

GRAND FINALE
2022

ChefOnline

CO

UK'S FASTEST GROWING FOOD ORDERING PLATFORM FOR RESTAURANTS AND TAKEAWAY

Our Services Include:

- Online Food Ordering Platform
- EPoS
- Digital Marketing
- Print Media









T: 0203 598 5956 | M: 07770 04 04 04 | www.chefonline.com

CONTENIS

Tribute To Her Majesty

About Us and Journey

ARTA 2022 Cook Off

A Bold Touch For Your Tastebuds 03 Foreword

Event Host & Entertainment

The Winning Strategy
How ARTA Survived
Through the Ages

Emerging Street Food Trend in Dhaka, Bangladesh Staff Shortage:
Are We Doing Enough
To Tackle This Issue?

Ambassadors & Judges Panel

ChefOnline Leading the Digital Wave

A Cost Worth Paying For





TRIBUTE TO HER MAJESTY

It is with great sadness we have lost our beloved Queen, Her Majesty Queen Elizabeth II. Her service, humanity and loyalty to us over the last 70 years helped us, her loyal subjects, through decades of unprecedented change in the world we all live in. Our industry will be forever grateful for her late majesty's extraordinary dedication to her subjects in the United Kingdom, the Commonwealth and the rest of the world. Her majesty's legacy will always remain intact through the many lives she touched.

- ARTA 2022

FOREWORD



Mohammed Munim
Founder Chairman, ARTA Awards
& CEO Le Chef Plc



The Asian Restaurant and Takeaway (ARTA) Awards are one of the most significant events for the South Asian culinary industry. We celebrate the diversity, economic benefits, and sumptuousness Asian restaurants and takeaway businesses bring to the UK, enriching the industry with its flavours.

Their presence reflects their perseverance and dedication to the craft and is evident in each bite and experience. South Asian restaurant owners have also taken the time to establish partnerships with local businesses, creating a system of mutual growth that provides stability. ARTA is a celebration of all these efforts and more.

These award ceremonies were meant to be an annual celebration; however, things didn't go according to plans. The last two years have been incredibly tough for everyone due to the pandemic. No one was prepared for its impact on the global economy, especially the hospitality industry. The lockdowns, COVID-19 waves, and economic losses were enough to cause several colleagues to shut down their ventures.

The remaining members needed to cope with a changing world and ongoing challenges presented by Brexit. Part of their effort has borne fruit, especially since they have adapted their actions to suit changing demands. But optimising logistics and compensating for labour shortages presents an ongoing challenge that will take time to resolve. The good news is that people are steadfast in supporting their favourite Asian restaurants and takeaways, and we

people are steadfast in supporting their favourite Asian restaurants and takeaways, and we couldn't be more grateful. There has been an overwhelming response from the public for restaurant nominations, and we are excited to do our best to fulfil their expectations.

We are also incredibly pleased to mention that ARTA's collaboration with Strategic Partner ChefOnline and its partnership with Work Permit Cloud for this year. In addition, ARTA is associated by PayTap, Switch Gas and Power, SuperPollo, Cobra Beer and Madhu's.

Overall, I cannot begin to describe how much I appreciate the support we have received. The players within the industry have helped each other remain afloat, and the UK government has taken several measures to ease constraints. Our sector also owes gratitude to organisations like Lexpert Solicitors, Kaiser & Associates and Square Miles Insurance Services for facilitating businesses and helping them explore innovative methods. Their support has allowed ARTA to achieve its goal of pushing for higher creativity within the South Asian restaurant markets and will pave the way for future success.

We hope you experience a day of enjoyment and merriment as you once again see ARTA present its Champion of Champions Trophy to this year's winner. It will be a memorable moment for all of us, and I wish each participant the best of luck!





VENUE PARTNERS

Sofitel London Heathrow

Sheraton Skyline

Hilton Heathrow Terminal 5

Radisson Blu Edwardian Heathrow

Marriott London Heathrow

London Hilton on Park Lane

Lancaster London

Jumeriah Carlton Tower

The Landmark London

The Savoy

JW Marriott Grosvenor House London

Rosewood London

Natural History Museum

Intercontinental 02

Hilton Birmingham Metropole

Park Plaza Westminster Bridge

Park Plaza Riverbank London

Hilton Syon Park

The Grove

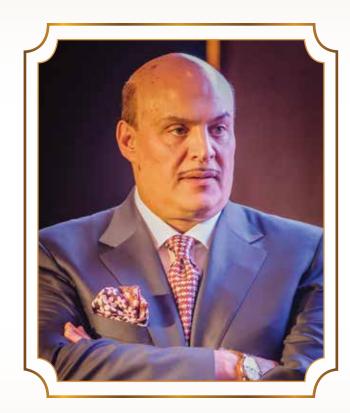


Madhu's Southall 39 South Road, Southall, Middlesex, UB1 1SW T: 0208 574 1897

Madhu's Heathrow Sheraton Skyline Hotel, Heathrow, Bath Road, UB3 5BP T: 020 8564 3380

E: info@madhus.co.uk | W: www.madhus.co.uk





Sanjay Anand, Mbe Chairman, Madhu's

It's always a pleasure to cater for such a prestigious event where we plaudit the best of Asian restaurants and takeaways across the UK. Given the pandemic and all the difficulties we as an industry have faced, tonight awards are a well deserved celebration of us all.

The greatest challenge in this covid era for me was to the safety and well being of my staff, together with keeping the business and their livelihoods going. We took a bold step by diversifying and expanding our restaurant and takeaway business. I took a decision to steer the business into making brand Madhus a more accessible and product for the wider audiences through new concept restaurants and takeaway services. It is with this in mind we opened Madhus at the Grove in 2020 and Madhus of Mayfair in 2021.

Madhu's Brasserie is a new concept that has outlets in Richmond and Harvey Nichols Knightsbridge. Amidst the most challenging times of our lifetime we in the hospitality industry need to be bold and continue to thrive. We need to be creative and push forward with reaching out to our clientele. Resources are limited but with perseverance, passion and a can do attitude the industry can still thrive and bloom in the most difficult of times.

I would like to thank all of the ARTA team for putting together this wonderful night and would like to congratulate all nominees and winners from tonight.





We specialise in Business Immigration and HR system in the UK

Do you

- Want to recruit skilled staff?
- Need a sponsorship licence?
- Need a robust HR system?
- Need immigration advice?
- Need to post job advertisement?



Scan the QR code to visit our website



Md Lutfur Rahman, FCILEx

Immigration Advisor and Commissioner of Oath

Managing Director

WorkPermitCloud Limited

lutfur@workpermitcloud.co.uk

Contact Us

Add: 2nd Floor, 112-116, Whitechapel Road, London, E1 1JE Landline: 020-8087-2343 Mobile/WhatsApp: +44 7888193300 (10am-6pm, Mon-Fri)



STAFF SHORTAGE: ARE WE DOING ENOUGH TO TACKLE THIS ISSUE?

Since, the Brexit, the UK does not have easy access to the EU labour market, and the Covid-19 pandemic has made it more difficult for businesses to survive. Then the rising cost of living is like the last straw that broke the camel's back, employers are struggling to cope with labour shortages to keep the business running.

According to the Financial Times, the city of London has lost 14% of its restaurants since 2020, with one in seven businesses shutting down. The Guardian also pointed out that many restaurants in the UK were forced to close due to multiple closures and epidemic prevention restrictions during the covid epidemic, resulting in massive economic losses. Those restaurants that "survive" are now confronted with challenges such as rising inflation, post-Brexit labour shortages, and consumers' inability to afford them.

Running human-centred operations is not easy, the availability of labour is now the number one issue within the UK hospitality sector. Given the limitations in the domestic labour market, organisations has to rely not only on the local labour force but also on migrant workers.

To support UK business, and boost economy, the UK government has introduced a number of schemes to attract labours from overseas. The Home office makes the Sponsor Licence fee affordable (£536) for small businesses, as well as added some jobs to shortage occupation list under skilled worker visa, such as care workers. Recently a new scale-up visa has launched to attract high skilled individuals to work in scale-up companies to boost the economy. However, the curry industry can't take advantage of it. A separate scheme can be launched by Home office to save the industry.

So why are there labour shortage issues? Enough blaming on Brexit, the Covid pandemic, even before the

outbreak of the war in Ukraine, Brexit and the covid labour shortages were already an issue in the hospitality industry. Economists pointed out that the reasons for labour shortage in the UK are shifting demographics such as ageing and retired employees, requests for greater compensation and flexible working conditions, as well as border restrictions and immigration limits. So, to summarise, the domestic labour market in the UK has limitations. If we do not tackle this issue, the

phenomenon of labour shortage may further intensify in the future.

HOW CAN WE UNIFY OUR VOICES TO MITIGATE THE CHALLENGE IN THE RESTAURANT SECTOR?

To attract skilled workers from overseas, the government has introduced point-based system, so migrant workers who meet the eligible requirements can come to the UK. However, the UK government should revisit some of the barriers placed on skilled worker visas, including English language requirements and the complexity of visa applications. Work-PemitCloud Limited has been dealing with large amount of visa applications for employers, in our experience, there're 3 major roadblocks to Immigration.

FIRSTLY, A HIGHER THRESHOLD FOR ENGLISH LANGUAGE SKILL REQUIREMENTS

The English language requirement was A1 for the catering industry before 2011. Now it's B1 for all skilled workers - be it a chef! A scientist!! or a CEO of a large corporation!!!

The catering industry does not demand this higher level of English proficiency. Only reading and speaking are enough for chefs with relevant experience. WorkPermitCloud Ltd. strongly recommends implementing A1 again for this curry industry.

SECONDLY, LENGTHY AND MULTISTAGE VISA DECISIONS

Though all efforts have been made in skilled worker guidance to fast-track employee hiring timeline, in reality, it takes at least 6 months due

to multistage and repetitive assessment during sponsorship licence, CoS allocation, and visa decision. As per the guidance, the labour market test is not a requirement anymore. In practice, this is still a requirement.

WorkPermitCloud Ltd. strongly recommends the Home Office Case Workers should follow the skilled worker guidance.

FINALLY, FUNCTIONAL COMPETENCY ASSESSMENT BY AN UNRELATED PROFESSIONAL

Visa officers often judge the technical competency of chefs and restaurant managers. Since they do not have relevant background in the catering industry, their decision often leads to wrong judgement.

This affects the employer dearly.

WorkPermitCloud Ltd. believes that if policymakers can address these concerns, the industry will be benefited. The economy will grow.

Let's all hope that the UK in the post-epidemic era can overcome the difficulty of staff shortage as soon as possible so that everyone's life can resume normal!









We provide the following services to our users:

- Business Cash Advance
- Business Bank Account

- EPoS System
- Card Payment Processing
- Order App
- Till Rolls

www.paytap.co.uk



About Us

Curry has a special significance in the UK, and ARTA is about recognising it in all its glory! The Asian Restaurants and Takeaway Awards (ARTA) is the country's biggest event for Asian cuisine and has a rich history and legacy. It has helped push several Asian restaurants into the limelight, highlighting their scrumptious food and incredible service.

It is dedicated to being an ideal platform for Asian chefs, 5-star restaurants, small businesses, etc. and rewards them for their exceptional performance. The best part is that the restaurants don't always need to win to get recognition, although winning helps. Being nominated among the top Asian eateries in the country is enough to draw attention, and several have flourished through this representation and their performance.

This year's ARTA is extra special because it is happening after two years of hiatus. The unexpected waves of COVID-19 and lockdowns made it impossible for the restaurant industry to operate at total capacity and many Asian eateries succumbed to the financial losses. Losing such talent to unavoidable circumstances dampened our spirits, but we are determined to rise and persevere.

ARTA will happen on 2nd of October this year. and the awards will represent the views of over 1,000 people! We are incredibly proud of achieving this feat and are excited to reveal which Asian eateries succeeded in winning people's hearts and stomachs through their delectable food and exemplary service.

Hot Chilli was the National Champion of the Champions of the 2019 ARTA awards, and the restaurant has done exceptionally well for itself under the circumstances. However, the two-year gap has allowed several new eateries to emerge and make lasting impressions, so it won't be easy to guess which one will take the prize home. Of course, there will be several winners in diverse categories, making it a fulfilling ceremony.

ARTA will again set the stage for Asian restaurants, evaluating them based on customer ratings, online reviews, culinary expertise, and hygiene. The event has also considered recent trends and will incorporate some customer-centric approaches in the judgement process.

Our goal has always been the same - to empower the local Asian community and give them a chance to realise their full potential. ARTA provides small and large businesses with the

exposure they need to form beneficial partnerships and expand their networks. This leverage is the key to further growth and development for business marketing, expansion, and recruitment.

Overall, participation in ARTA allows our partners to receive local and international recognition and prestige. The awards have also helped reignite interest in the culinary world and encouraged youth to explore their cooking talents and interests.

Our Journey

ARTA has always been dedicated to the Asian culinary experience and has made all possible efforts to revitalise the food industry. Our core focus has been on making the culinary experience interesting for youth, encouraging them to explore careers in the field. We also wanted to leverage the platform to highlight Asian Restaurants and Takeaways' contributions to the UK economy.

There were several ways to achieve our goals, but we decided on something that would be mutually

beneficial to all parties involved. We decided to launch ARTA, the Asian Restaurant and Takeaway Awards, to reward some of the top Asian eateries in the UK and give them a platform to highlight their strengths and culinary expertise. Food Quality, Restaurant Service, Value for Money, TripAdvisor Reviews, Google Reviews, Food Hygiene Ratings, overall food taste and presentation, etc., were the primary factors in judging a particular eatery, no matter how big or small. Customers were the ultimate judges, providing their ratings and highlighting the good, the bad, and the irredeemable.

Our journey has been deliciously exciting! We have managed to record ratings from over 700,000 customers – an impressive feat in its own right. ARTA has also grown, increasing our Number of partnerships, voting methodology, and event scale. We also decided to digitise the application process, allowing us to be more time and cost-efficient and increase our reach. Our online applications have helped us connect with several more restaurants than before, and the response has been incredible! ARTA owes its success to these businesses and customers, and we have always been proud to contribute to their progress.

We probably faced our most formidable challenge since our launch in 2018, when the pandemic, lockdown, and more waves pushed the industry into chaos. We could not host the awards for two years, and it was heart-breaking to see talented eateries shutting down because they could no longer sustain themselves, given the economic losses. However, we are grateful for the ones that survived and are hopeful for the new ventures that have launched since the restrictions eased.

Of course, that also meant paying extra attention to each part of a customer's food experience. We wanted to ensure that our rating incorporated factors like flavour, hygiene, and the overall experience to push eateries to improve beyond taste.

To say this journey has been fulfilling would be an understatement; however, it also takes effort. This time, we distributed the UK into 18 unique regions, allowing customers to provide the most accurate representation of eatery preferences. The data collection took a total of thirty weeks, but it was successful. The data collection required the public to vote for restaurants for the following factors:

- Ouality of Food
- Quality of Service
- Food Hygiene

ARTA also put extensive effort into marketing, taking a multichannel approach. We conducted on-ground activations and engaged traditional and digital media platforms to amplify our communication. Our marketing strategy was to reach customers through TV, newspapers, businesses, and digital media. We also approached local universities for partnerships, organising cook-offs on their premises and collecting real-time data.

Our strategy helped us on two fronts — it increased awareness about local Asian restaurants among younger audiences, increasing their customer base. It also helped students experience the art of cooking, giving them a glimpse of the excitement of working in the food industry.

Despite its lucrativeness and consumer demand, the industry cannot attract talent as easily. Younger people are abandoning their dreams and opting for stereotypically safer career options. However, ARTA's efforts have helped turn this around and shifted the trends. There is an increased interest in launching food businesses, which has helped inject fresh talent and thought processes.

We have chosen to maintain active partnerships with colleges and universities in the hopes that it would help us to connect with students. Our goal is to help the younger audience realise their passion for the industry and provide avenues and opportunities to help them establish a career in the industry. Our efforts have received a positive response, and we are confident about the future of Asian eateries in the United Kingdom.



EVENT HOST



Samantha Simmonds

Journalist and Broadcaster, BBC

Samantha a motivational speaker and award-winning broadcaster. Samantha is a journalist and broadcaster with more than 20 years of experience; at the moment, she is a presenter on BBC World News and BBC Business News. Samantha was a Sky News presenter for more than ten years, anchoring coverage of some of the most important current stories. The murder of British MP Jo Cox, the EU vote, general elections, the Queen's 90th birthday celebrations, and the Royal wedding, which was broadcast live from Buckingham Palace, were among them. She also garnered media attention when Heath Ledger, Amy Winehouse, and Michael Jackson passed away suddenly.



Paul Martin

Magician

Paul is a member of the renowned Magic Circle and a magician who specializes in after-dinner entertainment, conferences, and awards ceremonies. He has travelled the world for more than 25 years performing at high-profile events for celebrities and Fortune 500 companies, including HRH Prince Charles and Camilla, The Duchess of Cornwall, HRH Prince William and Kate Middleton, The Duke and Duchess of Cambridge, and most recently HRH The Queen Elizabeth II and the entire British Royal Family at Windsor Castle.

ENTERTAINMENT

In recent times one artist is emerging to capture the imagination and hearts of millions around the world, with unquestionable musical talent and the ability to transcend cultural, language, genre and age barriers on stage, on camera and online.

Navin Kundra was born to entertain.

Navin Kundra is an extraordinarily talented singer, gifted songwriter, exceptional actor and an electrifying live performer. His name is synonymous with excellence, having earned the respect of his peers, industry critics and fans alike. With the achievements highlighted below, he has established himself as one of the strongest forces in the British Asian music industry today.

In recent times one artist is emerging to capture the imagination and hearts of millions around the world, with unquestionable musical talent and the ability to transcend cultural, language, genre and age barriers on stage, on camera and online. Navin Kundra was born to entertain.

Navin Kundra is an extraordinarily talented singer, gifted songwriter, exceptional actor and an electrifying live performer. His name is synonymous with excellence, having earned the respect of his peers, industry critics and fans alike. With the achievements highlighted below, he has established himself as one of the strongest forces in the British Asian music industry today.



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

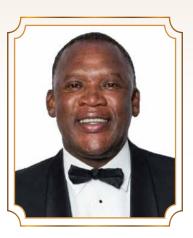


Stephen Anthony McPartland MP

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



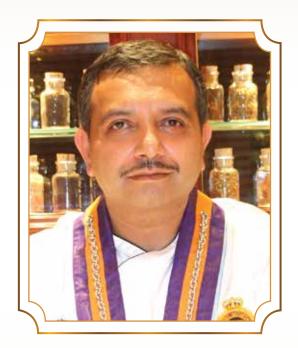
Devon Malcolm

Ex England International Cricketer
Ambassador, Chance to Shine



Zakir Khan
Associate Director,
Community Affairs - Canary Wharf Group

JUDGES PANEL



Chand Rahman
Executive Chef, Multi Award Winning
Celebrity Chef



Mohammed Mujibur Rahman
Mayor of Corby



Graham Taylor
Senior Chef Lecturer,
Cambridge Regional College

CAMBRIDGE REGIONAL COLLEGE

Our vision for our careers provision at CRC is that all students will secure great careers and continue to progress as a result of the skills, knowledge and confidence they have developed at CRC. CRC students will be sought after for their technical skills and the College's reputation for students being 'employment ready', will be excellent. Our careers priorities are aligned to both the college's strategic objectives and the Gatsby Benchmarks and link to the overarching mission of the college of 'transforming lives and creating prosperity' with a vision 'to be outstanding in enabling students to excel and for serving employers and communities.

At CRC we tailor our Careers support to the needs of individual students so that it is relevant to their programme of study and intended destinations. Our courses are all focused around vocational, hands-on learning moving away from the traditionally taught academic classroom learning. Our tutors have industry knowledge and provide our students with the opportunity to build valuable skills required for students to progress with their chosen career. At CRC there are 2 main study routes that young people can take after leaving school; Full-time Study Programmes and Apprenticeship Programmes. Full-time Programmes are suited to those who enjoy the routine of timetabled learning, working on group projects and aren't quite ready for the world of work, whereas Apprenticeship Programmes are for those who are eager to get into the workplace and learn skills on the job whilst getting paid. Both routes can lead onto Higher Education or career progression.

At Cambridge Regional College we have state of the art facilities, a team of dedicated specialist chef lecturers who train and work alongside our students delivering outstanding teaching and learning. The department engages with a wealth of local national employers where by learners get to work in prestige establishments from Michelin kitchens 5-star hotels prestige external events



ARTA 2022 FINALISTS

AWARD CATEGORIES

National Champion of Champions

National Takeaway of the Year

National Chef of the Year

National Newcomer of the Year

Thai Restaurant of the Year

Chinese Restaurant of the Year

European Restaurant of the Year

Regional Winners

REGIONS

Sussex South Central	North London
Kent	East London
South West	South London
Scotland	West London
Wales	North East
Northern Ireland	North West
Surrey	East Midlands
Essex	West Midland
E 1.A 11.111 16 1.11	

2022 COOK OFF







































THE WINNING STRATEGY HOW ARTA SURVIVED THROUGH THE AGES



HOW ARTA SURVIVED THE INDUSTRY-LESSONS TO LEARN

The pandemic marked a low point for the hospitality industry as Asian dining establishments began to feel the social and financial implications of the virus. Survival rested on the laurels of strong leadership and innovation. It required fostering team spirit, even when most of the roster changed. And it required flexibility in terms of pivoting to technology that connected businesses with the end-user.

The result: by reimagining the rules to survive the onslaught of the pandemic, Asian restaurants came back stronger than ever. Standing by and recognizing their efforts through thick and thin is the Asian Restaurant & Takeaway Awards (ARTA). Transparency has always been ARTA's winning strategy, allowing it to survive in a cut-throat industry.

The pandemic forced diners to pivot from a dinner service to a takeout model in a matter of hours. Making this transition seamless was a smattering of technology solutions such as ChefOnline, Work Permit Cloud and PayTap. ARTA exists to recognize the efforts of the best ethnic dining establishments.

ARTA continues to study the role of Asian dining establishments in enhancing the hospitality industry while pushing up rigorous standards.

Today, almost two years later, most businesses have resumed normal operations. However, this is not true for many firms, as the pandemic sent a shockwave of closures across the UK. One study found that nearly 10% of hospitality businesses in the UK permanently closed operations between January 2020 and 2021.

Many Asian-themed restaurants suffered from the lack of international business and tourism. By recognizing the struggle, commitment to quality, and achievements of many restaurants, ARTA helped the industry in its uphill battle.

The Asian Restaurant & Takeaway Awards played a pivotal role that empowered businesses, provided them with recognition, and improved client acquisition process. It was a symbiotic relationship that powered the hospitality industry through the worst of the pandemic.

MAINTAINING TRANSPARENCY

ARTA believes that the judging process should be transparent to minimize biases and recognize the hard work of businesses.

Competing restaurants are shortlisted based on popular demand, with over 700,000 consumers approached for casting their votes every year. These votes are registered through ChefOnline, ARTA's strategic partner and also through national social media campaigns.

Each restaurant is issued a Customer Nomination Score that includes three key factors: Quality of Food, Quality of Service, and Value for Money. This is followed by the ARTA score, which includes Food Hygiene Rating and reviews from websites like TripAdvisor and Google.

Restaurants that make it through the gruelling first phase are judged and invited to participate in a Cook-Off Competition. The score includes various factors including flavour, appearance, texture, hygiene, and aroma.

Establishments that win the prestigious ARTA award get the privilege of receiving numerous benefits including:

- Customer engagement
- Enhanced brand recognition and awareness
- Unbiased insights on the quality of food and service
- Endorsements to improve client acquisition

The nomination and selection process are based on fair and democratic voting. ARTA wants to ensure that its voting process is as transparent as possible. This ensures that only deserving restaurants can win.

KEEPING UP WITH FOOD HYGIENE STANDARDS IN THE UK

Food hygiene regulations exist to protect consumers from biological hazards in food. They provide a blueprint for safe and clean operations to prevent food-borne diseases. ARTA carefully evaluates dining and takeaway establishments for food practices before announcing winners for its highly coveted awards.

ARTA has demonstrated its commitment to food safety, hygiene, and safety by comprehensively reviewing all aspects of the logistical supply chain before conferring awards to restaurants.

One survey found that most consumers want businesses to be more transparent about their food hygiene practices by displaying their ratings. The Food Standards Agency (FSA) issues a Food Hygiene Rating Scheme (FHRS) that provides information on restaurant hygiene standards during an inspection.

Establishments are rated on a scale of 0 to 5, with 5 representing good hygiene standards and 0 requiring urgent changes.

Maintaining excellent hygiene practices is in a business's best interests. The foremost of these benefits is winning customer trust and improving business efficiency. Restaurants that constantly go above and beyond to deliver high-quality and safe products build positive reputations that correlate with more repeat customers and word-of-mouth advertising.

In addition to customer trust, practicing food hygiene teaches employees involved in the manufacturing process to apply hygienic practices in their everyday life and improve their own quality of life.

FOOD HYGIENE RATING

10 1 2 3 4 5

VERY GOOD

A major aspect of food hygiene is reducing food waste and improving productivity. By minimizing food waste and streamlining the workflow, restaurateurs can save on overhead costs and significantly improve their profit margins.

To help customers and businesses throughout the UK make informed decisions, ARTA investigates food hygiene practices for restaurant establishments. The judging process helps owners explore how to achieve a good score, and if you are a consumer, it will help you make informed decisions about where to eat.

It is worth noting that food business owners are required by law to undergo food hygiene training. Some of these courses can be taken online and completed in a few hours.

Many Asian restaurants in the UK fought hard to stay open for customers when the pandemic hit. The pandemic-led closure of dine-in services changed the industry forever by forcing it to adopt new processes.

For many of these establishments, takeout orders barely helped them break even in terms of covering overhead costs and paying employees. A major goal for most of these businesses was to maintain their long-standing relationships with regular customers.

Some residents also depended on Indian restaurants as their main food provider because they could not go out to buy groceries and prepare meals.

ARTA recognizes that Asian restaurants have rallied the community by serving many elderly folks living in their neighbourhood. In the end, ARTA just wants to benefit the community by rewarding and recognizing the efforts of Asian dining and takeaway establishments that go above and beyond.

For most people, using Indian restaurants provides them with a convenient way of saving money and time instead of having to make multiple visits to order takeout from restaurants.

Asian restaurants continue to serve their customers while following COVID guidelines and quality standards.



PRIORITIZING RELATIONSHIPS WITH LIKE-MINDED BUSINESSES

The hospitality industry has been and always will be about fostering relationships. The team at ARTA strives to maintain the right relationships and leverage them to create a win-win situation for stakeholders in the industry.

Every event, crisis, and innovation allow brands to explore relationships in the most uncommon places. For example, an important corporate sponsor for ARTA is Switch: Gas and Power, a company that leverages its relationship with utility companies to broker cost-efficient contracts for Asian restaurants.

Surviving unfavourable market conditions requires leveraging the right relationships during pivotal moments.

The pandemic was a time for companies to get ambitious, creative, and explore new relationships. It was a time for introspection to make sure you have the right team doing the right things.

The power of hindsight and numerous case studies also make it clear that businesses should be ready to prune off those difficult relationships that don't align with their values.



ADOPTION OF TECHNOLOGY - THE KEY TO SURVIVAL

The hospitality industry is constantly in flux with new trends emerging almost every other day. One can view it as a threat or as an opportunity. ARTA recognizes the importance of adopting technology that improves existing operational processes.

For example, by adopting creative delivery services like ChefOnline, restaurants can go from barely realizing sales to quickly selling out. Diners and takeaways that insist on handling deliveries on their own continue to grow or shrink into irrelevance.

The survival of establishments largely depends on their response to disruptive technologies. Of course, restaurants may utilize in-house delivery systems, but it would come with increased overhead costs that may stretch the already-dwindling budget of many businesses.

The option of using a third-party online food ordering platform service such as ChefOnline is quicker and easier to implement.

Let's take a more in-depth look at how restaurants tackled the challenges posed by the pandemic - and the overarching role of ARTA.

ROBOTIC STAFFING SOLUTIONS

Many workers are more than happy to walk away from jobs, which can result in an acute shortage of employees. To overcome staffing shortages, many restaurants tend to abandon their phone lines altogether. This creates a problem: not picking up phone calls can harm your client acquisition process.

For many business owners, trying to run a restaurant with less staff and strict COVID guidelines is difficult. Add to that the constant need for quality control, and the task can take a heavy toll on employees.

This is why an investment in robotics seems to be the answer. A good solution is to invest in autonomous solutions such as chatbots and conversational platforms that can easily fill the gaps in customer representation. A major advantage of investing in such innovation is that it allows restaurant owners to track the volume of calls and trends related to peak times.

24

The hospitality industry has been and always will be about fostering relationships. The team at ARTA strives to maintain the right relationships and leverage them to create a win-win situation for stakeholders in the industry.

Every event, crisis, and innovation allow brands to explore relationships in the most uncommon places. For example, an important corporate sponsor for ARTA is Switch: Gas and Power, a company that leverages its relationship with utility companies to broker cost-efficient contracts for Asian restaurants.

Surviving unfavourable market conditions requires leveraging the right relationships during pivotal moments.

The pandemic was a time for companies to get ambitious, creative, and explore new relationships. It was a time for introspection to make sure you have the right team doing the right things.

The power of hindsight and numerous case studies also make it clear that businesses should be ready to prune off those difficult relationships that don't align with their values.

The data can then be used to make more strategic staffing decisions, ensuring that workers are assigned schedules where their services are most needed. The use of robotics and automation allows restaurants to focus on more critical tasks, not to mention the fact that it makes work less repetitive for employees.

More than just filling the gaps in a restaurant's workforce, these digital solutions allow restaurants to deliver a superior customer experience, regardless of whether their clients are dining in or ordering a takeaway.

Logistics and shipping are major challenges that the hospitality industry continues to grapple with.

Traditional processes for ordering anything can be a long and complicated process. With the supply chain in shambles due to the pandemic, it can be arduous to ensure that your customers' favourite products are delivered in the right place and time.

Robotics, however, can make it easy to navigate these problems. Thanks to new digital innovations, restaurants can maximize supply chain visibility and cut down on the overhead costs associated with stocking the right inventory in a timely manner. A major problem during the pandemic was

the unreliable delivery timelines of food shipments.

As a result, restaurants were grappling with a two-pronged problem: the shortage of staff and inventory.

The other end of the extreme is accidentally ordering more goods than needed. Various inventory solutions use machine learning algorithms to scan food supplies and detect their quantities. With this information, restaurants can make more informed choices on streamlining their orders while minimizing food waste.

ARTA partners with Work Permit Cloud (WPC) to streamline the process of human resources for restaurants and provides a range of services to this effect.



EASE OF PAYMENTS GOING CONTACTLESS WITH PAYTAP

Payment options have always been a major friction point for diners and takeaway customers. Today's consumers demand fast, seamless, and digitized payments from establishments. Surveys show that 84% of consumers prefer to pay using digital and contactless payment methods.

This used to be difficult in the past for many businesses. However, the increased adoption of technology has seen a rise in the accessibility of contactless payment solutions for establishments.

These solutions have had an immeasurable impact on restaurant operations. For the vast majority of restaurants in the post-pandemic world, digital payments will be critical to their survival in the future.

Among these solutions is ARTA's partner, PayTap. Designed to accept payments from anywhere in the UK, restaurants can harness PayTap to allow customers to securely pay via contactless methods, including RFID credit cards, digital wallets, and over the phone.

PayTap also offers restaurants with a wide selection of PCI-approved terminals for face-to-face transactions. These devices are easy to use, fully approved by the PCI, reliable, and secure.

PayTap empowers businesses in the hospitality industry by staying on top of their accounts from anywhere in the world. An intuitive companion app on a smartphone can allow business owners to view all live transactions, refunds, chargebacks, and more. PayTap also lets business owners download their statements and trend reports with detailed analytics.

PayTap makes the installation and setup process pain-free for businesses. This means that staff and business owners do not have to be tech-savvy in order to use these devices. Getting started with PayTap is super-fast and free. The on boarding takes only three business days, after which restaurants can start accepting card payments from their new terminal.

A unique selling point for PayTap is that they stay on the cutting edge of payment terminals. They also offer many aftermarket services, often free of charges such as next-day swap-outs, upgrades, and other facilities.

ENERGY MANAGEMENT SOLUTIONS

Most restaurants don't fully leverage the use of utilities such as power, water, and gas. The use of utility management companies such as Switch: Gas and Power can lead to direct savings on the monthly energy bill and free up valuable human resources.

Today's businesses have several endpoints and sites that can leak resources, especially if the sites are spread throughout several locations with an ever-expanding portfolio. Utility management companies like Switch: Gas and Power can ensure that these connections save money.

It is a trustworthy energy broker recommending the most effective contracts for businesses. ARTA leverages its partnership network to help restaurants maximize the allocation of resources and minimize overhead costs.

BEING TECH-FOCUSED IS THE WAY TO GO

The hospitality industry was one of the most highly impacted industries during the pandemic. Businesses were hit hard with obstacles but quickly adjusted to the new norm by embracing technology.

Flexibility and agility in adopting new technology can lead to increased efficiency and cost savings. All these years later, it is safe to assume that many of these technological changes that were adopted in the 'spur of the moment' will remain in use.

Updates to these tech-focused solutions will keep taking place so that Asian restaurants can keep pushing the envelope in terms of quality standards and service efficiencies. We also need to understand that the industry is different, and today's consumers are very different. The hospitality industry will have to continue adapting and evolving to support these ever-changing trends and customer expectations.

ARTA has always stayed at the forefront of adopting technology and maintaining a network of strategic partners that can provide Asian restaurants with a powerful infrastructure. Their major corporate partners, including ChefOnline, WPC, PayTap, Switch: Power and Gas and SuperPollo provide Asian establishments with a competitive edge in the industry.

LEVERAGING MAJOR MEDIA OUTLETS

It is safe to assume that the vast majority of Asian diner and takeaway establishments do not have a clear digital marketing strategy. Most establishments are short-staffed as is and are unable to spend resources on marketing. This is one area where ARTA can provide tremendous support. By leveraging a combination of local and international media groups, ARTA draws the spotlight on winning Asian restaurants.

Businesses can use the ARTA platform to establish their brand, promote their voice, and engage their consumers without pulling away resources from delivering high-quality food. Since 2018, ARTA has engaged with major media outlets including The Sun, Daily Star, Mirror, Oxford Mail, and The Guardian, to name just a few, to promote winning establishments.

This allows featured restaurants to grow their online audience. ARTA awards are designed to create conversations that cultivate new clients and nurture existing ones. ARTA stays on the cutting edge of digital marketing to capitalize on opportunities that surprise and delight its customers.

Another key strategy is to use the star power of influencers and television personalities to honour the crowning achievements of the hospitality industry. To put things in perspective, the guest list of 2018 included renowned celebrities such as Ainsley Harriott, Monty Panesar, Pascal Craymer, and Victoria Clay, among others.

Words of encouragement from former Prime Minister Theresa May kicked off the event on an exciting note. Over 20 restaurants received awards in 2018, including Curry Palace, Bhaijaan's, Bombay Kitchen, Tamasha, and Masala Restaurant.

A major aspect of ARTA awards is recognizing winners from different regions of the UK. Each award is split geographically with regional splits of City and East London, East Midlands, Essex, North London, and Scotland, among others. This allows excellent establishments from different regions to gain equal

representation through the ARTA awards ceremony.

ARTA kicked off 2019 with the same energy and fervour - this time, by weighing in the opinion of over 350,000 customers. The data was provided courtesy of ARTA's key partner, ChefOnline.

ARTA has traditionally held in-person award ceremonies for a more authentic experience. However, the pandemic forced many event organizers to pivot to virtual platforms for conferring awards to businesses.

Given the nature of public restrictions and infection rates, virtual events in 2022 and beyond offer ARTA a viable option to continue organizing award ceremonies to recognize businesses for their contributions to the hospitality industry.





THE UPTICK IN RESTAURANT DELIVERY & TAKEAWAY

There has been a surge in the demand for takeaways and deliveries, so much so that the global market for food deliveries is worth over £112 billion.

Much of this growth has been spurred by the pandemic and the advent of user-friendly apps like ChefOnline and PayTap.

Even as the hospitality industry recovers from the pandemic, the economy of food deliveries continues to expand, mostly driven by consumer habits. The UK has one of the world's most mature food delivery markets, with exponential growth observed from 2020 to 2021.

Let's explore a few reasons why food deliveries are so popular.

CONVENIENCE

A major reason why consumers are opting for food deliveries is that convenience. Delivery saves people time and money. There is no need to drive to your favourite Asian restaurant or having to wait for your turn in a long queue.

Delivery services do end up driving the price of a meal. But the cost difference is not substantial enough to offset the convenience of having food delivered to your home. Most delivery services have a fee, which covers the cost of gas mileage and labour costs. Sometimes, this can be as little as one pound to as much as five pounds. Then there's the question of tipping: two to four pounds is a reasonable tip for most food deliveries. Food delivery provides a good compromise to consumers who don't have time to cook food. A person can place an order online for their favourite Indian dish using ChefOnline, sit at home while their food is prepared, and wait for the delivery to arrive.

SICK FOODIES

Another reason why food ordering has increased in popularity is because of foodies who may not be feeling well. For most people, staying at home may be part of recovery. During their stay at home, these people need a healthy diet to aid recovery. This is where online ordering seems to be a lifesaver.

They can order from the comforts of their bed, sit back, and relax while it is prepared.



IDEAL FOR LARGE GROUPS OF PEOPLE

A major reason for the uptick in online ordering is that it is ideal for larger parties. For example, during the pandemic, it was not recommended or convenient for groups of 20 people to show up at a restaurant unannounced. Even if the pandemic was not a factor, serving a large group can be difficult for most restaurants, but ordering online beforehand can better serve a group.

Takeaways allow the food to be cooked in its due time instead of rushing the process. It also allows the restaurant to attend to other patrons in the background while they work on the bigger order.

A PEEK AT THE POST-PANDEMIC FUTURE

If we've learned anything from our past experiences, it's that difficult times call for difficult measures - usually in the form of unconventional and untested ideas.

Many technological transformations that were brought about by COVID will be a mainstay of the hospitality industry. These transformations are geared toward contactless payment solutions and will play an important role in reshaping the industry and customer expectations.

Asian restaurants that were quick to pivot to digital experiences during the pandemic reaped the rewards. The same is likely to hold true in the future. Many restaurant technologies are likely to be a mainstay of the future.

ONLINE DELIVERY IS KING

Online delivery systems have played a pivotal role in keeping many Asian restaurants from closing down. It makes sense to keep using this technology. Whether it's fine dining or fast casual, restaurants that provide online delivery are more likely to stay operational during the pandemic.

This trend will likely gain even more momentum as many customers will be more cautious eating in crowded places.

EFFICIENT DELIVERY SYSTEMS

Restaurants were forced to adopt newer, more efficient delivery systems out of necessity. These delivery systems were faster, more convenient, and more hygienic. We might even see the use of autonomous vehicles such as drones and robots to pick up on delivery technologies in the near future.

CONTACTLESS DINING AND TAKEAWAY

Technologies like PayTap are helping to reduce human contact as much as possible. This also indicates that cashier-less drive-thrus would be a real possibility for Asian restaurants. Establishments will use multiple technologies to power this infrastructure. This includes the use of cameras, sensors, and deep learning technology to take orders, receive payments, and deliver food.

The new technologies would allow customers to use their phones and tablets to browse menus and place orders from those devices.

Finally, there will be more online payments, including Google Pay, Apple Pay, PayPal, and even cryptocurrency. The adoption of contactless payment options will be popular among the younger generations with more innovations.

MORE SANITISING AND HYGIENE TECHNOLOGIES

The pandemic has made sanitation and hygiene more important for restaurants. New technology will be used to implement rigorous sanitization practices at all aspects of the supply chain.

Tech companies are making apps to track infectious diseases to help employees and consumers.

WRAPPING UP - ARTA'S ROLE IN HELPING THE ASIAN FOOD INDUSTRY

So, there you have it! An in-depth look at how ARTA survived through the years and played an instrumental role in recognizing the achievements of Asian dining and takeaway establishments.

We are moving towards a robust new world where Asian restaurants have to adopt a tech-focused and customer-centric approach to serving food. The goal, as always, is to go above and beyond to cater to changing customer expectations. ARTA will strive to represent and recognize the contributions of Asian food establishments.



ARTA 2022 MEDIA LAUNCH



















30





THE TAFIDA RAQEEB FOUNDATION

Shelina is the mother of Tafida Raqeeb and the powerful force behind the Tafida Raqeeb Foundation.

As many will be aware of this case in 2019 as it reached national and international coverage.

Since February 2019 she has made the hospital her residence and has spent every night with her daughter. Whilst caring for Tafida round the clock, Shelina reflected on the paucity of resources and care to support children with similar conditions to Tafida. She constantly contemplated on what she could do to support these children. This is when she realised that children in the UK do not have enough access to rehabilitation following a brain injury and that there was a fundamental shortage of facilities. And that is when the idea emerged of setting up the Foundation. Despite the challenging journey, she decided to follow that path. Two years was spent on planning on the Foundation.

At times it became unbearable, other times it was a race against time, but she carried on for the sake of all children. She believed that every child deserves a chance at life after sustaining brain injury. Shelina has stated that "anything could happen any time to anyone of us as the pandemic has shown us. A sudden brain injury could happen to your child as it happened to my Tafida and it was completely out of the blue. But there is hope and I want to provide that hope to children".

Shelina has managed to inspire so many people to share her vision of a Neurorehabilitation Centre in the UK. This is a bespoke Centre which will be the first of its kind. Shelina has showed huge strength of character and resolve in launching the Foundation and is working tirelessly to ensure her vision becomes reality very soon. For further information please visit our social media platforms.





ChefOnline

Leading the Digital

Wave by Digitising

and Automating

Restaurants and

Takeaway Businesses



It's no secret that the restaurant industry in the UK is evolving by the day. With the rise of digital technologies and shift in consumer focus due to the COVID-19 pandemic, more and more people are choosing to order food online than ever before.

The Rapid Growth of Online Ordering and Food Delivery

The COVID-19 pandemic has had a significant impact on the way people live. One of the most notable changes has been increased demand for food delivery and takeout.

This was likely due to two factors:

- 1) restaurants had to close their doors because of the lockdown, and
- 2) people preferred staying home even after dining restrictions were lifted to avoid exposure to germs (and enjoy greater convenience).

Online food delivery became a saving grace for the hurting restaurant industry in the post-pandemic world.

However, even with pandemic effects subsiding, for the most part, restaurant meal delivery is no longer limited to foods such as pizza and Chinese. In 2020, the UK's online food delivery market generated approximately 8.8 billion euros. The value is expected to reach 20.6 billion euros by 2026.

After seeing a surge in orders, many restaurants have turned to food delivery services to help meet the increasing demand and changing consumer expectations. The advent of user-friendly mobile apps has unlocked ready-to-eat food delivery as a major category – and it is poised to remain as such in years to come. Using apps to order food online is slowly becoming a norm among restaurant customers. Given that customer retention is the prime

factor in the success of food businesses, restaurants must adapt to the changing consumer preference to stay in business. This is a good time for restaurant owners to identify new opportunities in the market and tap into delivery platforms that compensate for their lack of in-house delivery capabilities.

However, just any delivery platform won't cut it, considering that restaurants' traditional profit margins of 7% to 22% aren't enough to cover a typical platform's commissions of roughly 14% to 35%.

This is where ChefOnline enters the picture, providing a golden chance to local restaurants and takeaway businesses to level the playing field against experienced restaurateurs and expand their customer base with minimal up-front investment or fixed operating costs associated with building their own ordering platforms.

ChefOnline Bridging the Gap between Eateries and Online Food Customers

The rise in online ordering and food delivery demand has created a huge opportunity for restaurateurs willing to partner with online food delivery platforms and adapt their businesses accordingly.

ChefOnline is at the forefront of this digital wave, leading the charge in terms of online food ordering.

Its innovative platform bridges the gap between customers and restaurateurs across the UK, allowing people to order food from their favourite restaurants and explore new eateries nearby with just a few clicks while supporting local and small businesses to grow and expand exponentially

ChefOnline's success in quickly becoming one of the most popular online food ordering platforms is due in part to its cutting-edge technology and winning digital marketing strategy.

About ChefOnline: Mission, Vision, and Approach

Serving as a gateway to takeaways, ChefOnline boasts an incredible portal service that hosts a wide range of restaurants and takeaways across the UK.

It strives to uphold its reputation as a one-stop platform for customers to browse through menus from the best cuisines, receive exclusive deals and discounts, make instant table reservations at their favourite restaurant, and get food delivered to their doorstep.

ChefOnline has a well-designed website and app with seamless navigation and a user-friendly interface committed to providing customers with the best food experience possible. Its agile approach and technology integration into its business model allows smooth operations in a large geographical area, giving customers easy and quick access to an expansive network of culinary talent and establishments.

This, combined with the company's agile approach, creates a seamless experience for customers no matter where they are in the country.

ChefOnline's approach is two-pronged:

Bring the best cuisines and dishes from renowned restaurants and emerging food businesses directly to consumers.

Encourage and support local eateries to scale their business, promote brand awareness, and grow their customer base.

34

The growing list of partners is proof of the company's winning approach to digital marketing and online food delivery. The intuitive digital marketing solutions offered by ChefOnline empower restaurants to efficiently market and manage their business online. But is investing in digital marketing solutions worth it for restaurateurs?

The Importance of SEO and Social Media Marketing for Online Food Delivery Businesses

Without incorporating the latest SEO and social media trends and tactics in the digital marketing mix and keeping customers at the centre of it, food businesses can't reap its maximum benefits.

SEO and social media marketing are both essential for reaching potential customers and generating traffic to the website.

SEO helps restaurateurs get their website to rank high on search engines and be seen by more people, while social media marketing helps them connect with potential customers and build relationships.

When it comes to SEO, online food delivery businesses that have optimised their website for mobile devices achieve greater visibility on search engines. Using relevant keywords on the website and in online marketing content and creating quality content that is shareable and informative amplify SEO efforts and help establish the business as a market leader in the online food industry. As for social media marketing, restaurateurs that stay active and engaged with potential customers, post regularly, respond to comments and questions promptly, and run promotions or giveaways create brand awareness, attract more customers, and build trust and credibility that benefit their business in the long run.

The evolving landscape of SEO and social media marketing presents fantastic opportunities for restaurants to reach customers where they are and gain a competitive edge in the crowded industry. Food businesses not visible in search results miss out on a huge opportunity to reach a wider audience base and cultivate long-term relationships with customers.

This is where ChefOnline comes in as a saviour for UK-based restaurateurs struggling to advertise their establishment on digital platforms and missing out on huge profits.

How ChefOnline Is Transforming the Digital Landscape of the Restaurant Industry in the UK

The online food-ordering platform offers a cost-effective way for restaurants and takeaways across the UK to successfully market themselves online. It manages all business aspects, from taking food orders to making customers aware of new meals and the latest offers. A robust and secure software solution is deployed to handle all administrative tasks, ensuring that everything from the initial transaction to final delivery goes smoothly.



ChefOnline allows restaurateurs to customize the online food ordering platform based on their unique requirements, preferences, and expectations through a simple setup system. This ensures customers can place orders on the restaurant's website hassle-freely.

Ultimately, restaurateurs can enjoy greater business efficiency, earn a reputable position in the market, and connect with prospects throughout the area effortlessly.

Here's what ChefOnline has in store for food businesses:

- 1. A national food ordering platform
- 2. A well-designed, branded website
- 3. A powerful EPoS system
- 4. Domain and hosting
- 5. Owners Control Panel
- 6. Cutting-edge digital marketing solutions
- 7. Print media
- 8. 24/7 customer service

With this online platform, restaurateurs can look beyond traditional business customs and tap into the innovative realm of digital marketing.

The best thing?

Food businesses across the UK can join this breakthrough platform for free. Unlike traditional third-party food delivery platforms that require thousands in commission, ChefOnline doesn't ask for an admin fee and helps restaurateurs save more!

ChefOnline's 360-Degree Digital Solution for UK-Based Restaurants

ChefOnline has made a name for itself as the ultimate platform for restaurant management in the UK by providing businesses with holistic digital marketing solutions. It invites restaurateurs to connect to and retain their current and future customers with minimal effort and at unbelievably low prices!

Below is an overview of the services offered by ChefOnline:

Online Food Ordering System

Since most customers are looking to order food online, ChefOnline makes it easier for local restaurants to display their menus in front of a wide audience and connect with customers like never before.

The platform undergoes constant upgrades to ensure the restaurants are always at people's fingertips and they can place their orders anytime without much hassle. It also enables customers to make table reservations at their favourite restaurants, eliminating the frustration of waiting in line before being seated.

Additionally, ChefOnline keeps prospects informed of any new deals, discounts, or meals introduced by a restaurant. Restaurateurs rest assured knowing that their customers will be well taken care of on the platform.

EPoS System for Efficient Business Management

ChefOnline's EPoS system features a wide range of innovative technologies with a J1900 Quad-Core Processor to enable smart restaurant management. The device comes with a 4GB Ram, 64GB SSD, an electronic cash drawer, and a good quality audio speaker. It also has a PRO Kitchen 80mm Thermal Printer with an auto-cutter to make invoice printing easier.

Thanks to the 15" capacitive touch screen, restaurateurs can manage their customer database and optimise daily POS operations digitally with only a few clicks. The live server also delivers all-encompassing sales reports in a timely manner, allowing food businesses to stay on top of their weekly or monthly targets.

The EPoS system is 100% secure, efficient, and easy to use. Training on navigating the system is provided to all restaurateurs once they register with ChefOnline. The company has stringent security measures to maintain the highest standards of protection and confidentiality of customer and sales data. The system has excellent compatibility with most retail devices and networks, resulting in optimal convenience. Food businesses, big or small, can expect significant time and money saving with the EPoS system. In the case of any issue, they can get in touch with the friendly customer support representatives available 24/7 and get everything sorted as soon as possible.

Innovative Digital Marketing Tools

ChefOnline boasts a well-knit team of digital marketing experts with a successful track record of helping restaurants gain a competitive advantage over their competitors with extensive SEO and social media services.

These specialists go above and beyond to ensure that a food business is presented to the audience in the best possible light. They highlight its diverse menu, popular dishes, and exclusive deals and offers to attract maximum customers.

In addition to optimising website content and handling off-page SEO, ChefOnline's digital marketing team provides local SEO services and helps restaurateurs create relevant, engaging, and impactful social media ads. They also offer assistance with Google and Facebook paid ads and advanced on-page SEO.

All services combine to ensure that a business has consistent branding on all digital platforms and is found by maximum prospects from a particular area or city.

Print Media Services

ChefOnline designs and prints all partner restaurants' menus (a la carte and takeaway) in full colour on silk, gloss, or bond paper, ensuring they align perfectly with the overall brand aesthetics. The top-notch printing effects reflect the quality and price range of the restaurants. Restaurateurs can get the menus folded in different ways as per their creative approach.

An optional gloss or matt laminated coating is also offered for extra protection and longevity.

The well-designed menus serve as powerful marketing tools, helping restaurants educate and entertain their customers at a minimum cost. The company also prints business cards and flyers or leaflets to help restaurateurs make great first impressions in front of prospects and boost engagement at an event. Moreover, professional letterhead templates are also available to help make corporate documents look more appealing.

Achieve a Strong Digital Presence and Growth for Your Restaurant or Takeaway Business with ChefOnline

With multiple high-profile players competing in the food industry, the cost of attracting customers towards local restaurants and takeaway businesses is becoming unsustainable.

ChefOnline offers a way out by allowing restaurateurs to showcase their business on a national online food delivery platform trusted by hundreds of thousands of customers. The company goes the extra mile to make things easier for food businesses by delivering custom-tailored digital marketing solutions and optimising day-to-day operations with an EPoS system.

Learn more about ChefOnline on the official website or send specific queries to hello@chefonline.com.





THE SWITCH THAT MAKES SENSE

- info@switchgasandpower.co.uk
 - **(** 01917 318830

We provide the following services to our users:

Account Management

Advanced Procurement

Expert Renewal Service

Start Up Businesses

Expert Energy Advice

Business Savings

Business Water

Energy Audit

Bill Validation

www.switchgasandpower.co.uk

WHY CHOOSE SWITCH

Switch has over 30 years' experience in the energy industry, and we specialise in the hospitality sector with over 1000 customers on our books just for this sector. We are a national company, however we first started trading in Birmingham where we have an abundance of customers on our books.

We have encountered many obstacles going all the way back to March 2020 when the pandemic first started, and most businesses had to close. At Switch we had to think very quickly and come up with a strategy on how to keep the business going, so we targeted the hospitality sector, as we were very quickly able to assist in securing contracts for hotels with restaurants, as they were being converted into HMO's and they were trading as usual. Takeaways were also able to trade, so we were able to assist in securing contracts for this business sector as well.

Over 20 energy suppliers went bust, and this in turn had a negative impact on the energy industry and pushed whole sale prices up, which was the start of the rise. Since then, energy costs have risen over 500%, from a usual unit of energy costing 16p/kwh in 2020 now up to 90p/kwh in 2022, meaning that they had monthly costs of £500 per month going up £3,000 per month and thus giving some business owners no alternative but to shut their doors.

At Switch what we do, is look for alternatives, different ways of reducing your monthly/quarterly energy bills, and we have done this by suppliers allowing us to do basket deals. This is by Switch collating a large number of businesses who are currently looking for new rates, and presenting them as one. This presents the supplier with a far

larger annual energy use, and thus drives the unit rate down, and in turn give all businesses cheaper energy costs. Also, by having basket deals, we can also look at flexible energy contracts, where you choose how and when you purchase energy and support, where you can purchase your energy in blocks and you can choose how far ahead in the future that you wish to purchase your energy. So, if Switch can get as many businesses together, we can get your business cheaper bills now.

We have also had to look at energy saving products, as just trying to get the cheapest rates now are not enough, and this type of solution can be far more effective in saving your businesses money, such as solar panels where not all properties are valid due to terms and conditions with the mortgage companies or leases. Battery storage, where you can use stored energy from off peak times in the peak periods thus reducing your bills. Voltage optimisation where higher voltages can overburden electrical equipment, and thus lowering the power factor of sites will help reduce energy wastage. Energy monitoring equipment which requires the customer to be proactive, but this will help you identify where any energy wastage is 24 hours a day and this is accessible by a simple app on your phone. By using any of these products this can save your business 25% up to 50% plus on your energy bills. This year we have been hit by the Russian and Ukrainian war, and this has also had a detrimental effect on the energy market, with most of Europe being affected, and prices spiralling upwards to ridiculous rates never ever seen before. At Switch in order to survive we have had to also diversify, and in addition to our main core of business, gas and electricity meter supply, we have also included in the Switch portfolio value added services such

merchant services (Credit card machines), Epos systems, telephone systems, landline rental and broadband connectivity, particularly with analogue and digital lines being phased out in preparation for VoIP (Voice over internet protocol). We handpicked these sectors based upon our other skill sets, with John Faucher and Mohan Miah personally having a combined 25 years plus experience in this industry held at senior management positions, and businesses in the hospitality sector all use these services, and this is an area where Switch can massively help you reduce your costs by offering a converged solution.

There is some good news though, the energy price guarantee which will be available to all businesses from the 1st October 2022 for 6 months. This will be reviewed after 3 months for the more vulnerable sectors, such as hospitality, but we do not know the finer details as yet. At present, however this may be subject to change, as the government hasn't rolled out their policy yet, but it would be better to secure a short-term contract up until 31st March 2023, and at the same time secure a longer-term contract for a minimum of 3 years, as the best rates are offered for longer term contracts. For any business that has there energy contracts up for renewal next year, or next 12 to 18 months, you must look at your contracts now, as the rates will not be coming down but going up like it has always done, on average 10% to 15% each year.

At Switch Gas and Power we are here to help, so please call us on **01917318831** or **01217261693**, and take that first step in allowing us to help you reduce your energy costs

LE PERT

SOLICITORS LLP

6 Commercial Street, London, E1 6LP

Tel: 0207 392 8888 Fax: 0207 247 7857

E-mail: admin@lexpertllp.com Web: www.lexpertllp.com

- Business & Commercial
- Civil Disputes & Litigation
- Immigration
- Divorce & Family
- Commercial Conveyancing
- Employment
- Landlord and Tenancy
- Intellectual Property
- Defamation
- Wills and Probate









Bring your signature flavors to life with our high-quality chicken breast!

For more information, please contact:

Dave Fleetwood davefleetwood@agroeurope.co.uk Mobile +44 7788 652160 Office +441303267681



A BOLD TOUCH FOR YOUR TASTEBUDS

Bengalis/Indians have a passion for eating and are proud of their cuisine. They are indeed so food oriented that the guy of the house travels to the market every day to get fresh supplies of the vegetables and fish that are a must in their daily menu. Mustard oil is used as the cooking medium and lends its own pungency. The diversity of sweets, or mishti as they are known in Bengali, is another key component of the cuisine. The majority of them are made from chena and have a milk base.

For a Bengali, eating is a right unto itself. Bengalis spend a lot of time not just preparing and eating their cuisine, but also thinking about it.

When it comes to traditional Bengali fish preparation known as Bhetki Macher Paturi, it is beloved by people of all ages. The best possible freshest barramundi fillet is required for Bhetki Paturi, which is then wrapped in banana leaves and marinated in a mustard-based sauce. Fish is always prepared on a pan by steaming or grilling and eaten with steamed rice. Cooking the ideal food is to learn the art of bhetki Paturi, one must practice and gain expertise. You would know you got the best when every bite of bhetki melts in your mouth while your tongue dances in a symphony of pungent mustard seed paste, sweet coconut paste, and green chilli paste and your eyes are filled with tears due to harsh virgin mustard oil, that is when you will know you had the BEST BHETKI MACHER PATURI of your life.

The literal meaning of the term Paturi is "covered in leaves." Although the leaf is often not consumed, any edible leaf can be used to make Paturi. Kolapata or banana leaves are the most common type of leaf used. Banana leaves that are still soft and immature are ideal for Paturi since they are simple to form. Pumpkin leaves, Colocasia leaves, and gourd leaves are further non-traditional options. These varied leaves add their distinct flavours, which improve the Paturi's natural flavour. Paturi thus acquires a distinct flavour each time. While there are some regional variations in the Bhetki Paturi recipe, the fundamental ingredients—good quality bhatki mach (baramundi fish) and enough of shorshe—remain the same (mustard). Black mustard seeds are traditionally ground using Shil Nora with fresh green chili, turmeric, and virgin mustard oil (grinding stone). To generate variations and family secrets, little amounts of sada shorshe bata (yellow mustard seeds), posto bata (poppy seeds), and narkel bata (coconut) are gradually added.

The secret to perfectly cooked, melt-in-your-mouth fish is double marination. The first marinade would consist of a mixture of salt, turmeric powder, and Gondhoraj Lebur Ros, as well as lime juice, which will not only soften the fish but also give it flavour. The same fish is then marinated in the Paturi mixture for 30 minutes to 40 minutes. The fluid from the mixture will keep the fish tender and delicate while also binding the paturi flavour to it. If Gondho lebu is unavailable, use an ordinary lime or lemon instead.



INGREDIENTS FOR FISH PATURI RECIPE

Basa fillets cut into 2-inch pieces 400 grams

Turmeric powder: 1 tsp

Salt: 1 tsp

Lime juice: 1 tsp, or Gondhoraj Lebu

Mustard oil: 4 tbsp

Fresh banana leaves: 4, 16" long or increase

the number

Thread or toothpick to seal leave parcels

For Paturi Mix:

Black mustard seeds: 4 tbspWhite mustard seeds: 4 tbsp

Poppy seed: 4 tbsp

Coconut, freshly grated: 1/2 cup

Green chili: 3-5, adjust depending on your

heat quotient

Turmeric powder: 1 tsp

Salt: 1 tsp

Sugar: ½ tsp, optional

Mustard oil: 3 tsp



Recipe source: https://www.scratchingcanvas.com/bhetki-macher-paturi-recipe/

SERVES ANYWHERE BETWEEN 4-5 PEOPLE PREPTIME: 1 HOUR

INSTRUCTIONS ON HOW TO PREP YOUR MEAL

• Carefully clean the bhetki fish parts, but do not wash them under running water. It washes away the flavour of fresh fish. Marinate with lime juice, salt and turmeric powder and set aside for 30 minutes.

- Take a small bowl and soak the poppy seeds and both mustard seeds in 1/2 cup warm water for 10-15 minutes. Add green chilies. Once the seeds are soft, strain them (discard the water) and grind them into a rough paste without adding water.
- Add coconut, turmeric, salt, sugar (if using), and remaining green chillies to form a smooth paste. Over-grinding mustard can make it bitter, so it's best to pulse (or grind) in 2-3 batches all together.
- Then take half of this paturi mixture and marinate the fish fillet (second time). Cover with a lightly covered lid and leave for 30 minutes.
- Wash the banana leaves and heat them over a gas fire for 5-6 seconds. This softens the raw leaves so they can be folded easily, otherwise the hard sheets will crack, exposing the creases and padding. Cut a large banana leaf into 4-5 pieces, depending on the original leaf.
- Arrange the two leaves in a cross. Place 2 teaspoons of the Paturi mixture in the centre, top with the marinated bhetki wedges, and top with another teaspoon of the mixture. Make sure the package is properly closed on all sides. Do the same with the remaining fish pieces.
- Then there's the cooking part, which can be done in two different ways. One seaming the envelope, the second cooks in the pan.
- •Heat a shallow pan/tawa over medium high and drizzle with a few drops of mustard oil. Place the fish-filled banana envelopes in a single layer in the pan, making sure the bottom of each packet is in the bottom of the pan. Cover and simmer for 10-12 minutes. over medium heat.
- Flip the envelopes once and cook for another 8-10 mins with lid on.
- •Remove Bhetki Macher Paturi from pan and serve immediately with steamed rice.

Once you've followed this process just add a few extra chillies of your choice and Enjoy!



EMERGING STREET FOOD TREND IN DHAKA, BANGLADESH

Dhaka street food is part of Bangladeshi Bengali cuisine. Known for its delicate but sometimes intense flavours, Bengali cuisine focuses on ingredients such as fish, lentils and rice. Street food in Dhaka, Bangladesh is heavily influenced by West and South Indian cuisine, but also by British, Chinese and Turkish cuisine.

In Dhaka, food can be found in wheelbarrows, kiosks, small cafes, mid-range and fine dining restaurants along the streets.

Top 8 Trending Street Foods in Dhaka

- 1. Fuchka and Chotpoti: In almost every part of Dhaka, you can find street vendors selling Chotpoti as well as Fuchka. It's as if you can't have one without the other. In Dhaka city, you can often see ordinary people gathering to taste this delicacy. What is Fuchka? A Fuchka is a hollow, crispy casing filled with mashed potatoes, yogurt, tamarind, syrup, chili powder, or chickpeas, depending on the type of Fuchka. The Fuchka itself is then dipped in tamarind-infused water and consumed once the liquid has been absorbed. It is delicious and the biggest Fuchka in Dhaka is definitely found on the street. Always keep one notable feature in mind, that Fuchka's are hot enough to burn your tongue if you're not use to the spice level Chotpoti is the better half of Fuchka, another popular Bengali street food that is widely eaten in Bangladesh, West Bengal, and other urban areas. The word Chotpoti is translated as spicy. Potatoes, chickpeas, and onions are the main ingredients, and are commonly topped with sliced chilies or grated hard-boiled eggs. Other popular toppings include tamarind chutney, coriander leaves, cumin and crispy puri. Chotpoti has a fiery sour taste and is usually eaten hot and hot.
- **2. Jhalmuri:** Jhalmuri is a popular snack in both Bangladesh and India. Just mix some ingredients together. The name of the dish describes what it is. Jhal means spicy and muri means puffed rice which is also the main ingredient. This spicy and savoury delicacy is sold in small paper bags and can be found at various street stalls and vendors. It contains diced cucumber and lemon juice, two of the ingredients. It's quite spicy because it uses a lot of chili peppers (for those who don't like spicy food), but for those who don't like spicy food, it's definitely a dish I'd like you to try. Various spices are infused to mix puffed rice with lemon, guguni and chanachur.









3.Raj Kachori: Separating the two words reveals that "Raj" means "royal/grand" and "kachori" is a deep-fried, savoury snack or pastry that is flaky and crunchy. Different varieties of kachoris are made on the streets of Dhaka; some are packed while others are simple, but they are all ultimately crispy and pleasant to eat. Most kachoris are extremely easy in comparison to Raj Kachori, making this kachori the type of all kachoris. And for this reason, it has an excessive number of toppings; both in terms of flavour and appearance, it is over the top



4.Bhorta: When trying out Dhaka's street food, bhortas should unquestionably be taken into account. These can be prepared with a variety of ingredients, including fish to eggplants, but the best flavours tend to have a fruity cocktail flavour. After being blended, they are served with a variety of sauces. Depending on how they are made, the Bhorta can be fairly spicy. They are primarily sour with a hint of sweetness. When it comes to savouring these tangy treats after a long day at work or on the weekend, TSC (Teacher Student Centre) is a well-liked meeting place for young people or the elderly. Due to its unique flavour, which leaves a strong taste on your taste buds, the Kola Bhorta (Banana Mash) found here is one of the most

5.Sheek Kebab and Luchi: Sheek Kebabs are made with beef. They spend the night in a marinade of sauces and spices. The meat is skewered and put over an open flame to roast in the late afternoon as night slowly falls. In Dhaka, these kebabs are frequently offered as a whole meal rather than just as street food. They go together nicely when served with luchis. Deep-fried, little, circular loaves called luchis can occasionally be flaky. This combination gives your mouth a mouth-watering explosion of flavour. They are ready and available in areas like Dhanmondi, Mirpur, Khilgaon, Dhaka Universi-

6.Mughlai Paratha: Mughlai paratha is a type of unleavened-flatbread made in Bangladesh by rolling the dough into thin layers. Mughlai Paratha is a variation filled with keema or minced meat, eggs and various vegetables. The vegetarian option omits the meat from the recipe. You can eat it as is or with your favourite curry. Bangladeshis typically consume smoky, warm Mughlai parathas for breakfast or as a mid-day snack. Those who like street food can find these parathas everywhere in Dhaka. It's not hard to spot on the streets of Dhaka especially with its strong aromatic smell.

well-liked streetside Bhorta delicacies

ty, and others where street food is popular.

7.Puri (Aloo Puri): Puli is an unleavened fried flatbread made from wheat flour. Puri can be eaten in many ways, including with aloo (potato). It is usually served as a brunch meal or as a snack with a salad or curry. Served as an evening snack mostly. This food can be served all day since it's such an available item. In the morning, you can take a walk through the streets of Dhaka city and stop by the local street vendor to buy some puri to start your day. Freshly made hot is the most delicious way to eat it.

8.Bhel Puri: One of the most popular street food snacks in Bangladesh, puffed rice is served in many ways as a snack and sometimes as a meal. Bhel puris is made with sliced onions, tomatoes and boiled potatoes along with various sauces and spices. The spiciness of the tamarind syrup adds flavour and is the perfect help to brighten up a busy afternoon or night in Dhaka. .



R&D Claim

Potentially can reduce your Corporation Tax and can also lead to 'cash back'. Over 500 successful claims!!!!!

Wages/Salary Planning

We can structure any wages and salaries payable to your employees in a tax efficient manner

Dividends & Income Tax

Personal tax planning to reduce your tax

Property Planning

We can structure the process and reduce Capital gains tax and stamp duty (SDLT).

Inheritance Tax

We can help plan your inheritance tax and ensure your loved ones are taken care of.

PAYE Tax Planning

We can review your PAYE tax and identify areas where a claim back of tax may be possible.

If any of the above is of any interest to you, then please contact us as soon as possible for a 'free' initial consultation.

Want to Reduce Your Tax - Start Planning Today?

With the backlash of Covid-19 and the relentless lockdowns and now the rise in gas prices, businesses have been hit hard. It's hardly surprising cash flow is on every business owners mind right now. How can businesses improve their cash flow and at the same time potentially reduce their tax liability?

We have seen in the past twelve months that the hospitality sector is facing huge challenges and now they are heading into a very difficult winter. But help is here and we at Kaiser and Associates can certainly help!

The area of tax is something that many people are either scared to explore or do not plan with their accountants properly. Tax planning is a specialist area and therefore you need a specialist advisor.

Kaiser and Associates have BIG 4 Accountancy experience behind them. Having previously worked with KPMG or Ernst & Young Accountancy firms, they have already helped over 1,000 clients and saved them millions of pounds.

So, ask yourself "Are you paying too much tax?" Most business owners who work with an accoun-

tant may think they are tax efficient.

But are they really?

Are you maximising all the tax saving opportunities to you, your family, your team and your business?

The reality is you're probably not.

Just because your accountant prepares your accounts and tax return it doesn't mean you're saving as much tax as you can and paying yourself and your team as tax efficiently as you could!

Why not?

Well, good accountants will prepare your accounts and tax return correctly. Making sure that the tax you pay, based on business performance is correct and is kept to a minimum based on the accounting records – after the end of the year.

After the end of the year – this is the key.

Accountants aren't miracle workers, they don't have a time machine.

The only way you can make sure you and your business are operating as tax efficiently as possible and taking advantage of all the allowances, incentives and tax deductions available is to have a comprehensive tax review.

Yes, bits and pieces will be picked up over the years working with your accountants. But this isn't a structured or comprehensive way to approach tax efficiency.

At Kaiser & Associates, we have developed our unique "Tax Diagnostic Review", where we meet with business owners, review their business circumstances and put together a comprehensive action plan to maximise tax savings.

The beauty is that this is a NO WIN NO FEE service and you do not need to change your accountant.

A recent example of our tax planning has been with a leading restauranteur in London, who thought that they were not eligible for any tax saving schemes such as a R&D claim.

They even said to our specialist team "Our work doesn't qualify for R&D tax credits according to our Accountant and our Accountants has advised us against applying for it".

This what we were told in 2021 by the director of

a business we acted for. Unfortunately, this is quite common as many accountants are not familiar with R&D process or how to write a business case explaining to HMRC what the work is and therefore they advise their clients against it.

Fortunately, the business owner listened to our advice and we prepared and submitted the first R&D tax credit claim in early 2021 and then again in 2022. Since then we have saved this business over £30,000 in tax. This money has then been used to reinvested in the business. £30,000 which has helped the owner pay himself when cash was tight. £30,000 which has helped them to build their team and ensured the survival of the business in a difficult time. £30,000 which has helped build the business into one of the most respected restaurant in the area and within the sector.

So, what is the message in all this?

Please don't just assume that what your business does (or what you accountant tells you) won't qualify for R&D tax credits. Speak to us and come and see us and we can then see if your work could qualify. A 30-minute meeting could save your business thousands of pounds!!

We at Kaiser & Associates will guide you and will manage the entire process from A to Z. There is NO come back from HMRC and the entire process is fully approved by them before any claim is made. Furthermore, because we have specialist R&D department, we are confident that we can help you.

So, if you want to apply or want to know more please get in touch and we'll be very happy to schedule a quick call, only 10-15 minutes needed, to establish whether your business could qualify for R&D.

46



In these days of high inflation, the costs of running a business are more important now than ever. Every business owner has to weigh up the benefits of each and every cost i.e. do you buy chicken thighs rather than chicken breasts because they are cheaper but take more time to prepare.

Insurance is a cost which should never be compromised on – it may be the difference between your business surviving or seeing your hard work going up in flames (literally). Inadequate insurance can have devastating consequences to your business, your home life and eventually you.

Before I go into depth about what you must consider, I must draw your attention to the fact that when times get difficult, there are always people out there to take advantage of others. They will offer you insurance that looks to be too good to be true, and it probably is!

We have uncovered three policies being offered into the community that are fake.

. If you are paying £1500, why would you even consider buying a policy that is only £500? The reason it is so cheap is generally it is not real at all – read the documentation carefully - has more than one insurer been noted and are their names spelt correctly? These mistakes are the clearest sign that a policy is fake. When you pay for these up front – there is no option to spread the cost, you will not only have lost that money but if a claim happens, there is no cover.

The second "scam" is that the company may be real, but the cover is applicable to a home worker – what restaurateur cooks from home? Even during the pandemic, takeaways were not cooked in your home kitchen. The other limits are not worth the paper that they are written on.

What kind of insurance does a business need?

At SOUARE MILE INSURANCE SERVICES, we ensure that the policy which you buy is "catered to your needs". We will talk to you to ensure that you are only paying for what you need. It is a false economy to underinsure your business - in the event of a claim if you are insured for £50,000 and it should be £100,000, your claim will not only be reduced by 50% but the insurer could say that this was deliberate underinsurance and decline your policy completely. Worse, they could state that you have purchased the policy fraudulently which can lead to all sorts of complications. If this happens you will have to declare this when purchasing any insurance in the future, which could result in higher premiums or being declined by all A rated insurers. It could also affect your home or car insurance as this would have to be declared

Insuring with us will ensure that it is a policy designed specifically for you and includes your own special extras such as cookery classes etc. it is not a standard package, bought off the shelf, designed by an underwriter that doesn't know the difference between a murghi masala and a rogan josh.

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. WE KNOW YOU!!! AND YOU KNOW US!!!

We will assist with health and safety guidance and fire risk assessments 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 help you with documentation and provide translators, if necessary.

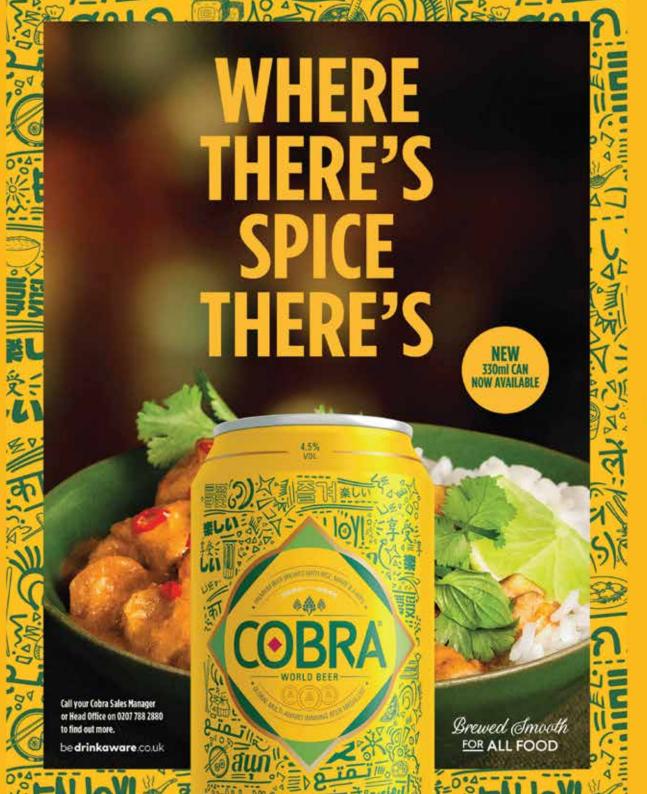
Insure with SQUARE MILE INSURANCE and you can get on with what you do best, RUNNING YOUR BUSINESS

Call us today or tonight on 020 7481 4321 or email: David@squaremileinsurance.com or Call him on 07970 489249



INSURANCE









A.M.A



MEDIA COVERAGE

KEY PEOPLE



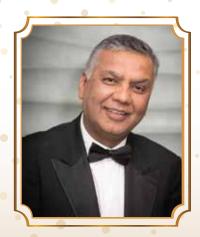
Zakir Khan



Kodrul Islam



Aktaruz Zaman



Rajan Singh



Nabila Rafique



Mohammed Jubair

Supported by ~

The broadcast firms have generously supported ARTA throughout its journey, including the provision of film material and pre-event promotion via TV, broadcast, and the press media. By way of our media allies and group backers, ARTA Awards is able to receive the respect it merits on a worldwide scale. Additionally, ARTA would like to express its gratitude to the sponsors for their ongoing support.

Powered By







































www.artauk.com

• 218A BRICK LANE, LONDON E1 6SA
• 020 3598 5956

■ hello@artauk.com

Powered by:



