexchange.co.uk

Time for Tea!

It is a good week to be visiting London Tea Exchange, I am told, ahead of the companies launch in November 2018. Some of the most prominent names in business, politic and media will be invited, so some of the top teas from across the globe are already out on display.

The new Brick Lane shop has already received three royal visits, and that's before it has been formally opened, all drawn to its huge selection of rare, premium quality teas from all corners of the globe. In fact the collection is so big, it's considered to be the largest collection of its type in the world and the Guinness World Records are attending the launch to make it official.

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Even Prince Charles is reportedly a fan of their premium earl grey; a 'classic' blend of a Sri Lankan black tea infused with Italian bergamot oil. But while founder and chief executive officer Sheikh Aliur Rahman is well versed on talking tea with Very Important People, he and the team are just as happy walking us ordinary folk through their range of more than 300 single estate varieties and blends from the world's 45 tea-producing countries.

The former City trader got the idea for the business from years of business trips to far flung places where he was treated to "lots and lots of tea". Surprised to find that, in a nation famous for the stuff, he wasn't able to get a lot of the varieties he had tried, Aliur spent over ten years collecting as many premium teas as possible before opening London Tea Exchange almost four years ago.

"I didn't want it to be just another High Street tea shop – we have enough of those," he explains. "I wanted it to be something that added value to the industry; gather the best of the best and bring it to London."

To that end, Aliur and his team select their estates based on their location (the best tea trees grow at 1,400 metres above sea level) and sustainable growing practices, visiting each producer to personally taste and select the teas.

London Tea Exchange Address: 103 Brick Lane, London E1 6SE Web: www.londonteaexchange.co.uk Tel: 0203 538 4041 This is a quality assurance test that can sometimes prove dangerous, as Aliur found when paying a visit to the highest tea estate in the world in Nepal. "It's right on the edge of the Himalayas and I had to climb up this mountain along a narrow path to reach it – I nearly died for that tea."

There are six types of tea (Green, Black, White, Yellow, Oolong and Pu-Erh) and they are well represented on the shop floor, among them the Mountain Gold, which was awarded Best Product of the Year at the 2016 UKBCCI Business Awards. Aliur also has a stash of around 80 'extremely rare teas viewable by appointment only, including the coveted Chinese 'Red Robe' variety, which retails for around £8,000 per gram. But if you're feeling a little lowbrow with your 2pm Twining's pick-meup, don't. "People always ask what I think about the supermarket brands, and the tea bags and I say 'it's great' - we want the tea industry to keep on growing as much as possible, we want them to do well.

"Tea is coming back into fashion – we get a lot of companies doing tea tastings instead of wine or chocolate; Starbucks has just brought out Teavana, Unilever has bought T2, I think there's a strong future in tea." In a nation of 165 million cuppas a day and 4 billion cups and counting globally, we'd say he's probably right.



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BREXIT Scopes and challenges for the curry industry

It had not been an easy ride for the curry industry since the June 2016 referendum sealing UK's future to Brexit. Already riddled with acute staff crisis, industry leaders supported the Leave campaign, inspired by promises that Brexit can pave the path for experienced chefs to be brought over from the subcontinent without having to meet high threshold requirements of migration laws. Reality proved to be otherwise and curry houses across the nation are exactly in the same place as before. None of the government policy papers published since the referendum remotely discusses the prospect of recruiting chefs from the subcontinent. As far as all policy papers are concerned, immigration must be contained and brought down. Besides chefs, the number of waiting staffs is also decreasing. Young European nationals who were readily available to manage front of house, are now leaving the country for a future elsewhere in Europe.

Beyond the staff crisis the eminence of Brexit resulted in new challenges. The devaluation of the pound means running the business is more costly especially if the restaurant relies on produce grown out of UK, which is all too often for Asian restaurants. Many Asian restaurants and food business use fresh and frozen produce from Africa, Europe and Asia.

Sadly, the law surrounding the movement of European nationals to and from UK is also in total disarray. With newspapers boldly flashing news of 'No-Deal' Brexit, the exact scope of change as to how the movement of goods as well as people would materialise is yet to emerge fully. There is also a lot of anxiety surrounding the commercial property market and food businesses who have invested in commercial property, may face the prospect of lower valuation for the first time since the financial crisis.

Amid such challenging times, it is vital to draw on all the strengths and to look out for scopes and there are many. Declining value of commercial property or at the least the status quo situation means more restaurants can chose to expand for a lower financial undertaking. It could be a ripe time to acquire leases or premises in lucrative locations to bank on dip in market prices. Brexit was very much a nationalism inspired phenomenon and it is also an opportune moment to nurture local talent. By investing in educating and training local chefs and waiting staff, restaurants will do well by showing off the 'Britishness' of the curry industry whose appeal goes beyond the ethnic community to people of all race and kind in UK.

Lastly, the crunch of Brexit had really forced many restaurants to scale up in their outlook and standards to remain profitable in business. And a very promising product of this proactive attitude had been the enhanced use of technology in running the restaurants, takeaways and commercial kitchens. Technological advancement such as online platforms, usage of EPOS, proactive digital and internet marketing are reducing pressure on staff, streamlining the ordering and payment process and allowing restaurant owners who have chosen to take the jump, to reap greater rewards. Technological advancement ushered in by the Brexit crunch is also inspiring younger generation to participate and carry the business forward.

This note ends with the sincere belief that the curry industry will continue to overcome all challenges, strive forward, and turn the tables around from challenges to opportunities.

30.09.2018



Nabila Rafique Solicitor, Lexpert Solicitors LLP



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INSURANCE A necessary evil or a life saver?



Jan Knights FCII

Insurance is a requirement by law - if you employ just one person, you must have employers liability insurance in place. Obviously it makes business sense to have the other covers in place as you never know when a claim will occur and when it does, without the correct insurance in place, it could have devastating consequences to your business, your home life and eventually you. What kind of insurance does a business need?

At SQUARE MILE INSURANCE SERVICES, we only use A RATED UK BASED INSURANCE COMPANIES, if you are insured with us and have declared everything, you will not have a problem with a genuine claim. Our restaurant binder is placed with AVIVA, an A rated UK company and the policy is adjusted to suit you the restaurateur and not a package, bought off the shelf. We understand your business, we understand what sums insured you need, we know what an EPOS system is and the cost of software to keep it going.

Firstly if the unrated insurer or offshore company goes bust you have no redress - you are not protected under the Financial Services Compensation Scheme – not only have you paid the premium which you won't get back but if you have a claim, this will not be settled. You will then have to pay out for further insurance so you will have paid twice - this is obviously not a saving.

What can you do to prevent this? All of us have to be savvy business people but what looks like a saving on insurance by using an unrated insurer, an offshore company (ie insured is a false economy. Don't use Unrated Insurers. In the event of a claim, if you are not insured correctly, this

Gibraltar, Lichtenstein etc) or misrepresenting your sums

is a disaster, to explain properly, you might be insured for £50,000 for your contents and suffer damage of £25000. If you should have been insured for £100,000, (more realistic) you may only get £12,500 ie 50% of the claim as you are 50% underinsured. But what is worse is that you could be investigated for fraud, as you have under declared figures to get a cheaper premium. If this happens you will have to declare this on any insurance you try to obtain the future and could result in higher premiums or that no A rated insurer would take you on or you may never be able to get insurance again. The declaration is not only for your business, but also your home and your car.

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We help you to decide sums insured, we assist with health and safety and fire risk assessment and perhaps more importantly, if there is a claim we will ensure that you are looked after and if need be, will attend on site to look after you.





The World of Technology for The Restaurant Business MIRACLES ON THE WAY!

The use of flint to ignite a fire for cooking was the first brush with technology, and since then, technology has evolved, progressed, and taken over! Come 2018, we are amidst breathtaking innovations in technology that could change the face of restaurants forever. Technology has penetrated deep into our lives, making itself a vital component of food and human existence.

From cooking in earthen pots to being served by gourmet cuisines by bots in the most upscale restaurants of the world - technology has brought a massive revolution in the treatment, presentation, and service of the food and restaurant arena.

What are the five elements of life?

Air, water, shelter, food, and sleep.

We have the newest addition to this list- technology.

Yes, and now technology has seamlessly blended with food to become a vital component of the restaurant industry; something a chef, food connoisseur, or a restaurant specialist cannot do without. New improved techniques are evolving every day.... and we human beings, have accepted it with grace. The first cooking range was consolidated in the 18th century so that food could be cooked for more number of people. The foundation of the restaurant was laid out that day!

Not so long later, came the era of cans where food could be preserved to be stored and used later. Technology

PRE-ORDER

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has indeed eased hurdles, found unthinkable solutions to problems, and made our lives better. We have seen breakthrough inventions, like the cooking gas and then the concept of refrigeration, again a major catalyst for the food business to grow and thrive. Electrical ranges for cooking and the computerization of sales registers it has been a superbly aromatic journey. Not to mention the dishwasher, microwave, oven, and the mixergrinder that proudly sit on every kitchen counters in the present day.

Being equipped with technology makes us feel in control, and rightly so! Digitisation has changed the way we select the dining venue, order food, or even avail the food service. It's all possible with the single-click of your smartphone.

You can easily order your favourite pizza at the click of your smartphone button. As technology has advanced, it has greatly helped the restaurant business to thrive, flourish, and showcase their creative elements to the world.

From seeking reviews about a restaurant to booking a seat for a date-night at your favourite restaurant, the Smartphone does it all. The web opens a plethora of opportunities for the restaurant business. You can now order ingredients online, showcase your business specialties on various marketing platforms, or even promote your restaurant on social networks.

Furthermore, you can promote your business by introducing offers, contests, early bird discounts, and more through social media platforms along with email services. Before going out for food or trying cuisines at a freshly opened eatery, people mostly check the web for online reviews. Make sure you provide great services such that people leave a positive feedback on Technology is fast moving, reducing the hassles and improving the scope of customer services.

your social media pages.

When we hear the term internet of things, it simply means the array of devices that are connected to the internet for different kinds of applications. This wireless technology does not need cords and batteries to keep them functioning. EPOS systems take care of sales and purchase, inventory monitoring, staff records, and reduce manual hassles in a big way. Restaurants can now be managed on the cloud!

What an incredible experience it is to book your reservation online or even with a tabletop tablet ordering system you can order and pay for food digitally with no fuss. One way restaurants help promote this hassle-free, digital environment is by offering free Wi-Fi. This means customers can be online to snap away their food to their friends on social media and businesses benefit by the recognition.

At the back end, restaurateurs are constantly trying to keep up with fast-paced technology - Bluetooth sensors are now being used by the food industry to check the food and equipment quality.

After hearing the term digital, the coming era belongs to bots and AI. Human research has reached the pinnacle of technology where Intelligence and functionality are being bestowed upon non-living things, such that they can perform tasks using their artificially-fed memory. VR technology will now manage, monitor, and train the restaurant staff. Implementation of VR and AI will further reduce the scope of mistakes, improve efficiency and curtail extra costs in the long run.

AI technology is now used to perform tedious and difficult tasks, easing the burden on humans. AI, when efficiently supplemented by human forces such that they work hand-in-hand, greater levels of job efficiency will be attained.

A fully- automated burger-making robot machine was recently in news. Moreover, bots have apparently replaced human forces for serving food in some restaurants. The reason being is, technology is fast moving, reducing the hassles and improving the scope of customer services.

> Restaurant owners have specialized tech services at their disposal which helps improve their food quality and service efficiency. Advanced software to maintain and track

> > inventory, personnel, orders, sales, and billing. Technology is being used to test and improve the food quality, and with the digital ease of ordering and payments, the user experience is improving day by day. As long as we have dreamers and creative innovators, technology will continue to evolve, and the restaurant services will excel.

- ChefOnline Digital Marketing Team

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John Luër

International Sales Director

All of us here at Agrosuper are delighted to be a part of this year's inaugural ARTA Grand Finale and Awards Ceremony that is setting a high standard in the catering industry and celebrating those who rise to the occasion in their communities.

We are all committed to excellence in the food we deliver and would like to thank the Asian Restaurant and Catering industries for their continued support of Agrosuper and loyalty to Super Pollo.

We'd like to congratulate all of this year's participants for standing strong in unity to keep the incredible heritage of Asian food alive and well in the UK!



The Power of

SE

These three letters-SEO, they seem harmless, right? For some, yes of course. But for others, these are a sinister internet weapon that can ruin or determine your marketing future. In this world of serious online competition, SEO means the world to online marketers.

So, what is SEO? Most of us have gathered information in bits and pieces from friends, the internet, and word-of-mouth. Let's put it this way. SEO is the fuel that the 'marketing' bandwagon uses to reach its destination smoothly quickly. With more than a billion websites evolving, every marketer wants to get the best slice of cake. SEO employs a series of tactics so that your website appears on the top of the search engines, and potential customers can easily identify them.

SEO can also be described as a strategic and an authentic method of improving brand visibility. It is also known by the terms organic search or natural search.

Increased traffic, better revenues, and more visibility; the benefits of SEO for a website are tremendous. If you can be easily spotted in search results, people will immediately click on your website – it is as simple as that; greater traffic will be driven to your website leading to potential leads and sales.

The premium position? The top slot of the search findings.

A user types certain words that are relevant to their search. Your website's page rank listing is determined by the how useful is it for the user. Giant search engines like Google and Yahoo crawl the website to review the relevance of its content for the user. They display the search results based on their search ranking. They match the information and provide the search ranking accordingly.

So, how would you improve your search ranking? By including all elements that search engines are searching for.

As said earlier, SEO is the fuel for online marketing, likewise quality content is an imperative element of SEO. With such fierce competition, make sure you provide engaging and interesting content to your audience. Quality content never goes out of style and establishes the reputation of your website as an authority in your realm. Websites are churning out millions of blog posts, articles, videos, social media content, and so much more.

Does this come to the viewer's notice? Not really. The aim of every piece of content on the web is to ultimately increase the visibility of a website/webpage. These pieces are written to lure and convince customers to buy their product or service. But let's face it, many of these internet articles just go unnoticed. But what is it that grasps the customer's attention and compels them to stop and go through the content? Quality and purposeful content.

Customers want to gain knowledge or are looking for a solution to something So they keep browsing the web till they arrive at their solution. This means surfing multiple blogs and articles of various websites. But sometimes, they do stumble upon exactly what they are looking for-content that makes sense and offers a viable solution to their queries. And that, my friends, is the beauty of exceptional content marketing. It has the power to draw the right traffic to your website - and compel them to stay! Eventually, with some more effort of influencing surfers, it will turn into conversions.

Hence, by combining SEO and content marketing efforts, marketers can influence potential customers who are in the initial stages of making a purchase decision. Now let's delve deeper and take a look at one of the sectors where SEO has a big role to play- Restaurants.

How? Here are some SEO tips for restaurants to boost their online visibility:

A defined SEO strategy: First of all, clearly define the geographical location where your food outlet is based. This helps in better local searches where people can easily identify your outlet in their vicinity. Also, make sensible use of keywords which a prospective customer would search online. If you specialise in a delicacy or gourmet meal, do talk about it in your web information. Use on-page optimisation and indexing techniques; optimising your listing is an important local SEO strategy!

Your NAP (name, address, phone number) should be correct and consistent across all sources of information across the web. Make sure your website is mobile friendly and can be accessed from a variety of devices on a variety of browsers.

Engage with customers on social media: Social media is a great platform to build an everlasting relationship with customers. Make a social media account/page on all authority channels and start engaging with your potential customers. Share interesting stories, customer experiences and post their feedback on your wall. For the ardent foodie followers, churn up some signature recipes and ask for their reviews. Keep your fans and followers in the loop and finally, direct them to your website using call-to-actions, events, etc.

A contended customer is your biggest asset. They are a direct source of marketing who will promote your services across all social mediums and word-of-mouth. Do make sure your restaurant ratings and customer reviews are shown on the search results.

Content: Show the world what you are best known for food! Create engaging blog posts, share interesting articles on food and even post videos and images to promote your eatery on Facebook, Twitter, Instagram, and other such social networking sites. Keep your audiences hooked on to you.

Though search engine optimisation is still like an unsolved mystery to most web users, you have to understand its basics concepts. Once you master the art of optimising your website for search engines, trust me, you will be at the top slot in all search results!



MD Fuad Hasan Operations Manager, ChefOnline

SEARCHES CAN BE CATEGORIZED INTO THREE TYPES:

- 1. Navigational- user searches the internet using a specific brand name
- 2. Informational-User wants specific information about a company/product/ services
- 3. Transactional-The user types a specific query to learn the exact information about a product or service





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	Loanhead Midlothian	Zaynab	lpswich
	Edinburgh	Chokhi Dhani	London

Best of Thai

Northern Ireland

Bangla	County Durham	Bangkok Loung	Harpenden, Hertfordshire
Tuk Tuk	Newtownards	Thai Lounge	Lingfield, West Sussex
Bithika	Belfast	Thaii Fusion	Sittingbourne, Kent

Wales

The Grand Sultan	Port Talbot	Bangkok Lounge	Harpenden, Hertfordshire
Rose Indienne	Swansea	Royal Thai	Chatham, Kent
Duchess Of Delhi	Cardiff	Spice Fusion	Rainham, Kent

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East Anglia

Aroma	Radlett
Bombay Night	Felixstowe
Cam Spice	Cambridge
Cumin Bar	Broxbourne
Curry Garden	Potters Bar
Curry Palace	Cottenham
Vintage Indian	Dunstable

South East

Bengal Brasserie	Bexhill-on-Sea
Darchini	Horsham
Eshnas Nutrition	Worthing
Hampton Tandoori	Hampton
Spice Garden	Eastbourne
New Curry Center	Horsham
Curry Inn	Heathfield

Kent

Bangle Lancer	Chislehurst
Cliff Spice	Cliffe Woods
Jumeira Indian Restaurant	Staplehurst
Lazeez Indian Takeaway	Bromley
Raja of Kent	Tenterden
Secret Spice	Margate
Taj Barming	Maidstone

South Central

Spice Lounge	Burford
Cafe Spice	Oxford
Madhuban Tandoori	Liss

South West

Spice Club	Bridgwater
Cafe Spice	Sturminster Newton
Spicy Kalkata Club	Gloucester





Aladin Brick Lane	East London
Anokha	City of London
Grand Trunk Road	South Woodford
The Empress	East London
The Gaylord	Docklands
Indian Moment	Battersea
Indian Room	Balham
Palki	London

London

Khan's Battersea	Battersea
Penge Masala	Penge
Thali & Pickle	Balham
Bayleaf Restaurant	Barnet
Bengal Indian	Crouch End
Depali Indian Restaurant	Palmers Green
Ruhit Indian	Brent
Spice Island	Islington

North East

Bengal Brasserie	Leeds
Seaton Tandoori	Hartlipool
Akbar The Grate	Darlington
Mumbai Majestic	Hartlipool
The Vine Indian Cuisine	Sheffield

North West

Arong	Waterloo
Asha Indian	Bury
Bhaji Fresh	Warrington
Hot Chillies	Bolton
The Edge	Manchaster

East Midland

Curry Art	Derby
Hasan Balti	Stevenage
Memsaab	Nottingham
The Spice Lounge	Northampton
4550 Miles From Delhi	Nottingham

West Midland

Akash Balti	West Bromwich
Bombay Palace	Coventry
Chutney express	Birmingham
Royal Bengal	Coventry
Agra Palace	Nuneaton

Regional Chef of the year

Region	Business Name	Town/City	Chef Name
East london	Sheba Indian Restaurant	East London	Sultan Miah
North London	Taste of Nawab	North London	Shah Bablu
North East	Cafe India	Southshield	Syed Khanur Ahmed
East Midland	Taste of India	Northampton	Amru Miah
North West	Aintree	Liverpool	Shahin Ahmed
East Anglia	Cafe Goa	Barton-le-Clay	Saifuzzaman Khan
South East Kent	Spice Fusion	Kent	Abul Hussain
South East	Mahaan	Worthing	Mohammed Ali
South Central	Arzoo	Bicester	Arzoo Miah
South West	Spice Lodge	Cheltenham	Ram Jalasutram
Wales	Indian Empire	Caldicot	Abdul Boshor





SOCIAL MEDIA MARKETING!

Paving Better Opportunities For The Hospitality Sector

The ever-increasing clientele of the internet has made Social Media Marketing today as one of the most powerful mediums of advertising a product and services. It has revolutionized the way of doing business.

\$

SUCCESS

BUSINESS

Social Media Marketing is extremely effective in propagating new products and reaching out to customers all around. Its importance in spreading awareness of social messages and business prospects is surpassing the print and electronic media also. More importantly, the Social Media Marketing ensures an extremely personal and humane touch in its contact with the people.

Given the fact that today as the internet is highly accessible with more and more

people hopping on to the social media platforms, its marketing reach has reached phenomenal heights and hence, is reaping rich dividends to the advertisers of various businesses and entrepreneurs. In fact, there is also a lot of learning and knowledge to be gained for the people through the platforms of social media.

The various platforms which have mainly contributed to the making of social media marketing, a powerful marketing medium, are broadly Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest. All these platforms have the same objectivity, that of information, interaction, advertisement and of boosting revenues and the brand value, but have slightly varied methods of content and presentation.

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Facebook is one of the most popular sites as it helps in building a strong following of friends and a robust customer base. It is a lively platform for advertising and marketing of products and the sharing of offers and services. Its customer base is 1.65 billion users.

Twitter which has a customer base of 310 million is fast paced and concise. It is easy to connect and it allows contents of maximum 140 words only. Like Facebook, Twitter also allows photos and information's to be shared on its site.

The variety of videos on YouTube makes it an engrossing platform. The audience and the customers find video speaks to be very imaginative and educative. They find videos to be more engaging than mere text messages.

Pinterest is a platform of eye-catching slogans and strikingly clear images. This combination makes it an attractive site for advertisement. Images are linked to the advertiser's website for more information of the product.

LinkedIn is a B2B site for business professionals where they are able to meet and interact with people in their same industry. This site is instrumental in the recruitment process also. Upload your complete resume on this social networking website and keep in touch with the industry specialists. Monitor the latest trends and take the plunge on any opportunity that comes your way. The impact of the Social Media Marketing on various businesses has been immense. One sector which has really blossomed is the Restaurant industry. A Services Consumers find it easy to access the various sites for rates and offers of the culinary delights. Suggestions are given by the consumers on the various sites where to dine out.

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sector, it has really grown leaps and bounds due to the wide-ranging accessibility of the internet and its huge penetration levels everywhere. Millions of bookings and reservations are made through the Social Media sites. People are motivated to try out new eating joints. The advent of Social Media Marketing has brought about a radical change in the Restaurant industry and has given rise to a phenomenal growth in the number of people visiting restaurants, eating joints, and cafes.

Online bookings also offer several lucrative offers, discount coupons, and early booking discounts. As a potential client, like the restaurant's business page and follow them on social media. More than 50% of the business and leisure bookings today are being made through the various sites. If you are lucky to win contests, you might just bag a discount coupon or a free dining experience at your favourite eating joint!



People can avail facilities in excellent hotels, lounges, and restaurants at reasonable prices which hitherto would have been impossible, through bookings done on social media pages.

Reviews and Suggestions on the sites by fellow customers throw a lot of insight about the quality of services provided by the restaurants. The reviews further act as effective feedbacks for the restaurants also to tighten the loose ends and facilitate improvement in their establishments in order to stay in business.

Facebook, Twitter, Instagram, YouTube are the most popular in attracting consumers to their sites. Today transparency is the buzzword. And coupled with easy access and comparisons of rates through these sites, travellers are having a rollicking time.

Consumers find it easy to access the various sites for rates and offers of the culinary delights. Suggestions are given by the consumers on the various sites where to dine out. Reviews are freely exchanged about the culinary delights, quality of services and the ambience of the restaurants.

Restaurants that are able to improve upon all round efficiencies and services are able to thrive immensely. Their popularity rises to new levels. For others, it acts as a stimulus to work hard and keep on innovating. The criticisms on the sites allow for ways and methods to overcome the shortcomings. By improving their efficiencies they automatically find themselves being talked about in the social media.

Social Media Marketing has left its mark on the Restaurant business greatly. In comparison to 10-12 years back there has been a tremendous change. Social Media has today become a very powerful marketing tool. As the penetration level of the social media sites is extremely deep and ever-increasing Restaurateurs find its marketing much more lucrative than even the print and electronic media.

There is no doubt that the transition from various modes of marketing to the Social Media Marketing has attained new heights and will continue to do so with the ever-burgeoning internet traffic. There is no denying it.

- ChefOnline Digital Marketing Team



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Five-Star: A Formula for Better Business

www.artauk.com

What is a Food Hygiene Rating Scheme

The scheme was introduced by the government in November 2010 to give clear information to consumers about the businesses' hygiene standards with regards to legal compliance. This is the most successful hygiene scheme to date in the UK. A rating from 5 to 0 shows how a business is doing with regards to producing safe food for its consumers and enable customers to make an informed decision about where to buy their food from.

Why it is important for my business

The rating given by your inspector/health officer is very reliable and your customers value it and put their trust in it. This is like a 'badge of honour' for your business and is a great marketing tool too. You and your staff should take credit for it and should be truly proud of this achievement.

What do the stars mean

A five star tells your customer that your hygiene standards are very good. A four star indicates it is good. A three star shows that your hygiene standards are generally satisfactory. A two star means some improvement is necessary whereas a one star indicates that major improvement is necessary. Finally, a zero indicates that urgent improvement is required

What an inspector looks for

When an inspector visits your business, he looks for the following five things – handling of food, storage, how do you prepare your food, how clean your facilities are and how are you managing your food safety.

How to get the stars

I have a simple formula that I think can help you to achieve this rating: $c^2 + m = 5^*$. This is not a mathematical formula though! You need to follow the four C's which are: Cooking + Chilling + Cleaning +

Cross contamination (c^2) and Management (m). If you follow these four Cs and the manager/owner manages the food safety effectively, you should get a Five star rating (=5*).

How to follow these four Cs?

Firstly, you need to make sure that all of your food is handled hygienically at every step of its journey from the point of buying to serving your consumers. This include delivery, storage, defrost, preparation, cooking, cooling, refrigeration, reheating and serving.

Secondly, make sure that physical condition of your business is being looked after. This include cleanliness of everything such as all the equipment, walls, ceiling etc. good layout of your kitchen and storage to avoid cross contamination, enough lighting so that your staff can see everything clearly. Ventilation has to be appropriate to control humidity, smell, mould etc. Mouse and cockroaches are a major cause of restaurant closures, fines and prosecutions. So make sure that you are doing everything to control the pest problem.

Finally, you must manage ways of keeping food safe, looking at processes, training and follow a system such as HACCP to ensure good hygiene is maintained. The officer can then assess the level of confidence in standards being maintained in the future.



Mr. Abdul Hoque Habib BSc. Honours ACIEH Managing Director of London Training Centre Limited



Top 10 tips to get a Five Star:

- Personal hygiene of all staff must be of a very high standard
- Premises, your workplace, all equipment and accommodation should be clean
- Pests (mouse, cockroach etc.) must be prevented and controlled
- Pets (cats, dogs etc.) should not be allowed in the premises
- Cook all hot food thoroughly and reheat piping hot too
- Clean and disinfect all the food-contact and hand-contact items/areas
- Chill all cold food below 5 degree celcius
- Cross-contamination must be avoided i.e. row meat/chicken always on the bottom shelf, use different colour coded knives and chopping board, wash your hands properly etc.
- Complete your Safer Food Better Business (SFBB) diary every day
- Train all your staff on food safety and SFBB.



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Acces



EPOS TECHNOLOGY GO DIGITAL TODAY!

Cashless payments, innumerable cards, and digital wallets - Brits rarely carry cash these days. Hence, if you are still imbibing old methods of cash payments for your business, you could be losing a lot of money in annual sales.

EPOS (electronic point of sale) technology is the new system of modern cashless payments that work equally well for your business and the customer. All you need is a card reader and POS software. This system was introduced in 1992, and by the late nineties, 89% of UK's grocery retail sales were being done by the EPOS system - making it a staple business tool!

The mammoth need of management of stock, warehousing, and sales in the supermarket arena, was the biggest kick start for the EPOS system.

Both small and large retailers have tremendously benefitted from the installation of EPOS systems in their units – with the ability to track stock, sales, and even the performance of staff. Payments methods are streamlined and secure. The growth of the internet has been a major factor in the evolution and viability of EPOS systems.

Here are some EPOS statistics from Britain's System of Grocery Distribution:

- **75%** of units have seen a surge in labour efficiency
- 63% have witnessed better product availability
- 55% units have experienced improved security
- 100% of the units have benefitted from cost-reduction

Some EPOS systems require a smartphone plugged in. Wireless versions are also available that need to be charged from time to time.

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That's commendable!

As we see, the figures speak for themselves of the impact EPOS systems have had on the working efficiency of retail units.

With the growth of online retail business, the need for more advanced and highly customized EPOS systems came into demand. EPOS can be tailored for specific business needs. Advanced EPOS software can monitor sales of online portals, integrate sales, adjust stock and track sales. From the customer's perspective, it's a wonderful user experience of seamless online shopping. And at the business's end, it's not just accelerated one-time sales, they also gain a devoted customer for life.

While machines and operating devices are required to install the EPOS, the real power lies in the software. Skilled programmers and software administrators are developing productive, yet cost-effective, software to meet the tailored specifications of businesses. No matter how small or huge your business is, EPOS' have the power to streamline stock monitoring, manage sales and basically, add value to your business!

Since people do not carry much cash these days, it becomes mandatory for a retail unit to maintain an EPOS card reader. Also, businesses that only take cash payments are looked upon as old fashioned whilst also deterring potential customers that don't carry cash. EPOS system consolidates and synchronizes all areas of the business like inventory, purchase, sales, and labour management. This improves the functionality and efficiency of the overall working of the retail unit.

Here are some key points why your business should be equipped with an EPOS:

Cost-effective: Some EPOS systems require a smartphone plugged in. Wireless versions are also available that need to be charged from time to time. A cash till or even manual account needs constant maintenance, not to mention, that they do not come free. An EPOS system in contrast, is a relatively hasslefree device with low-cost maintenance. The apps are simple to download and can be installed in minutes.

Speedy: Manual transactions can take forever! Standing in long queues for endless hours is taxing as well as time-consuming. Imagine the scenario where customers count their money, take out the correct amount and hand it over to the cashier who counts it again. As opposed, the EPOS system is digital where you pay with your card/digital wallet or type in your PIN. The POS system charges the exact amount and there is no scope of human-error in counting. These EPOS systems are more secure and initiate faster transactions.

Convenient: Easy to learn and convenient to use, you do not require special training classes to use EPOS systems. EPOS systems get easily synced with iOS and Android devices to provide faster checkout. These systems can also be integrated with accounting and inventory software to synchronize all areas of the business.

Depending on the magnitude of your business, your EPOS unit will be installed with high-performance processors that sync the tablet menus, ordering stations, kitchen printers, thermal receipt printer and digital systems at the payment counter. This digital networking serves as an imperative tool in this industry - providing better work efficiency, co-ordination, and less delivery time of orders. This, in turn, increases the table turnover for the owner, and speedy service means happy customers who will definitely return to avail services again.

EPOS systems can be completely optimized for the concerned industry. You can ask your EPOS system programmers to include features that make it easier to run your hotel/restaurant business. EPOS systems come in a variety of designs with different types of modules that cater to specific industries. Your programmer will customize the EPOS software to meet your business requirements such that the downtime is reduced and the productivity is increased.

- ChefOnline Digital Marketing Team



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VISIT BANGLADESH A Kingdom of Raw Beauty

The blue of the ocean and the sky floating somewhere in the lap of the mountains – it is as if you can go for a stroll in the kingdom of the clouds. If you wish, you can have a shower in the tears from a hill stream. One can go to the country of rainwater, where the trees have been sunk in half the water. See a fascinating place covered with water on rocks inviting you to take rest. Both one of the largest mangrove forests and the longest beach in the world can be found in one country. The name of the country is Bangladesh - a land of unique diversity. It lies with unimaginable splendours like hills, seas, rivers, waterfalls, forests, historical monuments, etc. The country is truly the allure of beautiful places; the serene swamps of Ratargul, the blueness of the water in Tanguar Haor, the starry sky of Saint Martin's Island, the greens of the vast tea-gardens in Sylhet, Bandarban's Thanchi, Sylhet's Bichanakandi: water on the rocks, etc.

Bangladesh, however, is a small country in size; its beauty is not less than the beauty of many other countries. There are so many eye-catching tourist spots in Bangladesh that you won't

believe until you see them.

The world's longest sea beach, Cox's Bazar, is here and the latest addition, the longest ma-rine drive has also been added - so Cox's Bazar is now more of an enjoyable tour for locals and tourists. Besides Lavani and Sugandha beaches in Cox's Bazar, there are Himchari, Inani, Shamlapur, Hajampara and Teknaf on the Marine Drive. It seems that each beach is the collection of diversity. It's nothing but a blue ocean that disappears in the horizon with rows of coconut trees, coral stone across the beach, and fishing in tidal water. This small island is covered with raw beauty. There is no particular place in Bangladesh that is favour-able individually as the blue sea of beauty is everywhere. Saint Martin is the only coral is-land in Bangladesh. It is literally a piece of heaven on earth – such that it is locally known as Narikel Jinzira.

The highest peak, Nilachal, lies in Bandarban of Chittagong Hill Tracts (CHT). From the peak of the mountain, one can enjoy the entire beauty of the hill district. Nearby, there is a beautiful waterfall too. A few kilometers from there, there lies Chimbuk Hill and Boga Lake. Not too far from Bandarban town is Nilgiri - one of the most popular tourist centers in the district. One would believe the area has been taken straight from a picture.

Rangamati, another hill district of the country, is rich with treasure-trove of natural beauty. If you pay a visit to area, you can see the hanging bridge, Shuvalong stream, Took Took Eco Village and PEDA Tingting. Sajek, a valley in the clouds, is the most popular tourist centre in the district. Many call the valley Rangamati's roof as one can enjoy the entire beauty of nature in the hill area from the peak of Sajek.

Alutila Hill is the most notable tourist spots of Khagrachhari. Another fascinating place of the hill is its tunnel. A cold waterfall is going through the cave.

Apart from the eye-catching spots, there are some other noted exciting destinations with fascinating scenic beauty scattered in and around Moulvibazar's Srimangal upazilla, Sylhet's Bichanakandi, and Ratargul.

Extremely family-friendly, you can enjoy your time





with loved ones at the fantastic resorts in Srimangal. You can also halt in Sylhet and go from there as it's only two-hour ride to Srimangal.

To truly grasp the raw beauty of Bangladesh, you must visit places like Lawachara Nation-al Park and Madhabpur Lake. Lawachara is absolutely paradiselike; luscious and green.

Madhabpur Lake is an eye-dazzling little natural water body. It is filled with little hillocks. It looks like the picturesque beauty when the violet lilies float on shallow depths of the lake. Among all these, don't forget to have the seven-layer tea at Neelkontho Tea Cabin.

But what makes hillocks of Bichanakandi - located in Sylhet's Goainghat upazilla different from other beauties of nature? It has recently become popular among local and tourists as they can witness hillocks change their colours from brighter shades of green to lighter shades of blue.

Near the city of Sylhet, Ratargul is the country's only freshwater swamp forest. Many call it the Amazon of Bangladesh. Koroch trees are one of unique elements of the forest. Dur-ing monsoons, these trees, almost 40 feet in height, are submerged to a depth of around 20-30 feet.

The country is really the allure of travel enthusiasts. Take Kuakata and Sundarbans as major instances.

Kuakata, locally known as Sagar Kanya (daughter of the sea), is located in Patuakhali district of Bangladesh. It has the long strip of marbled sand beach (30 km long and 6 km wide) from where one can get a full view of both the sunrise and the sunset. On the eastern side of the beach, a long sandy bed of red crabs scatter out. The beach has gently slopes into the Bay of Bengal. It is also a home to migratory birds that generally appear during winter.

The most precious trove of Bangladesh's natural beauty is Sundarbans, the world's largest mangrove forest. It is the kingdom of Royal Bengal tigers and other wild animals like crocodile, different species of snakes, monkeys, deer, etc. It is also home to a great variety of plants like Sunduri trees.

Besides the serene places as mentioned above, here are other recommended places you can visit include: Kantoji Temple and Ramshagor Lake in Dinajpur, Bogra's Mohastangarh, Shona Mosque in Chapainawabganj, Baghacharghat Mosque in Rajshahi, Paharpur Bud-dhist Vihara, Bagerhat's Shat Gambuj Mosque, Dhaka's Ahsan Manjil and some other historical spots – all of which will prove to be a refreshing trip on the weekend.

At the end of the day, Bangladesh has really proven to have some real potential for tourism. Since tourism in Cox's Bazar has drastically increased over the last few years, it is almost inevitable that it will prove to be the third largest sector in the country to earn for-eign exchanges – after garment production and manpower. Tourism is a multi-lateral sector because through tourism, a variety of people are benefited hotels, transports, shops and restaurants.

In addition to this, this Bengali nation has earned reputation across the world because of its unique characteristic - the enchanting hospitality. Guest entertainment is just like worship for people of the country. They get immense pleasure by entertaining guests. Around 90% of that happiness is through serving tasty delicacies. Besides the rich cultural heritage, the sweetness of mangoes and litchis, panta bhat (rice soaked in water overnight) with fried hilsa during Pahela Baishak, the first day of Bangla New Year, Chittagong's 'mejban', beef is cooked in large batches, Khulna's Choi jhaal, often used in mutton and beef dishes, sutki, Bogra's doi and other traditional items also attract tourists. To summarise. Bangladesh is not only home of nature but also tradition. People equally care about the presentation and garnishing of their dishes as equally as taste! The country is truly a land of hospitality. Hospitality is so important to the people here, that it truly does sadden them when guests leave.

Md Mizanur Rahman Himadri Journalist, The Daily Star

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HEALTH BENEFITS of Spices

The herbs and spices which occupy your kitchen shelves and sit comfortably in airtight jars till called upon are not just about adding flavour and taste to your meals. It also has a plethora of health benefits associated with it which not everybody knows about - but can open a world of healing possibilities and reduce ailments without spending a fortune on medications.

Even nutritionists and doctors state that a little bit of the right spice can make life easier and reduce an array of complications. With each and every spice having its own set of properties, taste, distinct aroma and healthgiving properties, you can make use of the ones according to the ailments or health issues you are currently suffering from.

Cinnamon: Being one of the most evocative seasonal odours in the kitchen, the warm and heady aroma of cinnamon is hard to miss. It not only spices up your favourite foods and offers a lingering smell to your festive candles but is also beneficial for your health in several ways.

Loaded with polyphenol antioxidants, cinnamon is great for curing nausea, diarrhoea, fungal infections and even nasal congestion. This wonder herb is great for obese and diabetic people as other health benefits include metabolising fats, controlling diabetes and aiding in weight loss.

The human body is exposed to extensive free radicals; all of which are caused due to excessive alcohol consumption, smoking, air pollution, environmental hazards and stress. Cinnamon helps to protect your body from damage incurred by such radicals and keeps your healthy.

Cloves: Apart from keeping all those creepycrawlies at bay, cloves are immensely popular for its ant parasitic and antiseptic properties. It is great for digestion and can be given to anyone suffering from gastric pain. Though it undoubtedly enhances the flavour and aroma of savoury dishes, it also works quite well with hearty meat dishes and baked hams.

A well-kept secret of clove is that it is extremely beneficial in relieving toothache and gum issues. Simply keep 2 or 3 cloves on the concerned teeth or affected area and you will get instant relief from the pain.

Nutmeg: Nutmeg was first found in Indonesia and is the seed of a tree native to that place. One of the most essential health benefits of this spice is that it helps to cut down on the use of salt without compromising on flavour and taste. Salt, as we know, when consumed in excess quantities can cause high blood pressure, water retention in the body and other such complications with its daily usage being set at no more than 6 grams a day. Combine nutmeg with lemon juice and some fresh herbs for a wonderful flavour without salt.

Being rich in salicylates plant compounds, nutmeg boasts of some anti-inflammatory and pain-relief properties which bring instant relief when used. Salicylates have also been scientifically proven to reduce the occurrence of cancer, Alzheimer's disease and cardiovascular disease in individuals over the age of 60.

Ginger: A warming spice used in almost all salads and soups, ginger is one spice which you simply cannot miss. With a plethora of health benefits in its arsenal, ginger helps fight inflammation, cleans the colon, eases nausea and any kind of pain whilst also improving blood circulation in the body. Open wounds are best treated with a paste of ginger due to the amazing antioxidants in it.

Due to its pain-relieving properties, ginger has found its use in reducing the muscle pain associated with rheumatoid arthritis or brought about by exercise. Ginger helps reduce inflammation which is caused due to inflammatory bowel disorders too.

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Turmeric: Apart from its beautiful golden yellow colour which it imparts to curries, turmeric boasts of an active ingredient called curcumin which is loaded with antiinflammatory properties like no other. Applying a pack of turmeric helps to cure wounds really fast while also reducing inflammation. Another added advantage of curcumin is that it stops the re-growth of fat after someone has lost a good amount of weight.

Drinking turmeric mixed in warm milk is one of the best ways to combat a cold; a remedy no cough and cold medication can beat to date! Since turmeric has been proven to prevent blood clots from building up, it is also great for consumption amongst people who are more prone to heart attacks.

Cardamom: Popularly known as the queen of spices, just a little bit of cardamom is all you need for great taste and flavour in almost everything. It is quite commonly chewed in India after a meal to avoid bad breath and leave a nice flavour in the mouth. Its antispasmodic properties are quite useful in easing abdominal cramps and respiratory problems. Another hidden health benefit of cardamom is that it helps control high blood pressure and eases stress and anxiety.

The best part about this spice is that it can be chewed raw and the taste will only leave you asking for more!

Black Pepper: Apart from being abundantly found in almost all kinds of soups and broths, black pepper is loaded with some great anti-inflammatory properties and can help in painful joints, arthritis, and other similar inflammation issues.

One of the biggest health benefits of black pepper is the presence of a substance named Piperine which inhibits the formation of new fat cells in the body and helps burn calories faster. It has also been proven to reduce the cholesterol level in the human body and enable it to fight infections better. In order to ensure optimum maximum benefits out of all these spices, it is imperative that you keep them in the best of conditions. Always store your spices in a dry, dark and cool place. Your kitchen cupboards which have a closed door would be an ideal place. Also store them in clean, dry and air-tight containers to ensure that air and moisture do not enter it.

By doing so, you will help your spices to retain their nutritional benefits and prevent their aroma from either getting lost or dispersing into the cupboards and drawers. Always use the spices within its use-by date as spices tend to lose their power and freshness after a certain point in time. Dry spices are best used within 2 years' time while the whole ones can be kept for up to 3 years.

To retain the best of flavours and health properties, buy whole spices and grind them at home using a pestle and mortar as need be! A little difficult but worth it!

- ChefOnline Digital Marketing Team



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