

ARTA

## Britan Best Asian Cuising award





JUDGES PANEL 19

32 FOOD ALLERGIES AND THEIR 20 CAUSES

EVENT

HOST &

ENTERTAINMENT

14

ARTA 2018: REGIONAL 42WINNERS

58The Restaurant

**Business Joins** the World of Technology

69 Daffodil-Oxford: Centre for Excellence for Hospitality

 $70 \operatorname{cool}$ OFF

**Prevent Online** 

**Credit Card** 

Restaurant

Personality of

the year 2019

Fraud

48

74EPoS Technology -Go Digital Today!

26

50

SEO & SMM that gets your Restaurant cooking!

A Formula for

**Better Business** 

76 ARTA 2018: GALLARY



## BUCKINGHAM PALACE



Her Majesty Queen Elizabeth II

2

I have been asked to thank you for your kind letter of greetings to The Queen on behalf of all those associated with the Asian Restaurant and Takeaway Awards Ceremony which is being held on 13th October.

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Her Majesty appreciated your thoughtfulness in writing as you did and, in return, has asked me to send her warm good wishes to you all fo a most successful event









## Paul Scully MP

Chairman All Party Parliamentary Group for the Curry Catering Industry I was delighted to be invited to the second annual Asian Restaurant and Takeaway Awards Grand Finale in October. These awards are the culmination of a long and gruelling customer led nomination and judging process and it will be fantastic to congratulate all the worthy winners and participants personally.

The Asian catering industry is hugely valuable and much loved in the UK and ARTA is at the forefront of ensuring the industry will thrive in the face of very challenging conditions. The ARTA programme of youth engagement, working alongside colleges nationwide is innovative and incredibly valuable in helping to tackle the problems that we all know the industry is facing. I will continue to do all that I can to ensure you also have the political support that you require.

The gala will be however first and foremost a celebration of the talent and hard work of all those involved in the Asian catering industry and I look forwards to meeting as many of you as possible on the evening itself.

Best wishes



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



2019

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## Saida Muna Tasneem

Bangladesh High Commissioner

I am pleased to leam that Asian Restaurant and Takeaway Awards Grand Finale and Gala Evening will be take place in London on 13th October 2019.

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Asian Catering Industry has come a long way and proven its mark over the years. Asian food is deeply ingrained in British cuisine culture. Asian curry industry's contribution to British economy and employment is also very significant. I also take immense pride in the fact that Bangladeshi-British caterers pioneered the curry industry in the UK and elevated it to one of the most popular British mainstream cuisines. Curry industry is currently engaged with the government for bringing favorable changes in the immigration policy. Bangladesh High Commission is also closely working with the UK government and industry stakeholders for addressing the many challenges of our curry industry.

I congratulate all ARTA winners for the year 2019 and wish ARTA event a grand success.







## Lord Bilimoria CBE DL Chairman, Cobra Beer Partnership

The ARTA Awards ceremony is an important event in the calendar. It showcases the amazing achievements of the Asian Restaurant and Takeaway Industry and its major contribution to the British economy. It is thanks to the restaurateurs that Asian food is part of the British way of life.

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The awards highlight the hard work and sacrifice by members of the industry as well as the relentless innovation by the industry. We as

an industry thank ARTA and its officers for all that they do for us throughout the year.

What I have seen over the past 3 decades since we started Cobra Beer is the tremendous resilience of the Asian restaurant industry in the face of all the challenges it has faced.

We at Cobra Beer are extremely grateful to the Asian Restaurant Industry and ARTA and wish the ARTA every success,



## FORWARD



## Mohammed Munim Founder Chairman, ARTA Awards

& CEO Le Chef Plc

It is our pleasure to welcome you the South Asian cuisine's most prestigious celebration in the UK. We are pleased to have you here this evening at the Asian Restaurant & Takeaway Awards, ARTA 2019. What truly sets ARTA apart from the rest is the invitation it sends out to its loyal customers, who visit curry houses frequently to nominate their favourite Asian restaurant.

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As we gather here for the second ARTA, the Asian industry has experienced a decline which is largely due to the result of a shortage of front house staff and talented chefs. Young adults no longer have any interest in the hospitality sector and don't consider it to be a long-term career path, which is one of the biggest reasons behind the labour shortage. With Brexit looming around the corner and the present Home Secretary's comment on relaxing the criteria on skilled chefs is a breath of fresh air. It is time the government realises and recognises the help it needs to survive and do what is necessary to support this industry.

ARTA is also pleased to announce in collaboration with ChefOnline, a partnership between Daffodil International University and the Oxford Cultural Collective, focused on the creation of a new, world-class hospitality education institute, based in Dhaka. The Daffodil - Oxford Centre for Excellence in Hospitality, aims to create the next generation of hospitality professionals, ready to pursue successful careers in Bangladesh and further afield. This exciting initiative will service the burgeoning hospitality and tourism industries in Bangladesh and will help tackle the management and chef skills crisis that is growing internationally. To be held in Dhaka early in 2020, the University's entry to the field of hospitality management education will be marked by an international symposium. ARTA supporters present today are encouraged to attend and to become active ambassadors to this massive initiative.

On behalf of ARTA, I am grateful for the support from all over UK and many organisations including BCA and BBCA. The response has been overwhelming, and it assured the hospitality sector is going strong despite the misfortunes. Through this platform, we wish to celebrate the massive contribution and success the industry has had over many years.

This is where you will witness the magnificent "ARTA Champion of Champions Trophy" being awarded to this year's Champion and lifted in the spotlight. We hope you will have a wonderful evening.

Good luck and best wishes to all the participants.



## **ABOUT ARTA**

Where would one find the best curry house in the world? Why in the UK of course! After all, it is home to one of the most prestigious award ceremonies — Asian Restaurant and Takeaway Awards (ARTA). Let's just say that ARTA made its appearance when the 1st chicken tikka masala dish was invented.

ARTA solely focuses on awarding the Asian Restaurant industry from chefs to small eateries, food cart owners and 5-star curry houses. This award gives a chef the opportunity to get locally recognised in the culinary world. It's not just about an accolade that gets presented to the winner but a night where the culinary industry is celebrated and the potential for modernising it is recognised.

This year's ARTA ceremony is taking place on the 13th of October. The ceremony will honour British Asian chefs, staffs and restaurants. One of the biggest partners of ARTA is ChefOnline. More than 350,000 customers are asked about their South Asian cuisine preference and through these people, authentic curry houses are nominated and "the one" is awarded.

In the last year's ceremony, the "Curry Palace" in Cottenham, Cambridgeshire won the "National Champion of Champions" award and Mushfiqur Rahman from "Bhaijaans Bombay Kitchen" won the "Chef of the Year" award.

The awards kicked off with an inaugural speech and then proceeded to introducing its partners and chief guests. One prominent guest who added a little spice in the night was the evergreen Alka Yagnik, who is considered the Queen in the Bollywood music industry.

Another award that was bagged by the "Bangkok Lounge" was for the "Best Restaurant & Takeaway in Thai". ARTA founder, Mohammed Munim said at the event, "I began this journey to combine my passion for cuisine, culture, and community. I saw the incredible talent spread across the UK within the Asian restaurant and takeaway industry."

The 3 restaurants that were vying for the title of the "Best Restaurant & Takeaway in Wales" were the Duchess of Delhi, the Grand Sultan and Swansea's Rose Indienne. Grand Sultan was the one that won the title and rightly so because many of the customers had already called it the best restaurant in Wales. The restaurant's tikka boti and bhaji was the talk of the town. Even though the restaurant's décor is a little outdated and the ambience doesn't offer much, the food was what won the crowd.

The concept of ARTA is to award Asian restaurants based on the food they serve and chef's culinary skills, food hygiene rating and social media reviews.

ARTA believes in empowering the local community and in 2018 its partnership with "Chance to Shine" has made it possible for the founder to help people fulfil their dreams. A reward was given to this charity foundation, which has been helping kids and teens to play, learn and develop through cricket.

Most of ARTA's corporate partners belong to the hospitality industry and this award ceremony gives them a competitive edge. Not only do they get national and internationally recognised but their support also gives them a chance to attract the young generation towards a culinary profession. ARTA believes in empowering the local community and its partnership with "Chance to Shine" has made it possible for the founder to help people fulfil their dreams.

## THE JOURNEY

ARTA's aim is to create a program to encourage youth engagement that will bring life into the food industry. By targeting certain demographics, we will bring the food industry to the forefront and make it the best career option.

ARTA's concept was pretty simple: awarding restaurants that have been voted the best by customers. When we talk about food competitions, there are a couple of things that are judged separately such as the taste of the food, its presentation, and the overall service. We wanted to eliminate this judgment from the picture. The good news is that we have a list of more than 350,000 customers, which is what helped us to begin our journey. Through online applications, we compiled a list that contained the most cherished eateries of the nation. These eateries were nominated by local residents all across the UK, and their opinions made ARTA what it is today.

At ARTA, our concern is not just about the cuisine. It's the culinary experience from start till end — the moment you set foot into the restaurant to the moment you leave and the door closes behind you.

After the campaign's launch, we set out to create 18 distinct areas in the UK so that we can easily identify each region's top 30 South Asian restaurants, from Belfast and Edinburgh to Cambridge and Southampton. This comprehensive campaign took more than 32 weeks to complete. In the end, a formal assessment was conducted to determine the establishments leading in the culinary department on criteria: Along with the regional campaign, a regional media campaign was created, which involved the local news-papers, media partners, and businesses.

- Quality of food
- Quality of service
- Food hygiene ratings

Even though we set the criteria, it was the public that gave the final verdict.

Along with the regional campaign, a regional media campaign was created, which involved the local newspapers, media partners, and businesses. Moreover, we formed relationships with universities and local colleges that gave us the platform to host the regional cook-offs. This is where the nominated restaurants got the opportunity to present themselves to the public and earn an accolade for being among the top establishments in the restaurant business.

"The art of cookery is the one thing that ARTA takes seriously. We don't just celebrate it, but the whole industry that involves numerous roles in the hospitality environment such as extraordinary service or management."

ARTA's goal is to promote this industry as a desirable and legitimate career path for today's generation. As we mentioned earlier, this is a billion pounds industry, yet it has witnessed a sharp decline. This decline manifested in the form of lack of skilled workers which is due to a shortage of people in the supply chain — from front house staff to talented chefs and everyone in between. Job seekers and young adults don't consider seeking long-term employment in the hospitality sector. This thinking is keeping them away from a potential career path that is high in demand and low in supply. This is why ARTA's aim is to create a youth engagement program that will revitalise this industry. We will target a demographic that will prove vital to the prosperity of this sector.

By working with colleges, universities, and businesses nationwide, we have created a platform that introduces prospective workers to the food industry. A symbiotic relationship is established, which will enhance the culinary sector's image. Moreover, our social media and digital campaign will do the rest of the work by reaching out to the community and help people discover resources that are relevant to this trade. This includes information for areas such as catering at local educational facilities and courses in hospitality. ARTA's goal is to promote this industry as a desirable and legitimate career path for today's generation. This will boost the food industry's life for sure!



 Image: Constraint of the second se

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.

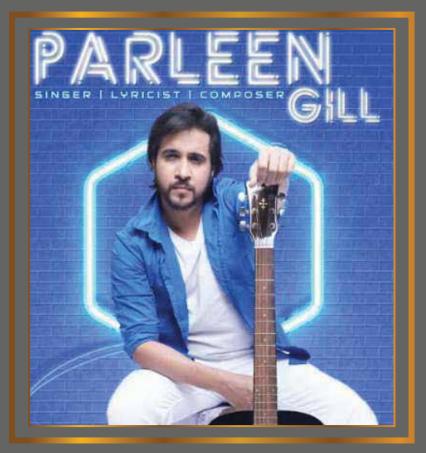


## Paul Martin

Paul is a magician and event host specialising in awards nights, conferences and after dinner entertainment. He is a well-known figure in the event industry and member of the worldfamous Magic Circle.

For over 25 years his act has taken him around the world, performing at exclusive events for international superstars, blue-chip companies, at Highgrove for HRH Prince Charles & Camilla, The Duchess of Cornwall, at Sandhurst for HRH Prince William & Kate The Duke and Duchess of Cambridge and more recently at Windsor Castle for HRH The Queen Elizabeth and all of the British Royal Family.

## Special Guest Appearance



## PARLEEN GILL

Parleen Gill is a Bollywood Singer who hails from Punjab (Chandigarh ). His "lai vi na gai" song is so famous on youtube that it has crossed viewers list of 30 million compared to the original song.

## KARAN PANGALI

Karan Pangali is not just a performer; he is also an exceptional actor and musician. Karan is a home-grown talent with a worldwide appeal delivering internationally acclaimed performances and choreography. His dance repertoire boasts an exciting fusion of Kathak, Hip-Hop, Bollywood, Bhangra, Salsa and Jazz.

entertainments



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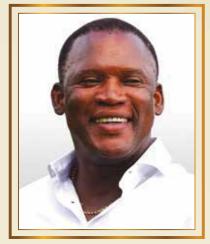


#### Paul Stuart Scully MP

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



Stephen Anthony McPartland MP Member of Parliament for Stevenage Chaired the Child and Youth Crime APPG



Devon Malcolm Ex England International Cricketer Ambassador, Chance to Shine



#### **Donald Sloan**

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



#### Dr Wali Tasar Uddin

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

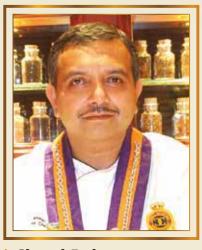


Samantha Simmonds Journalist and Broadcaster, BBC

## JUDGES PANEL



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



Chand Rahman Executive Chef, Multi Award Winning Celebrity Chef

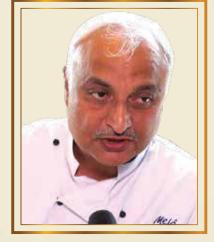


Mohammed Mujibur Rahman Mayor of Corby





Graham Taylor Senior Chef Lecturer, Cambridge Regional College



Kuldeep Singh Lecturer & Celebrity Chef Nescot College

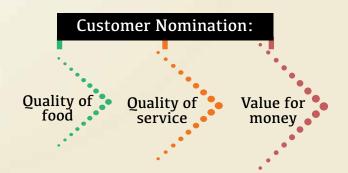
## Judging Process

At ARTA, we utilise a two-step judging process. This procedure enables customer and judge votes to be transparent and fair. Public nominations, food hygiene rating and social media reviews help judge the standard of consistency whereas Cook Off allows the judging panel to measure creativity and techniques of presentation.

#### 1st Phase:

#### **PUBLIC NOMINATION & RATINGS**

The first phase involves nominations from the public through ARTA's online nomination system whilst also encapsulating social media and food hygiene reviews.



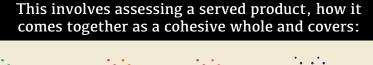
#### **Reviews:**



#### 2nd Phase:

#### **REGIONAL COOK OFF SCORE**

The second phase is the regional Cook Off, which is administered by the judging panel at the regional event. 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.





Based on the highest weighted average and aggregated score, participants are then invited to a regional Cook Off. Following the Cook Off, the top ten highest scoring participants will be invited for the Grand Finale.





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Sanjay Anand, Mbe Chairman, Madhu's Welcome to the ARTA 2019. 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.

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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 2019 such a success.

## Scams in the Restaurant Business

## How You Can Prevent Online Credit Card Fraud

To make a restaurant profitable, you need more that just hard work. According to statistics, small restaurants face a higher failure rate in their 1st year of commencement not to mention the fewer and low margin resources at the restaurant owner's disposal. Lastly, they have to maintain security when it comes to cash management, including online payments. Online card frauds are rampant, and they represent a huge challenge during a restaurant's first few years.

#### "The beverage and food industry faced 117% surge in fraud online charges in 2017, as compared to 2016."

This is quite shocking, but inevitable. Restaurant owners offer the option of online transactions to customers to boost their brand name. This option not only provides customers with a seamless payment opportunity, but it also reduces manual difficulties for the business. This exposure can lead to several vulnerabilities. This is why it is important to have an efficient and budget-friendly fraud management system in place.

## Credit Card Scams in the Restaurant Industry

Credit card frauds prove to be frustrating for both the merchants and credit card users. What happens is that when a person purchases a food item using their credit card, the payment initially goes through but later on, the transaction is marked as "card not found" from the bank. This means that the restaurant has not only lost the money, but the goods too!

### An Overview of the Food Business's Online Activity

Every business owner searches for ways to grow their business in terms of more customers, a better reputation and higher sales. In order to achieve these attributes, a restaurant does its best to provide a smooth user experience and efficient services. Word-of-mouth and customer reviews hold high credence in the restaurant sector. Your customers will talk about your food if you deliver a "food experience" that is exemplary. This is one reason why restaurant owners offer online transactions through third party apps, portals and credit card payment options.

Of the 3 million identity theft and fraud reports received in 2018, 1.4 million were fraud-related, and 25 percent of those cases reported money was lost. In 2018, consumers reported losing about \$1.48 billion related to fraud complaints, an increase of \$406 million from 2017. Source: Insurance Information Institute Since online ordering is a platform that customers are interested in more when they are looking for home-delivery beverage and food services, you cannot just focus on expansion and growth.

The more wide spread the restaurant's online presence is, the more it benefits. This gives them the opportunity to be easily picked out of a crowd by customers. Lastly, feedbacks and reviews increase the client base. Today, net banking has become a must. Restaurants are easily able to maintain a digital record and human error is greatly reduced.

#### Wrap-Up

Every startup should keep these things in mind so that they can prevent fraud charges. It is important to invest in a robust security system to tighten the transactions. New technologies are introduced every day that provide better security measures. These help entrepreneurs in carrying out full proof successful busi-ness operations and at the same time, manage potential risks.

#### **How to Protect Your Business**

#### Find out if the Transaction Is Genuine

The delivery address and billing address is the same when it comes to food transactions. If you receive a big order and it outlines two different billing addresses, then ensure it is genuine. At the time of delivery, do check the credit card and don't forget to get the clients' signatures on the receipt.

#### Use Address Verification System (AVS)

AVS allows you to verify the identity of the cardholder by checking the phone number, zip code and billing address issued by the bank. In some cases, even a match doesn't mean that the transaction is 100% non-fraudulent. However, if the card is a non-match then dig deeper.

#### Ask for the Card Verification Value (CVV) Number

CVV is the 3-digit code written at the back of a credit card. While checking the bank details, match the 3-digit code. Frauds cannot get this number easily.

#### Lookout for Anonymous Email Addresses

Find out if the email address is real. Match it with the account details and then proceed with the transaction.

#### Keep In Touch with the Customer

When in doubt, call the customer and ask for the billing address and other details.

#### **Tips Preventing Card Frauds**

#### **Risk Assessment**

Develop a risk assessment tool with comprehensive steps. If you feel that you are dealing with a fraud, fol-low the steps and identify the potential risk.

#### Analyse the Records

Assign an employee to monitor the accounts on a monthly basis. The employee should analyse the online data and spot any unusual activities.

#### **Exercise Robust Control**

Allow for dual authorisation when it comes to monitoring the online transactions.

#### **Hire Proficient Staff**

If you have the money, then do hire a professional who can work on the accounts and monitor the online transactions, along with the loopholes specifically.

Once your employees become familiar with the types of frauds, they will be easily able to spot and discrepancies before the transaction.



At the time of delivery, do check the credit card and don't forget to get the clients' signatures on the receipt.

1

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



2

Ask the recipient to show the card they have processed the transaction with

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



The rating you receive from a health officer is what makes your business reliable. Customers value this rating, and it's the reason why they trust you.

## Five-Star: A Formula for Better Business



GREAT EXPERIENCES HIGHLY RECOMMENDED In order to get a 5-star rating for your restaurant, you need to first understand how this rating is awarded.

#### What Is a Food Hygiene Rating Scheme?

Introduced in November 2010 by the UK government, this scheme was invented to provide consumers with clear information about the hygiene standards of a business. To date, this is one of the most successful and best hygiene schemes in the UK with regards to regulatory compliance. From a 5-star rating to 0, the scheme shows a business's standing with regards to two factors:

- Helping customers make an informed decision about where they can buy food from
- Producing safe and hygienic food for them.

#### What Importance Does This Scheme Hold for My Business?

The rating you receive from a health officer is what makes your business reliable. Customers value this rating and it's the reason why they trust you. Think of it as a "badge of honour" for your business that can also be used as a marketing tool. It's a true achievement that you and your staff members should be proud of.

#### What Do the Stars Mean?

When your restaurant has a 5-star rating, it tells the customers that you maintain a "very good" hygiene standard. A 4-star rating indicates it is simply "good." A 3-star rating indicates it is "satisfactory." A 2-star rating indicates that you need "some improvement." Finally, a 1-star rating indicates that you need "major improvement."

#### What Does a Health Officer Look For?

Typically, a health officer inspects your premises and observes:

- 1. How you store the food
- 2. How you handle the food
- 3. How you prepare food
- 4. How clean your facility is
- 5. How you are managing the safety of your food

#### How to Get Those 5 Stars

A simple formula will help you achieve a high rating.

The formula is: c<sup>2</sup>+m=5\*

Don't worry... it's not a mathematical formula.

The (c<sup>2</sup>) stands for the 4 Cs: Cross Contamination + Cleaning + Chilling + Cooking.

The (m) stands for Management.

If the owner of the restaurant follows the rules of food safety effectively and the 4 Cs, then you will get a 5-star rating  $(=5^*)$ .

#### How to Maintain These 4 Cs

Your first priority is to make sure that the food is handled with safety. From the moment the raw materials are brought in to when the cooked food is served to the customers, hygiene should be maintained at all times.

The second priority is to look after the business's physical condition. This includes the cleanliness of everything, which include all the equipment, ceiling, walls, storage space (avoiding cross contamination), ample lighting so that everything can be seen clearly and good layout of the kitchen. Appropriate ventilation is important in order to control mould, smell, humidity, etc. The two major causes behind restaurant closures, prosecutions, and fines are cockroaches and mice. So make sure to keep the pest problem under control. the restaurant follows the rules of food safety effectively and the 4 Cs, then you will get a 5-star rating.

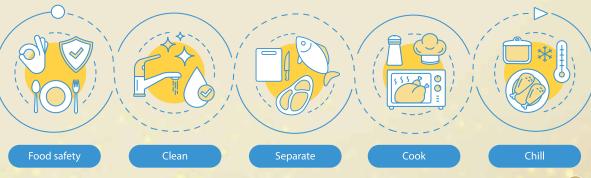
Food Standards Agency - H

Maintain a Safer Food Better Business (SFBB) diary for better food hygiene

The third and the final priority is the management process. You need to keep your eyes on a couple of things such as training, safety of the food and the preparation process. Follow the HACCP (Hazard Analysis and Critical Control Point) approach to ensure the food's hygiene. This will allow the office to better assess the confidence level according to the standards being maintained.

#### 10 Tips on How to Get a 5-star

- 1. The standard of every staff member's personal hygiene should be "very high"
- 2. All equipment, cooking stations and the workplace should be immaculate
- 3. Pests (cockroach, mouse, etc.) must be prevented at all costs
- 4. Pets (dogs, cats, etc.) must not be allowed on the premises
- 5. Food should be cooked thoroughly. Whether the food is being served fresh or reheated, it should be piping hot
- 6. All hand-contact and food-contact areas and items should be cleaned and disinfected thoroughly
- 7. Cold food should be chilled below 5°C
- 8. Avoid cross contamination (meat should be placed on the bottom shelf and away from other items, colour code the chopping boards and knives, wash your hands before touching any food item, etc)
- 9. Maintain a Safer Food Better Business (SFBB) diary for better food hygiene 10. Train your staff on SFBB



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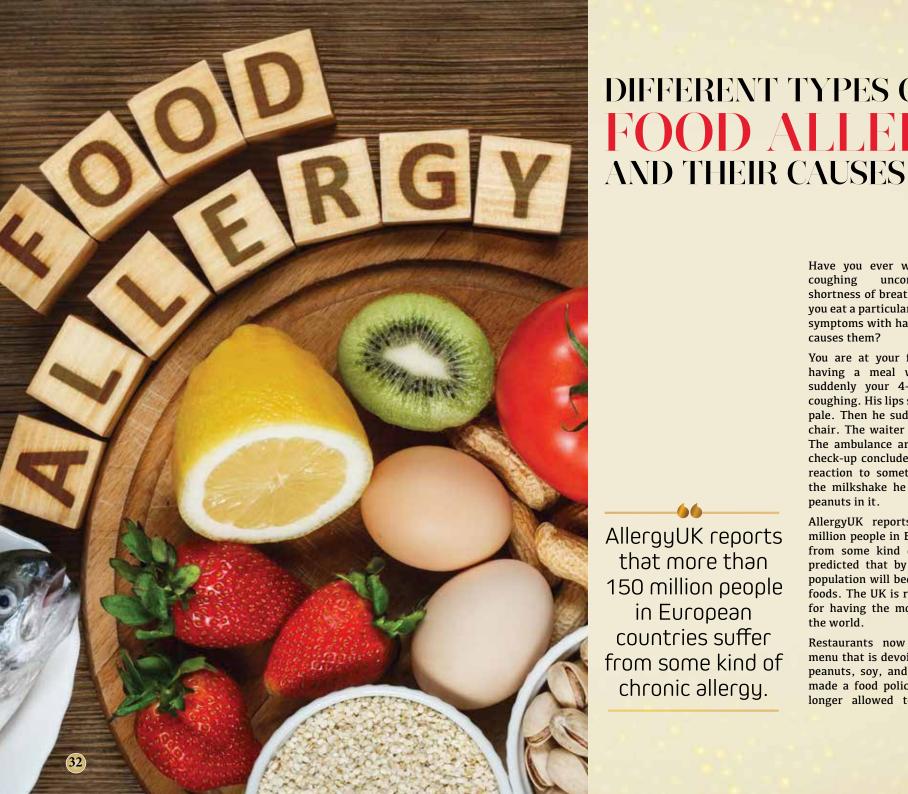
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AllergyUK reports that more than 150 million people in European countries suffer from some kind of chronic allergy.

**DIFFERENT TYPES OF** 

FOOD ALLERGIES

Have you ever wondered why you start coughing uncontrollably, experience shortness of breath, or develop hives when you eat a particular food? We all relate these symptoms with having an allergy, but what causes them?

You are at your favourite restaurant and having a meal with your family when suddenly your 4-year-old nephew starts coughing. His lips start to turn blue and skin pale. Then he suddenly collapses from the chair. The waiter rushes in and dials 112. The ambulance arrives, and after doing a check-up concluded that he had an allergic reaction to something he ate. Turns out, the milkshake he was having had ground peanuts in it.

AllergyUK reports that more than 150 million people in European countries suffer from some kind of chronic allergy. It is predicted that by 2025, half of the UK's population will become allergic to different foods. The UK is right at the top of the list for having the most allergic conditions in the world.

Restaurants now offer a separate food menu that is devoid of allergens, especially peanuts, soy, and milk. Schools have now made a food policy where children are no longer allowed to bring their favourite goodies such as peanut butter and jelly sandwich. While these foods have a plethora of nutrients and are vital components of a healthy diet, some people need to be careful about what they eat.

Let's cover the basics of why and how of allergies and allergens:

#### What Is a Food Allergy?

A food allergy consists of several harmful symptoms your body experiences when you eat a food that is not received well by your immune system. This is called an allergic reaction and the food that causes it is called an allergen.

## 14 Types of Allergens

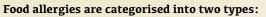
In total, there are 14 different types of common allergens that cause allergic reactions. We have listed them down with their symptom below:

## Egg 💽

When your body can't handle the protein in eggs, you start experiencing some symptoms. When this protein enters the body, the system sends out chemicals to defend the immune system. It's the chemical that interacts with the protein and causes allergic reactions. If you are allergic to chicken eggs then its highly possible that you are also allergic to duck, quail, turkey and goose eggs.

Symptoms

- Difficulty in breathing and wheezing
- Watery eyes
- Nausea
- Dizziness
- Confusion
- Skin reactions like hives, eczema or a rash
- Runny rose

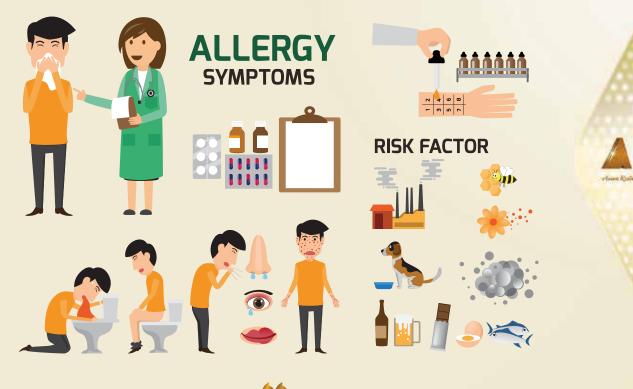


1. Immunoglobulin E (IgE) Mediated

Symptoms caused by certain foods fall under this category. They target the immune system specifically and are caused by the Immunoglobulin E (IgE) antibodies that react with the food.

#### 2. Non-IgE Meditated

While the IgE antibodies are not involved in this allergy type, however, the foods do affect other parts of the body and the symptoms are somewhat the same. A person can have both non-IgE meditated and IgE-meditated food allergies.



A food allergy consists of several harmful symptoms your body experiences when you eat a food that is not received well by your immune system.



Mustard allergy can affect people of any age. This allergy is a result of a cross-reaction between a pollen allergen and a food allergen.



Milk allergy is developed at a young age, typically when a kid reaches the age of 4. Most children don't outgrow this allergy. You are probably wondering what's the difference between being allergic to milk and being lactose intolerant. The former allergen includes all types of milk such as goat, cow and sheep, whereas the latter involves being allergic to the sugar (lactose) in milk.

#### Symptoms

- Hives
- Bloody stools
- Vomiting
- Breathing problems
- Sudden shock
- Stomach Upset



Corn allergy is caused when you eat corn or any food that has corn protein and when you come in contact with corn pollen. Corn allergy is hard to diagnose because they are plenty of other pollens and grains that are similar to this food. The best way to find out if you are allergic to corn is to eliminate it from your diet and monitor your health.

#### Symptoms

- Vomiting
- Indigestion
- Difficulty breathing
- Dizziness
- Confusion
- Stomach cramps
- Diarrhoea



Mustard allergy or more accurately known as Mugwort-mustard Allergy Syndrome occurs when you are allergic to the Mugwort weed, which belongs to the mustard family. Mustard allergy can affect people of any age. This allergy is a result of a cross-reaction between a pollen allergen and a food allergen. This allergy is quite rare in the UK and mostly affects people who have hay fever.

#### Symptoms

- Oral allergy syndrome (allergic
- reactions in the throat and mouth)
- Hives
- Vomiting
- Palpebral edema
- Difficulty in breathing
- Conjunctivitis



Fish allergy is a type of allergy that becomes apparent in adulthood. If you are allergic to finned fish such as tuna, halibut, and salmon, it does not mean that you are allergic to shellfish such as crabs, prawns, lobster, and shrimp. If you experience any allergic reactions to fish, then avoid fresh and canned fish, as well as fish sauce.

#### Symptoms

- Skin rash or hives
- Stomach cramps and nausea
- Headaches
- Asthma
- Vomiting
- Indigestion

## Peanut Allergy 🚱

Peanut allergy is so common that restaurants specifically ask customers if they are allergic to any kind of nut. However, this is where people are confused. A peanut is not a tree nut! It belongs to the same family as lentils, peas and soybeans. The good news is that most people outgrow this allergy after a certain age.

#### Symptoms

- Anaphylaxis (throat swelling and impaired breathing)
- Blue lips and pale skin
- Nausea
- Drop in blood pressure
- Wheezing



Just like in fish allergy, the protein in shellfish is also what causes this allergy. As mentioned above, shellfish allergy is different from fish allergy. It's possible that you might not be allergic to finned fish, clams, oysters, scallops and mussels.

#### Symptoms

- Indigestion
- Hives
- Swelling
- Weak pulse
- Vomiting
- Blue or pale skin colouring



A few people are allergic to meat because this allergy does not occur naturally. Although meat allergy can develop anytime, it has been reported that a bite from a Lone Star tick is what causes it. Meat allergy includes allergens such as goat, pork, lamb and beef. If you are allergic to meat, then its highly possible that you might also be allergic to duck, chicken and turkey.

#### Symptoms

- Stuffy or runny nose
- Repetitive cough
- Skin rash
- Diarrhoea
- Hives
- Dizziness
- Confusion





#### Rice

Rice allergy is quite uncommon and mostly affects infant. The manifestation of the symptoms is slow but people who have eczema get the worst of it. The symptoms appear hours or maybe even days after a rice product is consumed, whether it is plain rice, cereal, a granola bar or sushi.

#### Symptoms

- Hives
- Itchy rashes
- Throat swelling
- Anaphylaxis
- Signs of shock
- Low blood pressure

### Sov

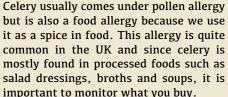
Soy is mostly found in infant formulas. It belongs to the legume family, which covers a long list of allergens. The good news is that most people outgrow this allergy after a certain age.

#### Symptoms

Hives

- Repetitive coughs
- Dizziness
- Weak pulse
- Swelling
- Confusion





#### Symptoms

- Oral cavity
- Swelling of lips
- Itching
- Nausea

As mentioned earlier, tree nut allergy is different from peanut allergy. Tree nuts include hazelnuts, cashews, macadamia nuts, hickory

nuts, Brazil nuts, almonds and filberts. Unlike peanut allergy, only a few people are able to outgrow tree nut allergy.

#### Symptoms

Tree Nut

- Difficulty swallowing
- Abdominal pain and vomiting
- Cramps
- Nausea
- Shortness of breadth
- Nasal congestion

#### Wheat

Unlike other allergies that are caused by the protein in food, wheat allergy develops when your immune system overreacts to the environment's particles. If your family has a history of eczema and asthma, then you are more likely to develop wheat allergy. The two most common triggers of wheat allergy are pasta and bread.

#### Symptoms

- Headaches
- Runny or stuffy nose
- Asthma
- Diarrhoea
- Sneezing
- Skin rash and hives

it is quite difficult to find out which seed you are allergic to. In fact, coconuts (husk and flesh) also come under seed and can cause an allergic reaction.

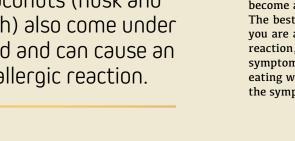
This brings us to an end of the different types of food allergies. Of course, there are plenty of other food items that people are allergic to... some undiscovered too. When it comes to allergies, the truth of the matter is that any person can become allergic to any type of food. The best way to find out what food you are allergic to, after an allergic reaction, is to wait and map out the symptoms. In the meantime, avoid eating whatever you ate that caused the symptoms.

#### Sesame and **Other Seeds**

From sunflower seeds to mustard seeds, pumpkin seeds and poppy seeds, they all come under this allergy. Since the allergens list is large, it is quite difficult to find out which seed you are allergic to. In fact, coconuts (husk and flesh) also come under seeds and can cause an allergic reaction. The most common type of allergy to seeds is due to sesame.

#### **Symptoms**

- Anaphylaxis
- Wheezing
- Hives
- Swelling
- Nausea







36

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Original

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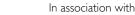
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#### **ARTA 2019: WINNERS & FINALIST**

Chinese Restaurant of the Year	Town/ City
Mantra Thai Dining	Newcastle u
Thaii Fusion	Sittingbourr
Thai Vintage Restaurant	Clacton-on-S
Thai Moom	Bromley, BR

iowii/ city
Newcastle upon Tyne, NE1 3SG
Sittingbourn, ME10 4BJ
Clacton-on-Sea, CO15 4BP
Bromley, BR5 1DG

Thai Restaurant of the year	
СОЅМО	
Hakkaland	
Chinese Manor House	
Bombay Wok	

#### Town/City Manchester, M3 2FE Harrow, HA1 2DE Edinburgh, EH12 8HL Hounslow, TW3 1UF

#### **REGIONAL FINALIST**

Region	Business Name	Town/City	Business Name	Town/City	Business Name	Town/City	Business Name	Town/City
Scotland	Ashoka Ashton Lane	Glasgow	Spice Tandoori	Elgin	Green Gate	Sterling	Bukharah	Glasgow
Northern Ireland	Yaks	Bangor	Bangla	Bangor	Tuk Tuk Asian Bistro	Newtownards	Rajput	Belfast
Wales	Sheesh Mahal	Swansea	Rasoi Indian Kitchen	Swansea	Jai Ho Restaurant	Conwy	The Grand Sultan	Port Talbot
North East	Zeera Indian Cuisine	South Shields	Tharavadu Rest.	Leeds	The Vally Junction	Newcastle	The Vine Indian Cuisine	Mosborough
North West	The Vedas	Todmorden	Hot Chilli Restaurant	Bolton	Indian Tiffin Room	Manchester	Venus Lounge banquet	Heywood
West Midland	Bacaba Restaurant	Oldbury	Bhaijaans, Sutton	Coldfield	Pabna Restaurant	Leek	Saffron Cottage	Ford
East Midland	Taste of India	Kettering	Sanctua	Leicester	The Spice Lounge	Rushden	Calcutta Club	Nottingham
East Anglia	Curry Palace	Cottenham	Ruby	Hartford	Cafe Goa	<b>Milton Keynes</b>	Ginger Bar and Rest.	Hertford
Essex	Indian Ocean	Epping	Simla Tandoori	Hockley	Desi Indian Dining Club	Grays	Taj Mahal	Leigh-on-Sea
Kent	Taj Barming	Maidstone	Gufaa Raja	West Malling	Cliffe Spice	Rochester	Curry Mahal	Sid Cup
South East	Cinnamon Spice	Saint Leonards	Raipur	Eastbourne	Tamashah	Crawley	Tikka Restaurant	Brighton
Surrey	<b>Ripley Curry Garden</b>	Surry	Jolshiri	Esher	Stoneleigh Brasserie	Surrey	Deea Bangladeshi Cuisine	<b>Kingston South</b>
Central	Cafe Spice	Oxford	Radhuni	Princes Risborough	The Akash	Portsmouth	Madhuban Tandoori	Liss
South West	Eastern Eye	<b>Newton Abbot</b>	Prithvi	Cheltenham	Nibana	Plymouth	Anokaa	Salisbury
North London	The Rajdoot	Hampstead	<b>Ruhits Indian Cuisine</b>	North London	Mala Indian Brasserie	Whetstone	Taste of Nawab	North London
South London	Indian Room	Balham	Shaka Maka	Brockley	Panas Gurkha Rest.	Lewisham	Khans Battersea	London
East London	Bengal Tiger	City of London	Tayaab	Wast London	Bollywoods	Chingford	The Empress	East London



#### **ARTA 2019: WINNERS & FINALIST**

#### National Newcomer of the Year

#### Mother India

My Delhi Indian Street Food Rest.

Island Inn Quinton

Olive Indian Restaurant

Town/City	
Hornchurch, RM11 1SU	
Newcastle upon Tyne, NE1 5PY	
Quinton, B32 2PP	
Saint Neots, PE19 2TD	

Town/City

#### National Takeaway of the year

Chutney Express
Knights Tandoori
Peppermills
Surma Takeaway

#### Town/City

Castle Bromwich, B34 7HR

Romford, RM3 9AA Ascot, SL5 8JR

Stevenage, SG1 3EF

#### **REGIONAL CHEF OF THE YEAR**

Region	Business Name	Town/City
Wales	The Grand Sultan	Port Talbot
North East	The Vine Indian Cuisine	Mosborough
East Anglia	Curry Palace	Cottenham
Kent Region	Taj Barming	Maidstone
South East	Tikka Restaurant	Brighton
Surry	Stoneleigh Brasserie	Stoneleigh
South London	Khan's	Battersea
East London	The Empress	East London
Soth West	Eastern Eye	Newton Abbot
Essex	Taj Mahal	Leigh-on-Sea

#### **REGIONAL TAKEAWAY OF THE YEAR**

Region	Business Name	Town/City
Norhern Ireland	Asha Tandoori	Bangor
North East	Khushboo Takeaway	Shefield
North West	Bumbay Cusine	Prestwich
West Midland	Chutney Express	Birmingham
East Anglia	Surma Takeaway	Stevenage
Essex	Knights Tandoori	Romford
Kent	Belash Tandoori	Maidstone
South East	Red Chillie	Brighton
North London	Bayleaf Indian Takeaway	Whetstone
South London	Himalayan Kitchen	Penge



42

The Radhuni, Scotland 🔺



**ARTA 2018: REGIONAL WINNERS** 

Bayleaf, North London 🔺





New Curry Centre, South East 🔺



Masala Brick Lane 🔺

Curry Palace, East Anglia 🔺

Taj Birming, Kent 🔺

Acon Rech



Bangkok



Bangla, N



Spice Lou



Royal Bengal, West Midland 🔺



The Spice Lounge, East Midland 🔺





Lounge, Thai Restaurant of the year 🔺



lorthern Ireland 🔺



inge, South Central 🔺



The Vine Indian Cuisine, North East 🔺



Hot Chillies North West 🔺



Spice Club, South West 🔺



Grand Sultan, Wales 🔺



Tamasha, National comer of the year 🔺



Cams Spice, East Anglia 🔺



### CHAMPION OF THE CHAMPION 2018

### NATIONAL CHEF OF THE YEAR 2018



#### Curry Palace, Cottenham, Cambridge

"When we won this competition last year our telephones went crazy. Customers were having to book two months in advance and people came from as far away as London, Leicester and Ipswich to come and eat at our restaurant!"

Khosru Miah, Curry Palace



#### Bhaijaans Restaurant, Sutton Coldfield

"It's a great honour to be part of this contest. There is tough competition out there. These chefs come from all over the country and are the best of the best!

A good chef will never stop learning and I would advise curry fans cooking their own dishes at home to always use best quality ingredients."

Mushfiqur Rahman, Bhaijan



### **CHEF OF THE YEAR 2018**







### 2018 GRAND PRIZE WINNER

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#### drinkaware.co.uk for the facts

\*Source: CGA data for restaurants, 52 weeks ending 29/12/2018.



Grand Gold Winner 2019

47

### Restaurant Personality of the year 2019

RASS

In 2006, Kuti came into possession of the Royal Pier Gatehouse Building, a derelict Southampton landmark that he had admired since moving to the city. Kuti Miah moved to England from Bangladesh as a teenager in 1975. During the early days, he worked as a waiter in his family's restaurant. Kuti fell in love with British life and dived right into the culture and the community in his adopted country. After building a reputation in Southampton as a charismatic restaurateur, Kuti set his sights on opening his own restaurant with the 'Kuti's stamp'. His first restaurant opened in 1986 on London Road in Southampton, which saw great success. In 1994 the restaurant moved to a larger premises in Oxford Street, becoming known locally, nationally and internationally for the quality and authenticity of its cooking. Kuti came into possession of the Royal Pier Gatehouse Building, a derelict Southampton landmark which he had admired. Kuti wanted to give something back to the city, so he invested over £2million of his own money to restore it to its former glory.

Kuti opened Kuti's Brasserie in the Royal Pier Gatehouse Building in summer of 2018, following his refurbishment of the historic building. This meant moving it from its popular Oxford Street location. In the year since opening at the Royal Pier, the restaurant has been a roaring success, bringing back his regular customers of over 30 years, as well as many new customers, and continuing to be an integral part of Southampton's community.

Kuti's has been the recipient of numerous awards this year, including Best Restaurant 2018 at the Indian Chef Awards, Best Newcomer at the Asian Curry Awards, however the most notable award has been the Tiffin Cup 2019, a competition held at the House of Commons in which local restaurants are nominated by their MPs. This made the restaurant officially the best Indian Restaurant in the UK. The competition was presided by celebrity judges including Ainsley Har-riott and the prize was presented by the Speaker of the House.

This year, Kuti's Brasserie worked closely alongside the Southampton International Boat Show and had the privilege of acting as the hosts for their highly esteemed VIP guests.



Kuti is an extremely passionate and hardworking businessman. He began working as a waiter before embarking on his own ventures with Kuti's Brasserie, and so even today works front of house alongside his team. Every year Kuti donates his time and money to local causes, including donating hot food for the homeless and hosting fundraising events for local charities. Last month Kuti's Brasserie hosted a charity dinner and Q&A with football star Matt Le Tissier in aid of Naomi House and Jack-splace.

Kuti has built a talented and hardworking team in his restaurant, who share his passion and love for the business. Kuti now works alongside his son Arman, who is following in the footsteps of his successful father and is clearly flourishing in his career just like Kuti has. He is grateful for the love and support of his family, including his wife Chemon and his daughters Sheila and Neela.





### SEO & SMM that gets your **Restaurant cooking!**

visibility, which

is what every

business is looking

for

This way, potential and potential leads. customers are easily able to search results. identify your brand's name. It gives you brand

SEO and SMM are two of the most important jargons in the world of Digital Marketing. Not only are these plain basics for your brand but also the most essential to long-term customer acquisition and revenue enhancement. What's most important is, SEO and SMM must operate hand in hand to tap into any objective you wish to fulfil. Anything otherwise, you will miss out from reaping crucial benefits.

SEO is the powerful process of ranking your business website in search engines online based on trending search keywords from your customers and prospects. This way, potential customers are easily able to identify your brand's name. It gives you brand visibility, which is what every business is looking for.

#### **Benefits of Optimising Search:**

• Better revenues and increased traffic, increasing sales

 Search Engines crawl websites to match relevance with user's search query to bring your brand to the top of

• Unique and quality content serves your purpose to customers thus it helps to beat your competition and appear more relevant to your prospects.

While SEO is important for online marketing, quality content strategy in 360 degrees of the online sphere also plays an important role. To beat the competition, you need to provide interesting and engaging content for your audience. These attributes in your content ensure the audience that you are an expert in your field. You need to target everything from blog posts to articles, social media content, videos and much more.

SMM, also known as Social Media Marketing, is beneficial because of the engagement strategies that multiple platforms provide. Apart from Newsletter Marketing that many businesses do not opt for, Social Media is the best way of keeping your audience and customers updated with your business models.

Platforms that contribute the most to social media marketing are Facebook, Twitter, LinkedIn, Pinterest, Instagram, and YouTube. All these platforms offer the same objectives: interaction, information, advertisement, brand value, and boost in revenue through content and presentation.

• Facebook: - It allows businesses to build a strong following. From products to services, businesses are able to share offers as well as other promotional content.

• Twitter: - With tweets that are limited to 280 characters, people are able to keep their message concise.

• YouTube: - The huge variety of videos is what makes it such an engrossing platform. Moreover, customers find videos more engaging compared to text messages.

> The best way to create and everlasting relationship with your customers is to share interesting stories, and post their feedback and experiences on the wall



audience through creatively worded slogans and striking images. Each image is linked to the official website of the advertiser.

Since customers want knowledge, they will keep browsing your website and follow and engage in your updates, until they find a solution to needs. They will look at multiple articles and blogs and eventually land on the right website which eventually increases your follower base in Social Media. And that is what exceptional content marketing and SEO-SMM offers. It will not just draw traffic but compel the customers to stay!

by combining content Hence, marketing strategies with SEO and SMM, marketers can influence customers in the initial purchase decision. Now, let's have a look at a sector where SEO-SMM plays a huge role - Restaurants.

Suggestions and reviews by fellow

customers provide and insight about the restaurant's service, ambience and food. These same reviews give restaurant owners the opportunity to get their business in order.

The social media platforms that attract the most customers are Facebook, Instagram, Twitter and LinkedIn. They offer transparency and comparison rates that simplify the decision-making process.

Restaurants that improve their service and focus on overall efficiency thrive immensely. For competing restaurants, this serves as motivation to keep on innovating and reach the same level. Once the efficiency level rises, the restaurant immediately becomes the talk of the town. Your customers are your biggest asset and word-of-mouth can drive up your ratings and positive customer reviews. Use Facebook, Instagram, Twitter, Snapchat and other social media platforms to keep your customers in the loop.

The truth of the matter is that social media penetrates the audience deeply and is much more lucrative. This is what lends it credibility and the power to create such a huge impact. As more and more people join social media websites, traffic will increase

on pages

that offer

culinary

delights.

Hence, by combining content marketing strategies and SEO, marketers can influence customers in the initial purchase decision.



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### PROFILE OF EXECUTIVE CHEF CHAD RAHMAN

"Chef Rahman and Team UKCC led a group of asian chefs from the U.K. to compete at the highly esteemed Culinary World Cup Tournament, Luxembourg 2018 and won One Gold, Three Silver and Three Bronze Medals, an outstanding achievement on a global arena"

Chef Chad Rahman was born in London and hails from Bengali parentage. His childhood interest in cooking was encouraged by his mother, but his culinary career truly began to flourish while he studied for his degree/ masters at The University of Houston, Texas, U.S.A. where he completed a double major in accounting and a hotel restaurant management degree at the world famous Conrad Hilton Hotel School. He went on to further complete an MBA in International Finance.

Chad's passion for cooking developed during his stay in the U.S.A. He worked in a variety of hospitality outlets ranging from hotels to restaurants, absorbing the nuances and specialities of ethnic cuisine, particularly honing his skills in French, Indian, Persian, Mexican and Thai.

Career: He worked in a variety of highly prestigious hospitality outlets ranging from hotels to restaurants such as the 5 Star Hyatt Regency Hotel and Four Seasons Hotel, Houston, Texas and The Hilton Hotel Group.

He is the Chef Proprietor of the critically acclaimed Chez Mumtaj Restaurant in St Albans showcasing modern French-Asian cuisine.

Chad Rahman is one of the UK's most innovative and modern prolific chefs today specialising in South Eastern Asian Cuisine. Chad is an individual who has moved from strength to strength in his development as a creative chef. Chad's unique eclectic style of haute cuisine draws from Indo-French and Pan Asian nuances.

Chad has made an outstanding contribution to the Asian Food Industry

for his culinary excellence and has proven his ability by entering numerous prestigious chef competitions on a local, regional, national and international level.

Recently, Chef Rahman and Team UKCC led a group of asian chefs from the U.K. to compete at the highly esteemed Culinary World Cup Tournament, Luxembourg 2018 and won One Gold, Three Silver and Three Bronze Medals, an outstanding achievement on a global arena.

He is now preparing to compete at the Culinary Olympics 2020 to be held in Stuttgart, Germany. He has also won numerous prestigious awards including:

• World Cuisine Ethnic Chef of The Year 2016 Awarded by The Craft Guild of Chefs

• C.I.E.H. Grand Final Winner of the National Curry Chef of the Year 2002

Food Standard Agency (FSA) Grand Final Winner of the National Curry Chef of the Year 2003

International Indian Chef of the Year 2003 Edinburgh

Member of the Craft Guild of Chefs

**Member of Chaine des Rotisseurs** 

Chad is a firm advocate of only sourcing the freshest seasonal ingredients and spices which are potent in flavour with nutrition in mind. Chad's motto is to be innovative, progressive and persistent in the search for good food.

### A Modern Day Interpretation Of The Classic Bengali Ghandpuri Hilsha

In my culinary journey as a chef and as a well-travelled individual, my passion and love for fish is paramount. I have tasted and had the good fortune to cook with many exotic varieties of fish from all around the world from the likes of Barramundi, wild Alaskan Black Cod, Mahi Mahi to the humble sardine but my favourite fish undoubtedly is 'The Chandpur Hilsha'. This particular fish I hold very dear to my heart. It brings back mouth-watering memories of yester years gone by of my childhood. On a family trip to Bangladesh on board a DC10 flight from London Heathrow to Dhaka at the age of 14 years old, I can still recollect the vivid and vibrant imagery of the terrain. As the plane descended at Dhaka, I remember looking out to see a vast expanse of blue turguoise water, meandering through lush emerald green fields. I could see small boats casting their nets on the mighty Padma River. It is at that moment the revered Hilsha fish flashes through my mind having tasted it prior, masterfully crafted by the hands of my mother's culinary repertoire back in England. There is an overwhelming sensation as my mouth starts to salivate uncontrollably.

This treasured family recipe has been passed down from generation to generation that hails from my mother's ancestral heritage Chandpur, Bangladesh. It is arguably the king of fish dishes from the Indian sub-continent. The Hilsha fish hits the senses on all levels majestic in taste, flavour, aroma and texture.

The Hilsha Fish is the national fish of Bangladesh and is a popular seasonal delicacy on Bengali tables.

It is a tropical oily fish. Each year a large number of fish are caught in the Padma-Meghna -Jamuna delta, which flows into the Bay

of Bengal. It is a sea fish but it lays its eggs in large rivers. After being born the young hilsha (known as Jatka) then swim back to the sea. They are caught before they swim to the sea. Hilsha is also caught from the sea. However, those caught from the sea are not considered to be as tasty as those caught from the river and tributaries. The fish is full of tiny bones which require trained eating/hands to handle.

As it is anadromous in nature (an uncommon phenomenon in tropical waters), the hilsha lives in the sea for most of its life, but migrates up to 1,200 km inland through rivers in the Indian subcontinent for spawning during the monsoon season. Distances of 50–100 km are usually normal in the Bangladesh Rivers.

In Bangladesh, Hilsha is mainly caught in the Padma (lower Ganges), Meghna (lower Brahmaputra), and Jamuna rivers. Those from the Padma are considered to be the best in taste. It is said that the more upstream the hilsha fish travels, the tastier it gets. By the time the hilsha travels up the Padma River to Chandpur it has already swam to less muddy waters and attained a suppler sweet taste and it is here in its journey that the Hilsha fish is at its most potent in flavour.

In Bangladesh, Hilsha can be smoked, fried, even made into a biryani, steamed, baked in young banana leaves, prepared with mustard seed paste, curd, Begun (eggplant), different condiments like jeera (cumin) and so on. It is said that people can cook hilsha in more than 50 ways. Hilsha roe is also a popular delicacy as a side dish. Hilsha can be cooked in very little oil since the fish itself is very oily.

By Chef Chad Rahman

2019

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57



### The Restaurant Business Joins the World of Technology **Miracles on the Way!**



Food has now seamlessly blended with technology and it's something that food connoisseurs, chefs, and other restaurant employees cannot do without. The fire that was ignited with a flint for cooking is now burning brighter in the world of technology. Today, everything has evolved to the point where technology has completely taken over. Come 2020, there are going to be breathtaking innovations that will change the restaurant industry forever. Technology is used at every point in our lives, so much so that it has now become a vital component of the hospitality sector.

It started with food being cooked in earthen pots, and has now progressed to bots serving gourmet cuisine in upscale restaurants. Technology has changed the level of presentation as well as food service.

The five elements of life are air, water, sleep, food, and shelter. Now, there's a sixth elementtechnology. Food has now seamlessly blended with technology and it's something that food connoisseurs, chefs and other restaurant employees cannot do without.

It was in the 18th Century when the very first cooking range was introduced so that more food could be cooked for multiple people at a time. Then came the era where food was preserved in cans. There have been a couple of hurdles, but the restaurant sector always found solutions such as the concept of refrigeration and cooking gas. From the electrical cooking ranges in the kitchen to sales registers in the main area, the journey has been quite exhilarating. Then there are a couple of other inventions such as the microwave, mixer-grinder, oven, and dishwasher. These are just some of the appliances that are found in every household and restaurant. With technology, we are more in control. Digitisation helps with numerous tasks such as choosing the dining venue and ordering food. All it takes is a simple click on your smartphone. This ease provided by technology has helped restaurants thrive and flourish.

The services being offered for the hospitality sector are phenomenal. They don't just focus on creating a website for a restaurant but an entire system that delivers the owner information on customer database, sales, daily POS operations and much more. From online ordering to making reservations at a restaurant, driver tracking, and customer reviews — these are some of the elements that make a restaurant reach new heights. Technology is now helping restaurant owners manage these elements, along with providing them marketing services to put their establishment in the limelight. A customer can use their smartphone to check out a restaurant's reviews and book their seats for a date night. Technology is now helping restaurant owners manage these elements, along with providing them marketing services to put their establishment in the limelight.

Not only this, but you can also order ingredients online, showcase the specialties through marketing campaigns and promote your brand name on social media networks. You can also promote your business by launching contests and providing early bird discounts through email and social media platforms.

People always check customer reviews before going to a restaurant. So make sure you deliver a stellar service so that they can give a positive feedback.

Technology is fast moving improving the customer service scope by reducing the hassles.

The Internet of things is a term that we all associate with devices connected to the internet. This wireless technology makes everything pretty simple. The EPOS system monitors the purchases and sales, staff records and inventory levels. All the hassle is gone and everything is stored on the cloud.

A tabletop ordering system through a tablet is an incredible experience compared to a server standing at the customer's head. By offering free Wi-Fi, you encourage customers to take snaps and share them with friends and family members on social media. This is easy recognition that you can get by providing a small service for free. On the other hand, Bluetooth sensors are used in the kitchen to check on the equipment and food quality. AI is reaching new heights and in the near future, bots will be performing tasks from artificially-fed memory. The staff will be trained and the restaurant will be managed and monitored by VR technology. This will reduce mistakes, curtail extra costs and improve efficiency. AI is helping people to perform difficult and tedious tasks. If fully supplemented, it can increase job efficiency by a huge margin.

Recently, the news of a fully-automated robot machine that makes burgers was published online. In some restaurants, humans have already been replaced by robots and this has not only improved customer service but also reduced all the hassles that an owner faces in their restaurant.

Technology is now helping restaurant owners to improve the quality of their food, as well as ordering and payment systems. User experience is improving and word-of-mouth along with good reviews will make a restaurant popular.



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OXFAM

Oxfam in Bangladesh has carried out phenomenal work in multiple areas. One of the projects that stood out for me is Oxfam's Fresh Water Project, which we are now fundraising for. A FUTURE WITHOUT POVERTY. WE CAN MAKE IT.



Oxfam is an international confederation of 19 organisations working together with partners and local communities in more than 90 countries. Around the globe, Oxfam works to find practical, innovative ways for people to lift themselves out of poverty and thrive. We save lives and help rebuild liveli-hoods when crisis strikes. We campaign so that the voices of the weak influence the local and global decisions that affect them.

Our involvement in Bangladesh began in 1970, assisting

the then cyclone victims and supporting the people of Bangladesh during the 1971 Liberation War. Oxfam was one of only three organisations honored as a Friend of the Bangladesh Liberation War in 2012. We work with a wide range of partners that include civil society organisations, media organisations, foreign and local universities, the private sector, along with different levels of government. To have a significant impact on poverty and inequality, we recognise that by working with international and local civil society organisations, we can increase impact at scale and bring about transformative social change. We build the capacity of different stakeholders and mobilise people to make their voices heard. Guided by our evidence-based research, we campaign for strategic policy and practice change. We have strengthened our capacity to implement the project by forming a partnership with almost 47 local partner NGOs. From my recent visit to Bangladesh, I have observed Oxfam in Bangladesh carrying out phenomenal work in multiple areas. One of the projects that stood out for me is Oxfam's Fresh Water Project, which we are now fundraising for.

Access to safe drinking water is a struggle for many communities living in the coastal areas of Bangladesh, where flooding is extremely common. Three of the world's most powerful rivers pass through the country and much of the land is close to sea level. When natural disasters occur, water supplies are at greater risk of being contaminated by saltwater and sanitation facilities face being damaged and made unusable. This affects poor people hardest because they tend to live on low lying land and have nowhere to go when flooding happens. Women bear the brunt of these water crises as they have to travel long distances to collect safe drinking water, which leaves little time to earn a living and poses risks to their health and wellbeing, especially during pregnancy. Floods also damage the toilets, meaning that people are forced to defecate in the open which increases the spread of disease.

Oxfam in Bangladesh is working in Chittagong and Satkhira districts where water sources are increasingly becoming contaminated by sea water. We are also present in Sirajgonj and Gaibandha districts which are vulnerable to flooding and river bed erosion. In these areas, we support the most vulnerable to build more secure lives, increase their income and prepare for natural disasters.

This project will focus on protecting the water supplies, hygiene and livelihoods of communities living in coastal areas prone to flooding and at risk of contamination by sea water. With your support and in co-operation with the government, we will:

■ Help communities to access safe, clean drinking water and sanitation facilities.

■ Support poor vulnerable women to develop business skills and earn an income.

Enable communities to prepare for natural disasters.



Aziz-ur Rahman Oxfam Patron azizrahman@aziz.uk.com

Oxfam in Bangladesh is working in Chittagong and Satkhira districts where water sources are increas-ingly becoming contaminated by sea water. We are also present in Sirajgonj and Gaibandha districts which are vulnerable to flooding and river bed erosion



#### Kohinoor's story

In Kohinoor's village of South Baragail in Sirajganj, women are expected to adhere to traditional practices, such as using rags and old clothes during menstruation, often at the expense of their health and hygiene. Many women are unaware of the benefits of using sanitary towels, while others cannot afford to buy them. Oxfam's project has been teaching women like Kohinoor to make sani-tary towels using cotton, net and tape. The sanitary towels that they have learned how to prepare are hygienic, cheap and user-friendly, and the women are now sharing their new knowledge about menstrual hygiene practices with other women and adolescent girls in their community. Kohinoor says, "I'm happy that people learn from me on menstrual hygiene management, which was unknown to me just a year ago". This project will also be supporting Kohinoor and her peers with the necessary equipment and technical support to market sanitary towels in the community. This will not only give women in the village access to affordable sanitary towels but will also create a sustainable source of income for Kohinoor and the other women leading the new sanitary towel production unit.

This project and all of Oxfam's magnificent works are only possible because of everyone's dedication and promise to provide excellence and is my sole purpose to get involved with Oxfam. So, just like former Oxfam America Ambassador Giada De Laurentiis said, "To a billion people around the world surviving on just a dollar a day, the question of what to eat tonight is more about life and death than about recipes. The struggle of poor people around the globe weighs heavily on me, especially now that I am a mother, which is why I work with Oxfam".

All money raised from the ARTA event will go towards funding Oxfam's Fresh Water project in Bangladesh, helping more people access safe drinking water, enable communities to prepare for natural disasters and empower more women like Kohinoor.

ARTA in partnership with ChefOnline which has an active clientbase of over 350,000 registered users are also kindly promoting '£1 on the bill' scheme to help raise fund for the Fresh Water project until 31<sup>st</sup> December'19. I will also be launching a national campaign '£1 on the bill' to encourage all restaurants to take part in January 2020. Please get in touch with me directly if you would like to be involved.

Finally, I would like to thank the Asian Restaurant & Takeaway Awards (ARTA) for making OXFAM their charity partner for this event.

With best wishes,



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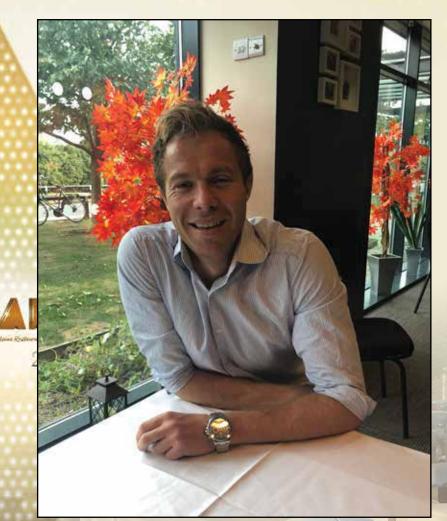
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#### **Graham Taylor** Senior Chef Lecturer Cambridge Regional College

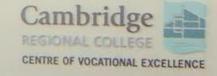
My interest into the Hospitality & Catering industry started when I was 13. I was offered the opportunity to gain some work experience in the local bakery in the village, When I left school I when straight into fine dining restaurant. During my time as a trainee chef I attended college on my days off. As a result of this I achieved all my professional qualifications.

As soon as I was qualified I went down to London to work in such places as the Ritz Savoy which led me onto the QE2 cruise liner. I was lucky enough travel around the world cooking food in the Queens restaurant.

In my 22 years in the industry I have been very fortunate learning developing my skills in various classical & modern cuisines.

The passion I have led me into teaching in an FE college, which I am still today currently as Head of Programmes for the Department of Services industries.

gwtaylor@camre.ac.uk





## Welcome

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### The Oxford Cultural Collective



The Oxford Cultural Collective is an international institute dedicated to delivering and promoting high quality education in the fields of hospitality, food studies and the culinary arts. We draw on our extensive experience and world-wide professional network to help partners establish innovative educational programmes that are fit for purpose. The Oxford Cultural Collective team, of academics, business leaders, prominent chefs, journalists and broadcasters, share a commitment to achieving positive and lasting social change through formal education and through effective public engagement.

For more on the Oxford Cultural Collective, visit our website: https:// oxfordculturalcollective.com/







2019

### Daffodil – Oxford: Gentre for Excellence for Hospitality

This high-profile event, which will bring together academics, hospitality industry leaders, policy-makers and press, will outline the university's strategic vision and objectives for its new school



The Oxford Cultural Collective is looking forward to working with Daffodil International University and Aziz Rahman to create a world-class centre of excellence for hospitality and culinary arts education. Together, we intend to establish a cutting-edge educational institute that attracts and nurtures the next generation of hospitality professionals and that addresses the skills deficit in the hospitality industry, not only in Bangladesh, but internationally. Our educational provision will marry academic rigour with hands-on experience, to equip graduates with the skills and knowledge to pursue successful, exciting careers in one of the world's most dynamic industries.



#### The Launch

An international symposium is planned that will mark Daffodil International University's intention to make a significant contribution to hospitality management and culinary arts education. This high-profile event, which will bring together academics, hospitality industry leaders, policy-makers and press, will outline the university's strategic vision and objectives for its new school. Respected keynote speakers will address major challenges facing the rapidly expanding hospitality industry in Bangladesh and will reveal why they are supporting the Daffodil – Oxford: Centre for Excellence for Hospitality.

Participants in this symposium will become part of a new professional network committed to advancing hospitality education in Bangladesh, in partnership with the Daffodil International University, the Oxford Cultural Collective and representatives of leading hospitality companies.

If you would like to join our network, receive ongoing information about our plans and progress and attend our in-ternational symposium, please keep in touch.

Contact occ@oxfordculturalcollective.com

#### ARTA 2019 : COOK OFF



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### ARTA 2019 : COOK OFF



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With advanced

EPOS systems,

you can monitor

online portal

sales, track and

integrate sales

and adjust stock

# **EPoS Technology -Go Digital Today!**

Digital wallets, innumerable cards and cashless payments — We Brits rarely have cash on ourselves. Hence, those old payment methods are no longer good for your business.

EPOS (electronic point of sale) technology is a modern cashless payment system that works for the business, as well as the customers. All this system requires is a POS software and a card reader.

Businesses are easily able to manage their sales, warehousing problems and stock in supermarkets through the EPOS system. It even allowed them to track staff performance. Lastly, payment methods are more secure and streamlined. Both large and small retailers have benefited from this system's installation.

Internet's growth has been one major factor in the EPOS system's viability and evolution. Following are some statistics presented by the Britain's System of Grocery Distribution:



• Labour efficiency saw a huge surge that targeted around 75% of the unites

- Better product availability was witnessed by 63%
- 55% experienced improved security

• Cost-reduction was one of the biggest benefits that 100% of the units reported about

EPOS systems are available in two forms: you can plug a smartphone into the system or use a wireless version that needs recharging occasionally.

Online retail business has been steadily growing and this calls for highly customised and more advanced EPOS systems. The good news is that the system can be tailored specifically according to a business's needs. With advanced EPOS systems, you can: -

- monitor online portal sales
- track and integrate sales
- adjust stock

Businesses integrated with EPoS present the customers, who shops online with a wonderful user experience. On the other side, businesses are able to accelerate their one-time sales and at the same time, gain devoted customers.

The real power of EPOS is in the software. Software administrators and skilled programmers are developing cost-effective and productive software that will be tailored to meet the needs of a business. Whether you have recently opened a small eatery or operate a 5-star restaurant, this software will add great value to your restaurant business.

It is necessary to have an EPOS card reader because most people do not carry cash now a days. Moreover, if you except "only cash", you are considered old fashioned and this practice deters potential customers from entering your establishment.

The following are some points that will help you understand why your business needs an EPOS system:

Think of it as a tool that binds different areas of the business and promotes timely delivery of orders, work efficiency and coordination.

• Cost-Effective: You have choice between a plug and wireless EPOS system. An EPOS system is hasslefree and the app can be downloaded and installed in minutes.

• Speedy: A POS system requires the customer's PIN and charges them with exact amount. There's no room for human error.

• Convenient: The system is pretty easy to use and does not require you to train your staff about its operation. EPOS systems are compatible with Android and iOS devices, which provide faster checkout. You can also integrate the system with inventory and account software to synchronise other areas of your business.

Depending how big your restaurant operations is, the EPOS system is installed with high-performance processors, which sync the payment counter, tablet menus, kitchen printers, ordering station and thermal receipt printer together. Think of it as a tool that binds different areas of the business and promotes timely delivery of orders, work efficiency and coordination. As a result, table turnover rate increases and more customers are able to eat at your establishment. Programmers can add features that make it possible for owners to run their restaurant easily. The systems are available in different designs and modules so that businesses can mould it to their requirements.



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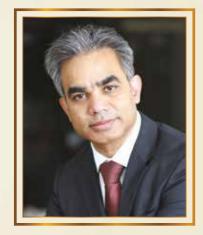








# **KEY PEOPLE**



Mohammed Munim (Salik) Founder Chairman



Zakir Khan <sup>Senior Adviser</sup>



Kodrul Islam <sup>Co Founder</sup>



Nabila Rafique Legal Adviser

# CHAMPION OF THE CHAMPION 2018

Curry Palace, Cottenham, Cambridge

"When we won this competition last year our telephones went crazy. Customers were having to book two months in advance and people came from as far away as London, Leicester and Ipswich to come and eat at our restaurant!"

# NATIONAL CHEF OF THE YEAR 2018



### Bhaijaans Restaurant, Sutton Coldfield

"It's a great honour to be part of this contest. There is tough competition out there. These chefs come from all over the country and are the best of the best!

A good chef will never stop learning and I would advise curry fans cooking their own dishes at home to always use best quality ingredients."

Mushfiqur Rahman, of Bhaijan

### **ARTA 2018: REGIONAL WINNERS**

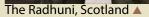




Bayleaf, North London 🔺



Masala Brick Lane 🔺





Royal Bengal, West Midland



The Spice Lounge, East Midland 🔺



Grand Trank Road, East London 🔺



New Curry Centre, South East





Taj Birming, Kent 🔺



The Vine Indian Cuisine, North East 🔺



Spice Club, South West 🔺





Hot Chillies North West 🔺



Grand Sultan, Wales 🔺



Spice Lounge, South Central



Tamasha, National comer of the year 🔺



Cams Spice, East Anglia 🔺

# Our special thanks to ...

ARTA would like to express its deep gratitude to the following individuals for providing invaluable support and advice in organising the grand finale and the gala dinner this evening:

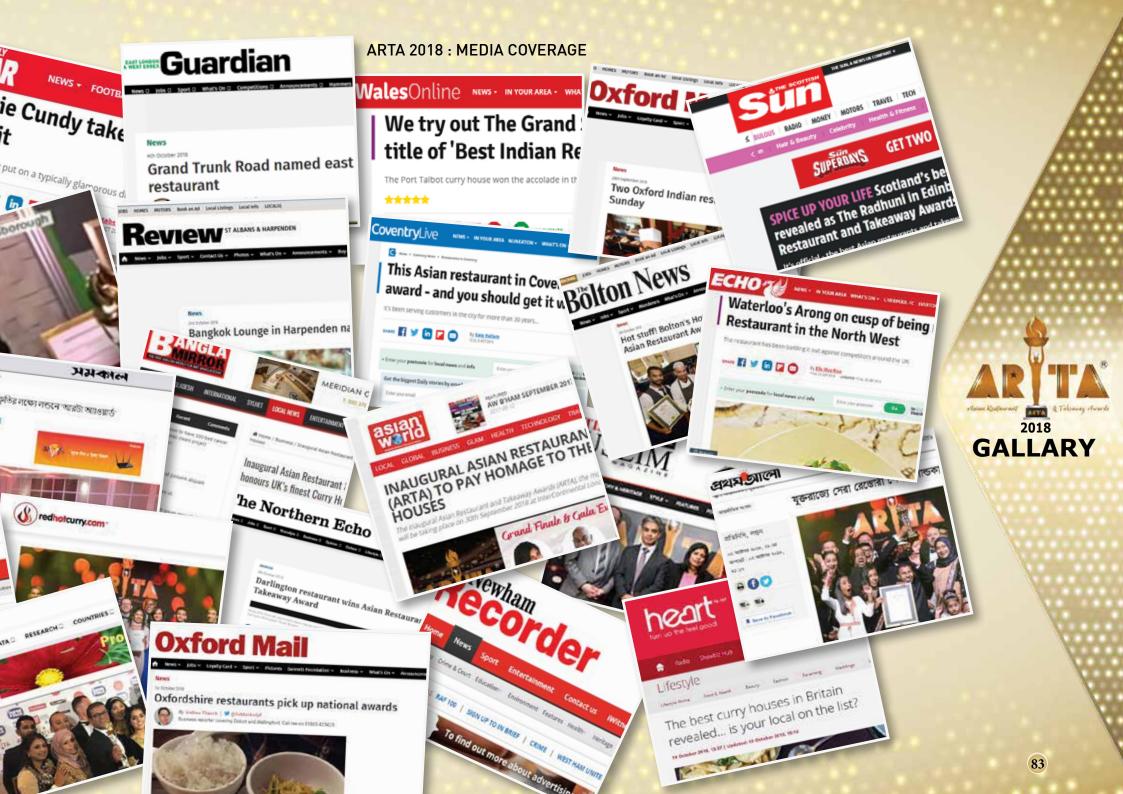
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