

**ARTA**

**GRAND FINALE**

**2023**



# GRAND FINALE 2023

## **Mission Statement**

“Elevating and recognising excellence in the UK’s restaurant and takeaway industry, our mission is to celebrate innovation, quality, and service that set the standards for dining experiences nationwide.”



20  
23

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# FOREWORD



**Mohammed Munim**

Founder Chairman  
Asian Restaurant and Takeaway Awards  
& CEO, Le Chef Plc

“The Asian Restaurant and Takeaway Awards (ARTA) is a prestigious event within the Asian culinary sphere. It is a tribute to the multitude of contributions made by Asian restaurants and takeaway businesses to the UK’s culinary landscape. ARTA celebrates their essence and recognizes their significant impact on the gastronomic culture of the nation.

ARTA celebrates Asian restaurants and takeaways for their dedication, partnerships with local businesses, and enriching the UK’s culinary culture.

Despite the challenges of Brexit and a changing world, Asian restaurants and takeaways have adapted to meet evolving demands. While optimising logistics and addressing labour shortages remain ongoing hurdles, the overwhelming public support for these establishments is greatly appreciated. The excitement to fulfil expectations from the enthusiastic response to restaurant nominations is unwavering.

We are also incredibly pleased to mention ARTA’s collaboration with Strategic Partner ChefOnline and its partnership with Work Permit Cloud for this year. In addition, ARTA is associated with 921 Basmati Rice, PayTap, SuperPollo, Cobra Beer and Madhu’s, Cornerstone. The immense support we’ve received is truly appreciated. Industry players have united, and the UK government’s measures eased constraints. Grateful to Lexpert Solicitors, Coca-Cola, Silver Star Diabetes for aiding businesses and fostering innovation. With their help, ARTA aims to elevate creativity in South Asian restaurants, paving the way for future success.

May your day be filled with joy and merriment as ARTA proudly awards the Champion of Champions Trophy to this year’s winner. It promises to be a momentous occasion, and I extend my best wishes of luck to all the participants!

”





High Commission  
of Malaysia,  
London

Malaysia High Commissioner to  
United Kingdom



**Dato Zakri Jaafar**

High Commissioner of Malaysia  
to the United Kingdom of Great Britain  
and North Ireland



I would like to extend my warmest congratulations to you and your team for successfully orchestrating such a remarkable event celebrating the Asian food and hospitality industry across the nation.

I earnestly hope the endeavours undertaken by ARTA will significantly benefit Asian Restaurants in the United Kingdom and the wider community, fostering a nurturing environment and serving as a beacon of inspiration for others in the industry.

Please accept my most sincere congratulations to all the award winners.





High Commissioner of Sri Lanka  
to United Kingdom



**Saroja Sirisena**  
High Commissioner of Sri Lanka to UK



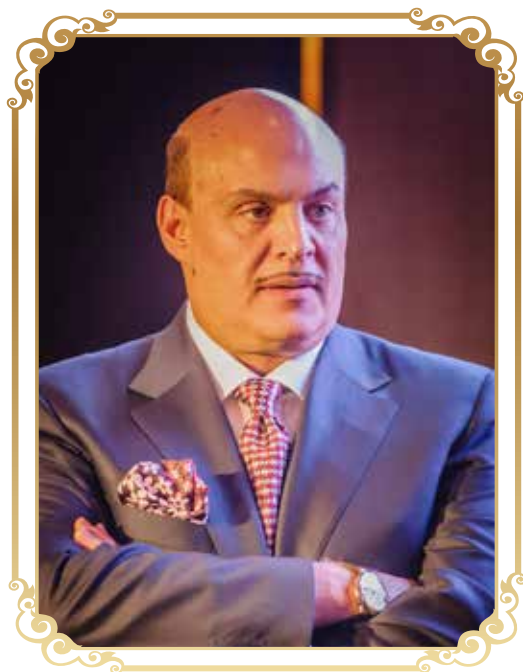
I am pleased to issue this Message on the occasion of the Annual Asian Restaurant and Takeaway Awards (ARTA) on 8 October 2023.

Over the years, this event has grown into a major platform uniting industry leaders of the Asian food and beverage sector in the United Kingdom. It fosters opportunities to enhance the restaurateurs' performance by recognising exceptional restaurants as well as outstanding professionals in the field and guiding them to achieve excellence.

The Asian food and beverage sector continued to contribute significantly to the growth of the British economy. The growing Asian population in the United Kingdom and the cross-continental cultural exchanges have resulted in a significant increase in the demand for Asian food with refreshing and diverse tastes. ARTA offers more than recognition to participating restaurants through its unique multiphase selection process, by providing insights for improvement.

I wish a successful Annual Asian Restaurant and Takeaway Awards 2023 and ARTA the very best in its future endeavours.





**Sanjay Anand, MBE**  
Chairman, Madhu's

“

It gives me immense pleasure to be an integral part of ARTA 2023. Madhu's is a company that was started by my Grandfather in 1930 in Nairobi, Kenya. I am the 3rd generation in this business and Arjun my son is the 4th generation. Covid was extremely challenging time for even the most established businesses like Madhus.

Arjun and I took this challenge and decided to expand our business. We were running two successful restaurants & a very successful outside catering business prior to Covid. We opened Madhus at The Grove, followed by Madhus of Mayfair, and then opened Madhus Brassiere in Harvey Nicholas & Richmond.

We then were absolutely delighted and opened our 1st International Restaurant Madhus of Istanbul which accommodates up to 280 guests. Madhus are very grateful to all our corporate partners and our loyal client base that has helped us achieve such great heights.

Thank you all for participating in today's wonderful event and huge congratulations to all the nominees and winners tonight.

Have a fabulous evening.

”



**Graham Taylor**  
Head of Culinary Arts  
Cambridge Regional College

“

I am honoured and privileged to be involved in ARTA. Since the start of ARTA and the competition I have had the pleasure to taste judge some amazing plates of food, from a wide variety of local and National establishments. I am very humbled to meet and work with so many talented business owners/chefs who continue to deliver outstanding Indian Bangladeshi cuisine for all to date.

The ARTA journey continues to grow and host so many special people creating an extended inclusive community which I am proud to be part of.

”



[illegible]

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# ABOUT

## ASIAN RESTUARANT & TAKEAWAY AWARDS

Asian Restaurant & Takeaway Awards (ARTA) is a distinguished celebration of Asian cuisine dubbed “OSCAR OF THE CURRY INDUSTRY” by the BBC & SKY. It recognises outstanding individuals and businesses in various categories in this vibrant sector, with over 1,190 businesses nominated from across the UK for this year’s event. The strategic partner of ARTA, ChefOnline, one of the popular platforms for ordering food and booking tables on the go, also invited nominations from over 750,000 customers.

ARTA uses a two-phase process to select finalists. The public nominate their preferred restaurants or takeaways based on the ARTA score consisting of:

- **Quality of Food**
- **Quality of Service**
- **Value for Money**

ARTA evaluates nominees using Tripadvisor, Google Reviews, and Food Hygiene Ratings. A panel of judges conduct the final phase. The process concludes at the Grand Finale & Gala Evening, where the ultimate winner is announced and honoured with prestigious awards in various categories. We also collaborate with colleges to nurture aspiring chefs and promote the future generation of culinary professionals. We anticipate the presence of prominent MPs, ministers and dignitaries at the gala event, further highlighting and promoting the Asian Culinary Industry.



**“OSCAR OF THE  
CURRY INDUSTRY”**

**- BBC & SKY.**



# THE JOURNEY

The journey of ARTA started in 2018 and was dedicated to outstanding Asian culinary experiences. Our core focus has been on making the culinary experience interesting for the 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.

We launched ARTA 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, and food taste and presentation were the primary factors in judging a particular eatery. Customers were the ultimate judges, providing ratings and highlighting the good, the bad, and the irredeemable.

Our journey has been deliciously exciting! We have managed to record ratings from over 750,000 customers, an impressive feat in its own right. ARTA has also grown, increasing our number of partnerships, voting scope, 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 many more restaurants than before, and the response has been incredible! ARTA owes its success to these businesses and customers, and we are proud to have contributed to their progress.





## Md Luftur Rahman, FCILEx

Founder & CEO, Work Permit Cloud  
Immigration Advisor & Commissioner of Oath



Md Luftur Rahman is an accomplished Chartered Legal Executive (FCILEx) Lawyer and Commissioner for Oaths, who is highly regarded for his work in the migrant community in the UK. He is not only a businessman but also a community activist, whose contributions have earned him the prestigious British Bangladeshi Who's Who award in 2022.

With over two decades of experience in the immigration services sector, Mr. Rahman founded WorkPermit-Cloud (WPC), a company that provides assistance to individuals and businesses in meeting their visa and immigration requirements. Through his leadership, WPC has helped hundreds of businesses successfully obtain a sponsor licence, especially in the hospitality industry. He has assisted over ten thousand skilled workers and dependents settle in the UK.

Mr Rahman's voice is often heard at various events organised by the British Bangladesh in the House of Lords, House of Commons and Scottish Parliament. He has helped raise the profile of the British curry industry and is a regular benefactor to local charities in Whitechapel and surrounding areas.

In May 2023, WPC welcomed the No.1 all-rounder cricket player Shakib Al Hasan as its brand ambassador.



His association has significantly bolstered the presence and impact of WPC.

In Feb 2023, Mr. Rahman was introduced to His Majesty, King Charles III, by Ayesha Quresi MBE, where he described the range of services of WPC, including the recruitment of skilled workers from overseas to fill the gaps in the healthcare and hospitality industries. These industries play a significant role in the British economy, and WPC is recognised as the most reputable immigration law firm among the Bangladeshi community. Mr. Rahman has also been involved in diversity events, where he met with Labour leader Keir Starmer and exchanged business cards to discuss the UK's labour shortage issues.

In summary, Mr. Rahman is a respected member of the migrant community in the UK, an accomplished lawyer, and a compassionate philanthropist who has dedicated his life to serving others. His contributions have not gone unnoticed, as evidenced by his numerous accolades, awards, and recognition from various organisations and individuals alike.





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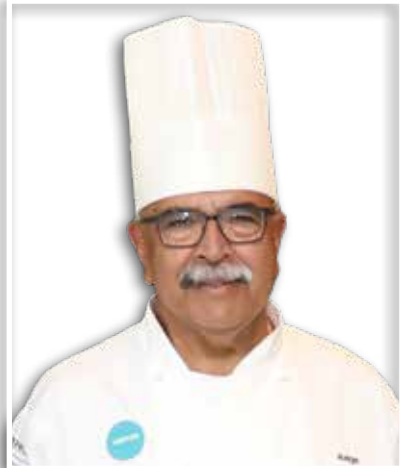
***"Life is like a game,  
choose the right team to win!"***

WPC's Brand Ambassador – Shakib Al Hasan

# THE JUDGES' PANEL



**Graham Taylor**  
Head of Culinary Arts  
Cambridge Regional College



**Raj Mandal**  
Ambassador  
Craft Guild of Chefs



**Lauren Gregg**  
Lecture - Catering (VH)  
Cambridge Regional College



**Mohammed Mujibur Rahman**  
Former Mayor of Corby

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# AMBASSADORS



**Paul Stuart Scully MP**

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



**Stephen Anthony McPartland MP**

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



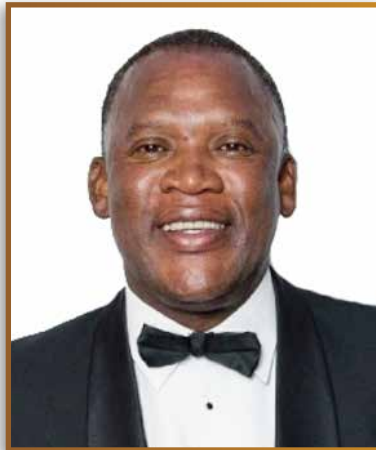
**Donald Sloan**

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



**Dr Wali Tasar Uddin**

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



**Devon Malcolm**

Ex England International Cricketer  
Ambassador, Chance to Shine



**Dr. Zakir Khan**

Associate Director,  
Community Affairs - Canary Wharf Group



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# Himalayan Excellence.

## Feeding the World.

Grown in the verdant terrains of the Himalayas, 921 Basmati Rice stands as a symbol of superior quality and unmatched taste. This authentic range of rice is a culmination of grains meticulously aged for 1-2 years, ensuring each bite transports you to the valleys nourished by the perennial rivers of the Himalayas. Our journey spans a fantastic 48 years, delivering the epitome of rice quality to countless households. This legacy was envisioned and realised by the Late Mr Pardeep Kumar.

Our 921 Basmati Rice isn't just a staple; it's an experience with one famous philosophical reference, the "black half of the chessboard".

The story subsequently goes that when the inventor of the game of chess was presented to a great king, he offered him any reward he wanted. The inventor asked that a single grain of rice be placed on the first black square, then double the rice on each square along the board. The king immediately agreed and ordered the payment. One week later, he had not been paid, and the king's men advised that by reaching half of the chessboard, the amount of rice grains required was more than what the entire kingdom possessed.

Each grain of the 921 Basmati is aged meticulously for 1-2 years, ensuring that when it reaches your plate, it does so with a rich history. This ageing process is a guarded secret, passed down through generations, and ensures each grain retains its exquisite flavour, impeccable aroma, and perfect non-sticky texture.

Driven by the vision of delivering an unparalleled rice experience to every household, we've embraced age-old traditions while infusing modern, sustainable farming methods. Preserving the genuineness of Indian Basmati, globally renowned for its unmatched quality, has been our foremost priority. This means championing our seeds' genetic integrity and advocating for scientifically progressive and environmentally conscious farming practices.

*The Flavour of India*



*Basmati Rice*

Experience the very essence of India with 921 Basmati Rice. Allow its aroma and flavours to transform everyday meals into festive feasts, turning ordinary moments into grand celebrations.





# 921 Basmati Rice

*Elevating  
Every Meal*



## Rhea Chakraborty: The Heart of Basmati Rice 921

Rhea Chakraborty, an eminent Bollywood personality, resonates across India and the global Indian diaspora. She remains a proud daughter of India, having been born to an Indian Army Officer and educated in an Army Public School.

Rhea exemplifies character, bravery, and resilience, mirroring Basmati Rice 921's symbolism amidst the current global challenges. Representing Basmati Rice not just as its Brand Ambassador in India, Rhea also co-owns its operations in the UK, elevating her to a worldwide patron of this essential commodity.

## The Cast of "Thank You For Coming": Female Empowerment | Women Supporting Women

They are Mumbai's answer to New York's Sex and the City.

**Bhumi Pednekar | Shehnaaz Gill | Kusha Kapila | Dolly Singh | Shibani Bedi | Samiksha Pednekar**

Looking beyond the surface of what critics describe, the release is an unapologetic modern comedy about a woman refusing to be classified one way or another. These ladies are on an unstoppable mission to champion overcoming every new challenge or situation they face. They are simply relentless.

Thank You For Coming is a new addition to the genre we have all been craving for. It proves that female stories can be as good if told correctly with humour, light and meaning. The film rightly points out at what years of sexism and patriarchy has done to women and how the society has somehow managed to make us believe that its all normal.

Thank You for Coming will be premiering its release on the 6th of October. Check out this first installment at a theatre near you.





# EVENT HOSTS



**PAUL MARTIN**  
Magician

An international performer at some of the most exclusive events worldwide, Paul has been invited to entertain at Highgrove for HRH King Charles III and Camilla the Queen Consort; Sandhurst for HRH Prince William & Kate Middleton, the Prince and Princess of Wales; at Windsor Castle for the late HRH Queen Elizabeth II and the British Royal family. Paul has been the official booker of magicians for The Royal Variety After Show Party for the last 10 years.



**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.



# Entertainment



**KAVYA LIMAYE**

Singer

Kavya Limaye, born in Vadodara, Gujarat, was the 2nd Runner-up in The Voice India Kids' first season. She gained wider recognition in the 13th season of Indian Idol.



**UJAAN MUKHERJEE**

Singer

Ujaan with her accolade of achievements also received the 2018 Mirchi Music Awards Bangla, her album "Muhurto" received multiple nominations.



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.

Link to website

<https://www.camre.ac.uk/course-search/?sType=&s-Cat=&sLoc=&sLevel=&search=culinary&search+button=%C2%A0>

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.





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# Impact of Healthy Eating Trends on Catering and Restaurant Businesses

In recent years, a significant shift towards healthier lifestyles and mindful consumption has spurred a remarkable trend in the food industry - the increasing preference for healthy eating. As more individuals become conscious of their dietary choices, the catering and restaurant businesses are experiencing a transformative impact that has far-reaching implications on menus, business strategies, and overall operations. The healthy eating trend has not only changed the way people approach their personal diets but has also redefined the expectations they hold for the food they consume when dining out or attending events catered by professional services. This shift has forced catering and restaurant businesses to adapt, innovate, and evolve to meet the growing demand for health-conscious options.

## Mindful Menus

One of the most noticeable changes brought about by the trend is the alteration of menus. Traditionally, restaurant menus were often dominated by calorie-laden, indulgent dishes. However, the paradigm shift towards healthier eating has pushed chefs and restaurateurs to revamp their offerings. Today, menus boast an array of salads, plant-based options, lean protein choices, and thoughtfully crafted dishes that focus on fresh, local, and organic ingredients. This diversification of menu options caters to a broader customer base, appealing to those seeking healthier alternatives.

## Customised Catering

Moreover, catering businesses have had to reimagine their approach to event planning. As consumers increasingly demand healthier food choices even during large gatherings and events, catering services are now expected to offer customised, nutritious options that align with varying dietary needs. This demand has led catering businesses to collaborate more closely with clients, ensuring that menus are tailored to accommodate specific dietary restrictions and preferences.

## Sourcing Strategies

The influence of the healthy eating trend extends beyond just food offerings. A holistic approach is undertaken to ensure local farmers use agricultural methods that do not harm the environment. Restaurants and catering services have begun to reconsider their sourcing strategies. Sourcing ingredients from local farmers and sustainable suppliers has become more common as consumers now value transparency in food origins and production methods. This shift towards sustainability not only resonates with health-conscious consumers but also aligns with a broader societal push towards environmental responsibility.





## Tech Trends

In response to the trend, some restaurants and catering services have even gone a step further by incorporating technology into their operations. Mobile apps and online platforms like ChefOnline in the UK are being used to offer nutritional information, ingredient lists, and customisable ordering options. This tech-savvy approach caters to the health-conscious diner, streamlines the ordering process, and enhances the overall customer experience. However, while the healthy eating trend presents numerous opportunities, it also challenges catering and restaurant businesses. Maintaining a balance between health and flavour is a delicate art that requires chefs to innovate and experiment continuously. Additionally, sourcing high-quality, fresh ingredients and adhering to strict dietary guidelines can potentially increase costs, impacting profit margins. Businesses must find ways to manage these challenges without compromising quality or taste.

## Final Thoughts

The healthy eating trend has had a profound impact on the catering and restaurant industry, reshaping menus, sourcing strategies, and customer expectations. As consumers become more health-conscious and discerning about the food they consume, businesses must adapt to remain relevant and competitive. This adaptation goes beyond just incorporating healthier menu options; it involves fostering sustainable practices, embracing technology, and maintaining a delicate balance between health, taste, and affordability. The trend has forced the industry to evolve, pushing it towards more mindful and responsible culinary practices. As the trend continues to shape consumer preferences, the future of catering and restaurant businesses undoubtedly lies in their ability to innovate and cater to a health-conscious clientele.

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# Ensuring Food Hygiene: A Vital Responsibility for All

Food hygiene is essential for public health and safety, involving practices to maintain food cleanliness and protection from production to consumption. Proper hygiene practices are crucial to preventing these diseases, highlighting their significance worldwide.

## The Importance of Food Hygiene

Poor food hygiene can lead to harmful contamination, causing severe health issues and economic effects for the food industry. It's dangerous for vulnerable groups such as children and older people. Effective food hygiene practices reduce illnesses, ease healthcare burdens, and enhance public well-being.



## Critical Food Hygiene Practices

**Personal Hygiene:** Regular hand washing and general cleanliness by food handlers prevent contamination.

**Safe Food Storage:** Storing food at the correct temperatures and with separation avoids the growth of harmful organisms.

**Thorough Cooking:** Cooking food to the right temperature eliminates harmful bacteria.

**Cross-contamination Prevention:** Using separate surfaces and utensils for raw and cooked foods prevents harmful transfers.

**Cleaning and Sanitisation:** Regular cleaning of areas and utensils is vital for hygiene.

**Proper Food Handling:** Adherence to handling practices throughout the supply chain ensures quality and safety.

## Roles and Responsibilities

They should establish and enforce food hygiene regulations, including inspections and audits, to ensure compliance across various food-related aspects.

Producers and retailers must implement rigorous food safety systems, quality control, and staff training.

Educating consumers about food hygiene risks empowers them to make informed choices, and public awareness campaigns foster food safety habits.



---

**Regular cleaning of areas and utensils is vital for hygiene. Using separate surfaces and utensils for raw and cooked foods prevent harmful transfers.**

---

Food hygiene is a collective responsibility that requires cooperation from governments, the food industry, and consumers. By maintaining high standards across the food supply chain, we can reduce foodborne illnesses and ensure a healthier future. All sectors of society must prioritise and uphold food hygiene practices to achieve these vital goals.



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# **SILVER STAR DIABETES** **SILVER STAR DIABETES**

Silver Star Diabetes (SSD) was established in 2007 by the Rt Hon Keith Vaz in memory of his mother, Merlyn Vaz, who had type one diabetes. Its first Patron was Bollywood superstar Amitabh Bachchan. SSD is a registered charity campaigning to provide diabetes awareness in the United Kingdom and Abroad.

SSD has operations in the UK and has undertaken projects in Bangladesh, India, Morocco, Tunisia, and Sri Lanka. The key message that underpins our organisation is 'Raising Awareness and Saving Lives'.

Since its establishment, 68,572 people have been tested for diabetes, referred 4,421 people for pre-diabetes, provided 30,000 insulin courses for children in North Africa and worked with 313 partners.

Silver Star Diabetes organised 248 Diabetes Awareness Camps internationally, including one in Bangladesh, where over 100 people were tested and given free diabetes care.

The charity runs several Mobile Diabetes Units (MDUs), whose leading role is to reach out to the broader



community to carry out necessary diabetes testing and promote culturally sensitive health care. So far, 1,227DMU events have been carried out by Silver Star Diabetes.

SSD has established the Diabetes Village at the Merlyn Vaz Health and Social Care Center, where people can have free diabetes tests, BMI, and other tests and access to lifestyle advice.

Silver Star Diabetes is a key partner with Imperial College London and the Wellcome Trust of the Lolipop Project, a major UK research study led by the world-renowned Surgeon Professor Jaspal Kooner. This Project investigates the mechanisms underlying heart disease, stroke, diabetes, and obesity.

Every Wednesday, at 6 p.m., SSD hosts the Diabetes Chai Chat from Leicester, which provides an online platform for key speakers, including doctors, clinicians, and experts, to lead a discussion with people with diabetes about all aspects of care. Join us by registering yourself at [help@silverstaruk.org](mailto:help@silverstaruk.org).



It is estimated that 4.3 million people in the UK live with diabetes. Additionally, 850,000 people could be undiagnosed, coming to a ratio of 1 in every 10 in the UK. If nothing changes, millions will have it in the UK by 2030. Around 90% of the affected people have type two diabetes, around 8% have type one, and about 2% have a rarer type.

If you want to know more about the charity, please visit our website, [www.silverstaruk.org](http://www.silverstaruk.org), or view our video on the website. You can also see our YouTube channel @silverstardiabetes, where we livestream our Diabetes Chai Chat and post our social media sleeves.





# ARTA COOK OFF 2023













# ARTA COOK OFF 2023





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# RESTAURANT BUSINESS MANAGEMENT TRAINING

## Enhancing Success in the Culinary Industry

Achieving success in the culinary world depends on combining culinary mastery with business acumen. Restaurant business management training serves as the critical catalyst for achieving this synergy, imparting indispensable skills to both newcomers and seasoned professionals. This comprehensive training encompasses various subjects, such as business planning, menu design, financial management, and customer service, establishing a robust groundwork for prosperity in the restaurant industry.

Customer service is paramount, and training often includes effective communication, conflict resolution, and feedback-handling lessons. These foster repeat business and positive reviews.

Team leadership and human resources are also critical. Training in recruitment, performance evaluation, and motivation ensures a well-functioning team that enhances the dining experience.

**Marketing strategies such as social media and online branding are vital in the digital era. Training covers these areas, helping restaurant professionals reach a wider audience and retain loyal customers.**



# 1



## Customer Service

- ✓ Effective Communication
- ✓ Conflict Resolution
- ✓ Feedback-handling
- ✓ Implementation

# 2



## Team Leadership

- ✓ Recruitment Training
- ✓ Performance Evaluation
- ✓ Motivation
- ✓ Synced Teamwork

# 3



## Marketing Strategies

- ✓ Digital Marketing
- ✓ Social Media
- ✓ Online Branding
- ✓ Extended Reach

With the ever-changing nature of the industry, management training helps individuals adapt to trends in consumer preferences and technology, keeping them competitive.

Restaurant business management training is a cornerstone of success in the culinary field. Such programs nurture a versatile skill set, spanning business operations, financial management, customer relations, team leadership, and marketing. Aspiring restaurateurs can create memorable dining experiences for their customers, and inspire their staff to work in professional, passionate work place.

**Graham Taylor**

Head of Culinary Arts  
Cambridge Regional College



# ChefOnline



## SOLID DESIGN & USER-FRIENDLY INTERFACE

### EPoS BENEFITS

- ✓ Realtime Business Monitoring From Mobile App
- ✓ Super-Fast Online & Offline Software Function
- ✓ Easy-Access Online Ordering & Marketing
- ✓ Integrated Reservation System
- ✓ Integrated iOS & Android App For Tablets
- ✓ Integrated Caller ID, Label Printer & Postcode
- ✓ Free Online Training For All Staff
- ✓ Free Software Updates



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# ARTA FINALISTS 2023

## AWARD CATEGORIES

- ▶ NATIONAL CHAMPION OF CHAMPIONS
- ▶ NATIONAL CHEF OF THE YEAR
- ▶ NATIONAL TAKEAWAY OF THE YEAR
- ▶ NATIONAL NEWCOMER OF THE YEAR
- ▶ FINE DINING RESTAURANT OF THE YEAR
- ▶ KOREAN RESTAURANT OF THE YEAR
- ▶ JAPANESE RESTAURANT OF THE YEAR
- ▶ STREET FOOD RESTAURANT OF THE YEAR
- ▶ EUROPEAN RESTAURANT OF THE YEAR
- ▶ SRI LANKAN RESTAURANT OF THE YEAR
- ▶ REGIONAL WINNERS

## REGIONS

NORTH LONDON

WEST MIDLANDS

WEST LONDON

SOUTH CENTRAL

EAST MIDLANDS

SCOTLAND

SUSSEX

SURREY

SOUTH WEST

SOUTH LONDON

NORTHERN IRELAND

NORTH WEST

HERTFORDSHIRE

EAST ANGLIA

EAST LONDON

KENT

NORTH EAST

WALES

ESSEX



## CHAMPION OF THE CHAMPION 2022



Situated in central Hertford, **Ruby Indian Restaurant** impresses with its cosy atmosphere and a unique blend of Indian and Thai dishes. Their passionately brimming chef-driven menu earned them the Champion of Champion Award at ARTA 2022, marking them a premier dining choice.

## NATIONAL CHEF OF THE YEAR 2022



**My Delhi Indian Streetery Restaurant** in Newcastle offers a warm ambience and a fusion of various Indian cuisines. Their creativity and excellence earned them the National Chef of The Year Award at ARTA 2022, marking them a top dining destination.

# Introducing MPoS

## The Ultimate Mobile Point of Sale Solutions

In today's fast-paced world, the right Mobile Point of Sale (MPoS) system is indispensable for any business, serving as the nerve centre where sales, inventory, and customer management unite. MPoS, rooted in innovative Android technology, is poised to revolutionise how businesses operate, offering a sophisticated, streamlined, and user-friendly solution that meets the demands of modern commerce. This Mobile Point of Sale (MPoS) system is powered by ChefOnline, known for providing seamless payment solutions across the globe.

## FEATURE-RICH SOLUTION

### 1. Mobile-Friendly Interface:

MPoS boasts an intuitive interface designed for seamless navigation, allowing users to execute sales transactions and manage inventory optimally. Consider that all your needs are met in one place.

### 2. Comprehensive Sales Management:

With MPoS, businesses can monitor sales in real time, track best-selling items, and identify consumer preferences, empowering them to make data-driven decisions to elevate their operation. Wherever you are, all your work can be handled with a few taps.

### 3. Dynamic Inventory Management:

Effectively oversee stock levels, organise product listings, and obtain instantaneous alerts when it's time to reorder, ensuring that the business operates like a well-oiled machine. We will make sure you are always fully stocked and prepared in time!

### 4. Versatile Payment Options:

The flexibility of MPoS enables acceptance of myriad payment methods, including card payments, mobile payments, and cash, catering to every customer's preference. Versatile payments make for an easy, stress-free life.

### 5. Enhanced Security:

Utilising cutting-edge security protocols, MPoS safeguards sensitive data, providing businesses and customers peace of mind. Your information stays safe and sound.

## SUPERIOR INTEGRATION

MPoS stands out due to its ability to synchronise with various applications and business tools. It ensures seamless and unified business operations. By enhancing operational efficiency through seamless integrations, businesses can offer quicker and more personalised services to their customer. The superior integration of MPoS catalyses streamlined processes and enhanced customer experience is crucial in today's fast-paced and customer-centric commercial environment.

Features, including but not limited to, are:

### 1. Portability:

The portability of MPoS makes it a preferred choice for businesses on the go, allowing transactions to be quickly processed anywhere.

### 2. Compatibility:

MPoS is designed to work seamlessly with diverse hardware, including barcode scanners, receipt printers, and cash drawers, ensuring a total solution for all business types.



### 3. Durable and Reliable:

The hardware components of MPoS are built to last and crafted with precision, offering unparalleled reliability and endurance, crucial for the bustling commerce environment.

## Endless Possibilities with MPoS

The introduction of MPoS by ChefOnline is a testament to the evolution of point-of-sale systems. Whether you own a cosy café, a bustling retail store, or offer services on the move, MPoS adapts, offering tailored solutions to meet your unique business needs. It is not merely a transaction tool but a comprehensive solution engineered to drive business growth and customer satisfaction.

The transformative potential of MPoS is vast, providing businesses with the tools they need to flourish in today's competitive landscape. It symbolises a combination of technology and convenience, establishing a new standard in Point of Sale solutions.

MPoS emerges as a beacon of innovation and efficiency in a world driven by consumer demands and technological advancements. It encapsulates the essence of modern business operations, ensuring that your business is well-equipped to navigate the challenges of the contemporary commercial ecosystem.

With MPoS, elevate your business to new heights, experience unparalleled convenience, and embrace the future of commerce. For more details on how MPoS can redefine your business experience, visit [www.chefononline.com](http://www.chefononline.com).



# REGIONAL RESTAURANTS OF THE YEAR 2022



Alcombe Tandoori - South West



Bayleaf Restaurant - North London



Bengal Tiger - City & East London



British India Restaurant - Essex



Delhi 6 - West Midlands



Madhu's of Mayfair - West London



Pipasha - East Anglia



Radhuni - South Central



Ruby - Hertfordshire



## REGIONAL RESTAURANTS OF THE YEAR 2022



Spice Tandoori - Scotland



Tarana Bar & Grill Restaurant - South East



Tarana Lingfield - Surrey



The Grand Sultan - Wales



The Milnrow Balti - North West



The Vine Indian Cuisine - North East



Ashiana Ind. & Ban. Restaurant - East Midlands



Indian Room - South London



Bangla - Northern Ireland



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# CYBERSECURITY IN TODAY'S WORLD-THE UK'S PIVOTAL ROLE



**Cybersecurity has become a buzzword in the last decade, not without reason. In an era defined by digital advancements, where our lives are seamlessly integrated with the internet, the importance of cybersecurity cannot be overstated. As Paytap further delve into this digital age, understanding cybersecurity, its implications, pros, and cons becomes paramount. The UK plays a central role in shaping the cybersecurity narrative, given its technological advancements and global influence.**

## The Importance of Cybersecurity Today

The proliferation of the internet has brought numerous benefits – instant communication, easy access to information, and the growth of e-commerce. However, it also has vulnerabilities. Personal data, corporate secrets, and even governmental information now reside online. Cybersecurity ensures the protection of this data from malicious threats, ensuring the privacy and safety of individuals and organisations.

These days, everything is online-based, whether you are saving official documents or personal ones. It is where Cloud comes in. It refers to delivering computing services, including storage, processing power, and applications, over the Internet instead of from a user's local computer. Users can access cloud services on-demand and are usually billed based on usage.

The consequences of lax cybersecurity can be severe. Data breaches can result in financial losses, identity theft, and damage to an organisation's reputation. For nations, the threat can even translate into matters of national security.

## What Cybersecurity Can Protect You From

At its core, cybersecurity tools and practices protect systems from:

**Malware:** Malware is malicious software designed to infiltrate, damage, or turn off computers, computer systems, and networks or gain unauthorised access to data without the user's knowledge or consent. Malware comes in various forms, including viruses, worms, Trojans, ransomware, and spyware, each with distinct behaviours and objectives, primarily centred around causing harm or extracting value illicitly.



**Zero Day Attack:** A zero-day attack exploits a software vulnerability unknown to the software vendor or users, typically on the same day it is discovered. Since no patch or remedy exists when the attack occurs, it can be particularly damaging. Paytap is actively monitoring vulnerability as a way to find a permanent remedy for such attacks.

**Social Engineering:** Social Engineering refers to manipulating individuals into divulging confidential or personal information that someone may use for fraud. It typically involves tricking the target into breaking standard security practices to reveal passwords, credit card numbers, or other sensitive information. Common techniques include pretexting, baiting, quid pro quo, and impersonation.

**Whale Phishing (Whaling):** Whale Phishing, also known as whaling, is a subtype of phishing attack where the attacker targets high-profile individuals within an organisation, such as executives or senior managers. The attacker often impersonates the target's trusted entities and crafts convincing, tailored messages to coax the individual into revealing sensitive information, performing unauthorised actions, or transferring funds to fraudulent accounts. Paytap is actively identifying these activities to ensure all clients are secure.

As a global tech hub, the UK understands the significance of robust cybersecurity. Paytap is proactively in establishing frameworks, to address cyber threats and

---

## Cybersecurity is not just a technical issue, it's a mindset, a culture, and a commitment to safeguarding the digital world.

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Furthermore, the UK government has introduced various initiatives and strategies to strengthen national cybersecurity. The Cyber Essentials scheme, for instance, aids businesses in protecting themselves against prevalent cyber threats. The UK collaborates internationally, recognising that borders do not confine cyber threats.

While the digital age has ushered in countless opportunities, it has also introduced unprecedented challenges. Cybersecurity stands as the guardian against these threats. With its initiatives, institutions, and international collaborations, the UK remains at the forefront of this ongoing battle, ensuring a safer digital space for all.







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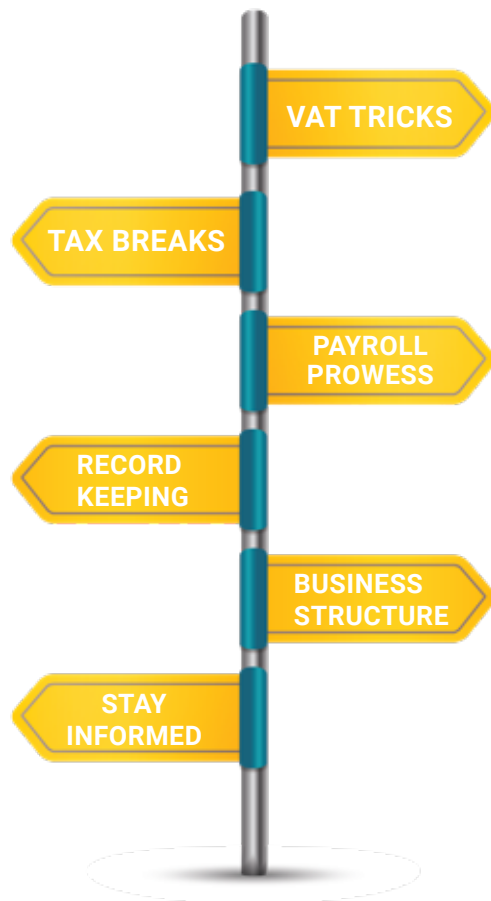
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# Navigating the Tax Jungle in the UK Catering Business

If you're in the catering business in the UK, you know taxes can be a real headache. But fear not! We have some simple tips to help you navigate the tax jungle and keep your business running smoothly. Whether you are a novice or a seasoned veteran, these tips will help you in the long run.



Managing tax-related matters can often seem daunting in the UK catering sector. However, rest assured, as we have gathered simple yet effective tips to assist you in navigating this tax challenge and maintaining the smooth operation of your catering business.

**VAT Tricks:** Most catering services must pay the regular VAT rate, but some items might get a break. Monitor the latest rules to take advantage of discounts or exemptions.

**Tax Breaks:** The government offers some nice tax breaks for businesses. You can get allowances on equipment purchases and even tax relief for research and development. Make sure you're taking advantage of these!

**Payroll Prowess:** Taking care of your employees' income tax and National Insurance Contributions is super important. You can use payroll software or hire a pro to ensure you do it right and stay on HMRC's good side.

**Record-Keeping:** Keep track of all your financial documents, like receipts and invoices. This will make your life easier when tax time comes, and it'll help if HMRC ever wants to take a closer look at your books.

**Business Structure:** Your business structure - whether you're a sole trader, a partnership, or a limited company - can significantly impact your taxes. Consider what makes the most sense for your business and get professional advice if needed.

**Stay Informed:** Tax laws change all the time. Stay updated by talking to tax pros, subscribing to industry newsletters, or joining catering associations.

**Get Help:** Taxes can be complicated, and sometimes you need an expert. Feel free to contact an accountant or tax pro who knows the catering industry.

**Conclusion:** Tax time doesn't have to be a nightmare. Remember these simple tips, and you'll navigate the tax jungle like a pro in no time. You've got this!

Tax season need not be a dreaded ordeal. With these straightforward guidelines in mind, you can confidently traverse the tax jungle and manage your catering business like a seasoned professional.



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# Flavours of Bhortha at GRAND RASOI

Bhortha is a much-loved traditional Bangladeshi food. The term “Bhortha” finds its origins in ancient Sanskrit, where the words “bhrj” and “bhrkta” signify the act of preparing food through processes such as roasting, frying, or boiling. Fundamentally, Bhortha involves the creation of a spicy mash using vegetables that have been subjected to roasting, burning, or frying.



The recently opened Grand Rasoi restaurant, situated at 194 Mile End Rd, London E1 4LJ, has gained a reputation for its authentic Indian and Bangladeshi cuisine. Among its offerings, the distinctive range of Bhorthas has quickly become a beloved choice among the locals.

One of the specialised chefs at Grand Rasoi is Parvin Raz Shatu, who has expertise in crafting Bhortha dishes. She expressed:

“ Bhortha holds a special place in the hearts of Bangladeshis. There is a wide variety of Bhortha dishes, each uniquely distinct. Creating these delicious Bhorthas requires skill and a profound understanding of all the ingredients involved. Using fresh and precisely measured ingredients is crucial to achieving the finest Bhortha, and the art lies in blending them in the correct sequence. ”

At Grand Rasoi, you will discover a variety of Bhorthas, and among these, the following have become particularly popular:

**Daal Bhortha:** This creamy lentil Bortha is a vegetarian delight seasoned with a compelling mix of spices.

**Tomato Bhortha:** Ripe tomatoes, fragrant herbs, and spices create a zesty and refreshing taste.



**Broccoli Bhortha:** A healthy option, this Bortha combines mashed broccoli, garlic, and spices.

**Mackerel (Fish) Bhortha:** Seafood lovers will appreciate the delicate Mackerel fish mashed with robust spices. The Mackerel Bhortha offers a unique seafood experience with its delicate fish and potent spices blend.



**Bagun Bhortha:** Roasted eggplant is mashed with savoury spices for a smoky, earthy flavour. It's a versatile and delicious accompaniment to various dishes or as a spread for pita bread and rice.





**Aloo Bhortha:** Mashed potatoes are transformed into a flavourful treat with the addition of aromatic spices.

**Beans Bhortha:** Green beans are mashed with assorted spices for a nutritious and delicious dish.

**Kalijira Bhortha:** A flavourful Bhortha comes from Bengali cuisine. This Bhortha is made with Kalonji (or Nigella Seed) and some selected spices.

Grand Rasoi's Bhortha showcases the rich diversity of Bangladeshi and Indian cuisines. This means that at Grand Rasoi, you will find a remarkable array of Bhortha dishes, each representing the vibrant and varied flavours of Bangladeshi and Indian culinary traditions. From the smoky, earthy notes of the Bagun Bhortha to the zesty and refreshing taste of the Tomato Bhortha, these dishes are a true testament to the region's culinary heritage.

If you are on Mile End Road, take full advantage of the exceptional culinary experiences that await you at Grand Rasoi.

Moreover, the warm and inviting ambience of Grand Rasoi sets the stage for an unforgettable dining experience. Whether you're an enthusiast of South Asian cuisine or simply seeking a new and exciting culinary adventure, Grand Rasoi offers many options that cater to a range of palates.

Grand Rasoi is not just a restaurant; it's a culinary exploration that promises to delight your senses and create lasting memories.







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- Tandoori Palace

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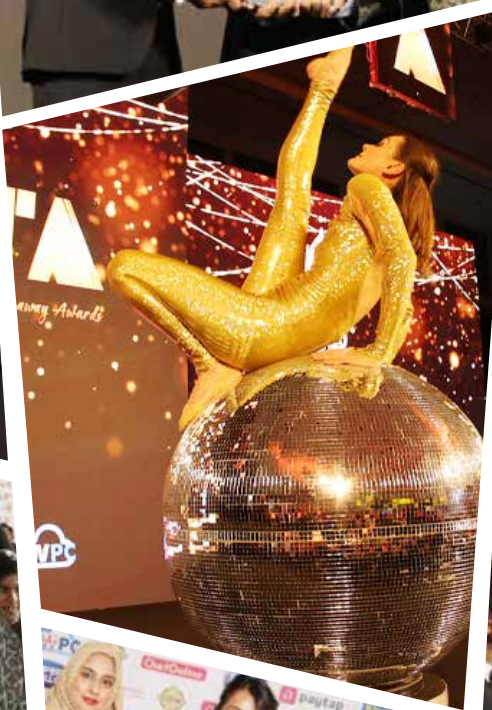
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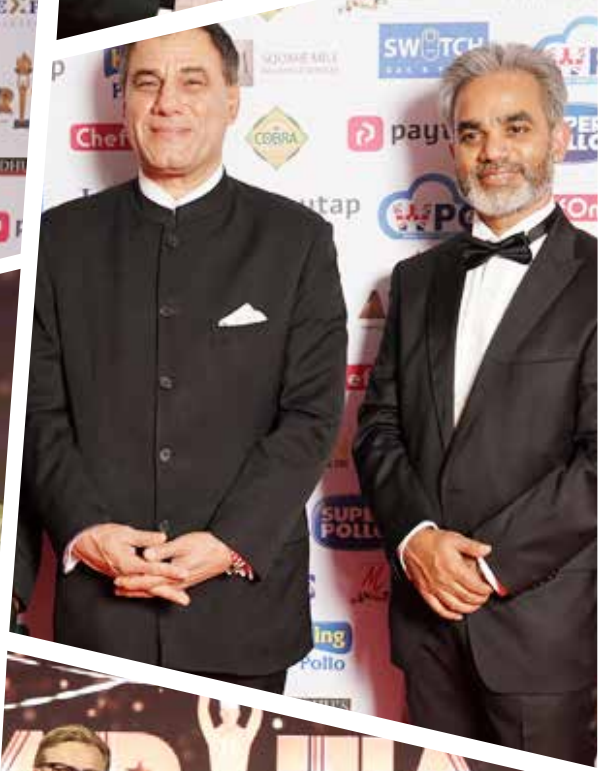


















# EFFECTIVE AI USAGE IN THE CATERING INDUSTRY

AI, or Artificial Intelligence, refers to developing computer systems that can perform tasks typically requiring human intelligence, such as learning, reasoning, problem-solving, and decision-making. In today's world, AI has become increasingly relevant due to its transformative impact on various industries. It leverages data analysis, machine learning, and advanced algorithms to automate processes, enhance efficiency, and make data-driven predictions. This technology has far-reaching implications, influencing everything from healthcare to finance.

One notable sector undergoing significant change due to AI is the catering industry. Catering plays a pivotal role in the food service sector, encompassing businesses ranging from restaurants to event caterers. AI's relevance lies in its ability to streamline operations, optimise menu planning, and enhance customer experiences. In doing so, it enables businesses in the catering industry to adapt to changing consumer demands efficiently, minimise waste, and ultimately boost profitability.

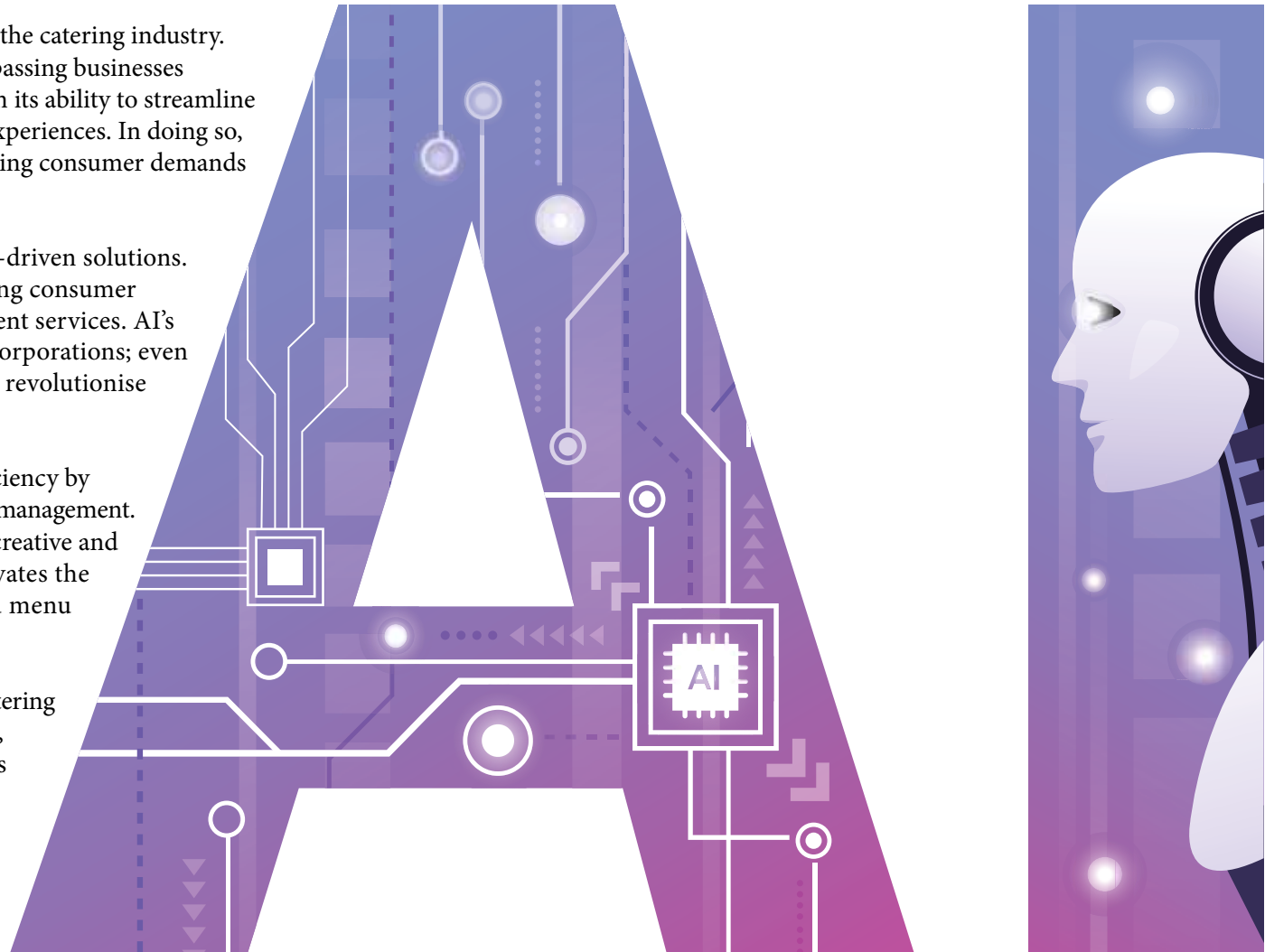
The catering industry is witnessing a growing adoption of AI-driven solutions. This trend is driven by the industry's need to adapt to changing consumer preferences and the demand for more personalised and efficient services. AI's integration within the catering sector is not limited to large corporations; even small and medium-sized businesses recognise its potential to revolutionise operations.

AI in catering brings multifaceted advantages. It enhances efficiency by automating repetitive tasks like order processing and inventory management. This reduces human error and frees up staff to focus on more creative and customer-centric aspects of their roles. Additionally, AI elevates the customer experience by analysing data to offer personalised menu recommendations and efficient delivery services.

Furthermore, AI enables data-driven decision-making in the catering industry. It provides valuable insights into customer preferences, seasonal trends, and cost-effective sourcing of ingredients. This data-driven approach enhances profitability and sustainability while maintaining high-quality service standards.

In essence, the adoption of AI in the catering industry is driven by its ability to enhance customer experiences, streamline operations, and facilitate data-driven decision-making, positioning businesses for success in a competitive food service sector.

**Personalised Menu Recommendations:** AI algorithms analyse customer preferences, order history, and dietary restrictions to offer personalised menu recommendations. This enhances the dining experience and increases the likelihood of upselling complementary dishes.



**Demand Forecasting:** AI uses historical data, seasonal trends, and real-time information to forecast demand accurately. This helps catering businesses optimise inventory levels, reduce waste, and promptly meet customer demands.

**Menu Optimisation:** AI optimises menus by identifying top-performing dishes, adjusting pricing, and suggesting menu changes based on customer feedback and demand patterns. This data-driven approach maximises profitability.

**Analysing Customer Feedback:** AI algorithms comb through customer reviews and feedback, extracting valuable insights about food quality, service, and overall satisfaction. This data guides improvements and ensures customer expectations are met consistently.

**Kitchen Automation:** In the kitchen, AI-powered robotics and automation streamline food preparation processes. This increases efficiency and maintains consistent food quality, reducing human errors.

**Ensuring Health and Safety Compliance:** AI can monitor compliance with health and safety regulations by tracking food storage temperatures, cleanliness, and sanitation practices. It provides real-time alerts if any issues arise, ensuring the safety of both customers and staff.

Incorporating AI in these ways enables catering businesses to operate more efficiently, offer a better dining experience, and stay competitive in an industry that demands agility and adaptability. In the dynamic catering industry, leveraging AI effectively can transform operations and enhance customer engagement. ChefOnline, a rapidly growing food ordering platform in the UK, is harnessing AI to provide innovative solutions across its services:

**1. Streamlined Customer Experience:** ChefOnline's AI-powered National Platform creates a user-friendly interface for customers. It offers easy access to menus, business hours, deals, and discounts. This simplifies the ordering process and enhances customer satisfaction by providing personalised recommendations.

**2. Intuitive EPoS Systems:** ChefOnline's Electronic Point of Sale (EPoS) systems utilise AI and real-time processes for seamless business management. Sales, reservations, orders, and inventory are efficiently managed, ensuring smooth operations. Dynamic and proactive customer support enhances user experience.

**3. Dynamic Print Media:** ChefOnline's Print Media service, designed by experts, produces visually appealing takeaway menus, leaflets, and business cards. The tailored designs capture attention, showcasing the uniqueness of each restaurant business.

**4. Precision Marketing with SEO:** ChefOnline's SEO employs cutting-edge search engine optimisation techniques. This ensures potential customers find businesses effortlessly, driving sales through targeted marketing. Skilled digital marketing specialists generate substantial traffic and visibility for your brand.

**5. Tailored Software Development:** ChefOnline offers custom web, mobile app, and software development services. These solutions are crafted to meet specific business needs, demonstrating their commitment to adaptability and innovation.

By providing restaurants with personalised e-commerce websites and apps, ChefOnline enables businesses to highlight their unique offerings through an intuitive online ordering system. This results in increased engagement and conversions. ChefOnline has strategically integrated AI technology into its services

to access the myriad benefits of AI. This includes enhancing customer interactions, optimising business processes, and driving targeted marketing efforts. ChefOnline's commitment to innovation, tailored solutions, and customer support positions it as a leading force in revolutionising the catering industry across the United Kingdom.

Using AI effectively in the catering industry can provide numerous benefits, such as improving customer experience, optimising operations, and enhancing decision-making. One example of a company using AI in the catering industry is Chefonline.





## General Guidelines for Using AI in the Catering Industry:

**Personalised Recommendations:** AI can analyse customer preferences, order history, and dietary restrictions to provide personalised menu recommendations. This can enhance customer satisfaction and drive sales.

**Demand Forecasting:** AI algorithms can analyse historical data, seasonality, and external factors to predict demand for specific dishes, helping catering businesses optimise inventory and reduce waste.

**Menu Optimisation:** AI can analyse customer feedback, sales data, and trending food items to suggest changes and improvements to the menu.

**Chatbots and Virtual Assistants:** Implementing AI-powered chatbots on websites or apps can offer customers real-time assistance in placing orders, making reservations, and getting answers to common queries.

**Kitchen Automation:** AI can optimise kitchen processes, such as ingredient inventory management, recipe scaling, and cooking times, leading to better efficiency and consistent quality.

**Health and Safety Compliance:** AI can assist in monitoring food safety and compliance by analysing data from sensors and cameras to ensure proper storage, handling, and cleanliness.

**Customer Feedback Analysis:** AI can analyse customer reviews and feedback to identify trends, areas for improvement, and customer sentiment, helping catering businesses refine their offerings.

## ChefOnline and AI

ChefOnline is an online food ordering management platform. It's possible to integrate AI in various ways as a food ordering platform and management system:

**Order Prediction:** ChefOnline could use AI to predict catering orders based on historical data, allowing businesses to prepare adequately and avoid shortages.

**Menu Optimisation:** AI might analyse customer preferences and sales data to suggest menu modifications and new dishes that are likely to be popular.

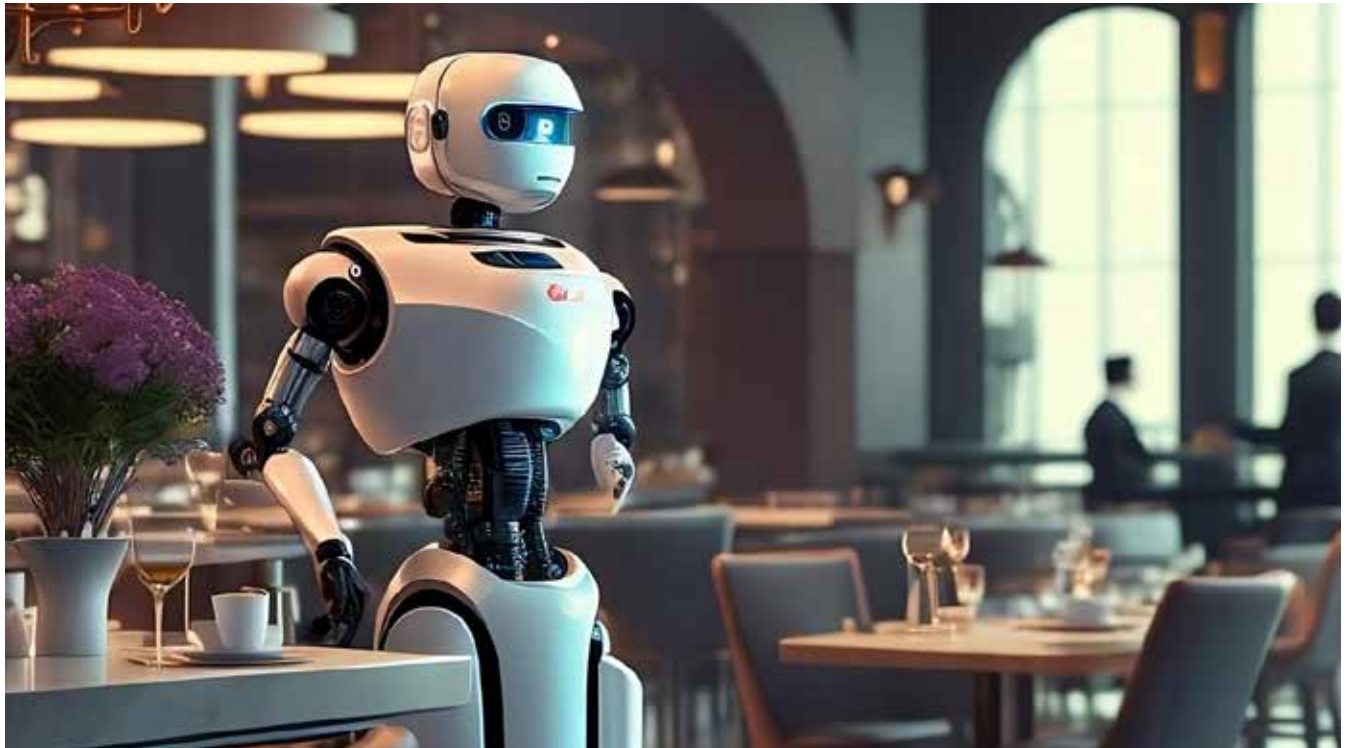
**Automated Scheduling:** AI could help schedule staff shifts, considering events and order volume to ensure appropriate staffing levels.

**Customer Support:** We employ AI chatbots to assist customers with ordering, menus, and event planning inquiries.

**Data Analytics:** AI-powered analytics could provide insights into sales trends, customer behaviour, and operational efficiency.

**Inventory Management:** AI could optimise ingredient purchasing and inventory management, reducing waste and controlling costs.

**Recipe Scaling:** For more significant events, AI could assist in scaling recipes accurately while maintaining consistent quality.



# ChefOnline Digital Marketing



## Services :

- Search Engine Optimisation
- Social Media Marketing
- Search Engine Marketing
- Content Marketing
- Mobile Marketing
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# The Power of SEO

In today's digital age, online presence is no longer just an option; it's a necessity. Whether you're a small local shop or a multinational corporation, visibility on the web can determine your success. It is where Search Engine Optimisation, commonly known as SEO, enters the picture.

## What is SEO?

SEO is a set of strategies and techniques to boost a website's visibility on search engine results pages (SERPs). The primary aim is to get a higher ranking, which, in turn, increases organic traffic to the website.

## Why is SEO Important?

**Increased Visibility:** The higher a website ranks on the SERPs, the more likely it is to be seen by potential customers or users.

**Cost Effective:** Unlike paid advertising, organic traffic from SEO does not require continuous expenditure. It's an investment with long-term benefits.

**Enhanced Credibility:** Users see highly ranked sights as more reputable and trustworthy.

**Competitive Advantage:** SEO allows businesses to stay ahead in the digital marketplace, ensuring they remain top-of-mind for their target audience.



## HOW SEO AND SMM OPERATES

In a crowded market of food delivery services, what makes one platform stand out over another? Often, it's their visibility in search engines. When hungry customers type "order food online" or "best local curry", food-ordering platforms want to be among the top results.

By leveraging the power of SEO, be ensured it reaches its target audience efficiently. The result? Increased orders, greater brand awareness, and a strengthened UK food delivery industry reputation.

SEO is not just a buzzword; it's a powerful tool that can significantly impact a business's online success. Companies can benefit immensely by understanding and leveraging their strengths in the food industry or other sectors. The digital landscape is constantly evolving, but the significance of SEO remains constant.

Social Media Marketing (SMM) can play a pivotal role in a business's success by providing a platform to enhance brand visibility and user engagement. SMM utilises various social media platforms like Facebook, Instagram, Twitter, LinkedIn, and Pinterest to reach and interact with a business's target audience. It can aid in promoting products and services, enable direct communication with customers, and offer insights into consumer behaviour and preferences through analytics.

Effective SMM can significantly contribute to a company's growth by driving more traffic to its website and converting interactions into tangible sales, thus increasing revenue. It provides an avenue for businesses to share content, updates, promotions, and more, helping to build brand loyalty and customer satisfaction by creating a sense of community around the brand. Moreover, SMM allows businesses to receive immediate feedback and respond to customer inquiries, concerns, and reviews in real time, fostering a positive company image and customer relationship. In a nutshell, Social Media Marketing serves as a multifunctional tool that, when utilised effectively, can enrich customer experience, bolster brand presence and reputation, and drive business growth.

In conclusion, SEO and SMM are crucial in the digital prevalence and competition business environment. SEO optimises online visibility and reach, while SMM enables direct audience engagement and brand relationship building. Together, they elevate brand presence, reinforce brand reputation, and drive business growth. In the modern interconnected marketplace, SEO and SMM are advantageous and indispensable for maintaining relevance and a competitive edge.





# REVIEW AND REPUTATION MANAGEMENT

In an era marked by the omnipresence of digital platforms, review and reputation management has become a pivotal factor for businesses, especially those in the hospitality industry, like restaurants and cafés. These entities find themselves at the mercy of online reviews and ratings, significantly shaping their reputation and influencing consumer choices. This article delves into the impact of review and reputation management, its merits and demerits, and the ramifications for businesses that overlook its importance.



## Impact on Businesses:

Online reviews are paramount for establishments like restaurants and cafés where experience is the product. They act as digital word-of-mouth, moulding public opinion and affecting footfall drastically. A well-managed online reputation can attract many customers, while negative reviews can cause substantial damage, often irreparable, to the establishment's image.

Review and Reputation Management are crucial components in digital marketing, serving as double-edged swords in enhancing or damaging a business's online presence. They are pivotal in sculpting the brand image, increasing the business's visibility, improving customer relations, and providing constructive feedback. A robust reputation management strategy helps attract and retain customers, foster brand loyalty, and optimise service offerings based on consistent maintenance of reviews and replies.



## The Detriment of Ignoring Reputation Management:

Businesses that choose not to invest in reputation management face several repercussions. Ignoring customer feedback can lead to a decline in patronage, as modern consumers heavily rely on online reviews when choosing dining establishments. Additionally, unresolved negative thoughts can fester, significantly damaging the brand image and resulting in a loss of revenue. With active reputation management, businesses can connect with their clientele and improve their services based on genuine feedback.



## Navigating the Review Landscape:

Proactive engagement is the key for restaurants and cafés striving to navigate the intricate landscape of online reviews. Addressing customer feedback, whether positive or negative and making necessary amendments showcase a commitment to customer satisfaction, which can turn even dissatisfied customers into loyal patrons. Reputation management tools and services can streamline this process, allowing businesses to maintain their online image effectively.

Review and reputation management is no longer a choice but necessary for restaurants and cafés in today's digital age. While managing an online reputation comes with challenges, the benefits, including enhanced brand image, increased visibility, and improved customer relations, far outweigh the cons. Conversely, ignoring it can lead to severe, sometimes irreversible, damage to the business's reputation and bottom line. Therefore, a balanced and proactive review and reputation management approach is indispensable for sustaining and growing the competitive hospitality industry.

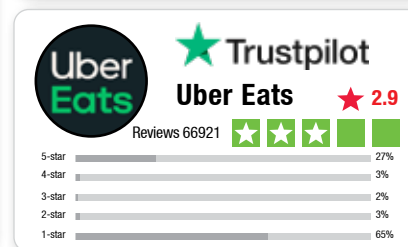
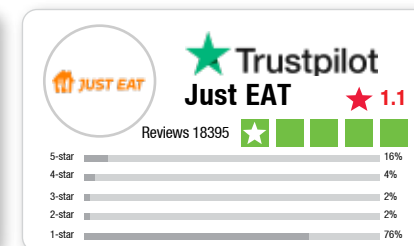
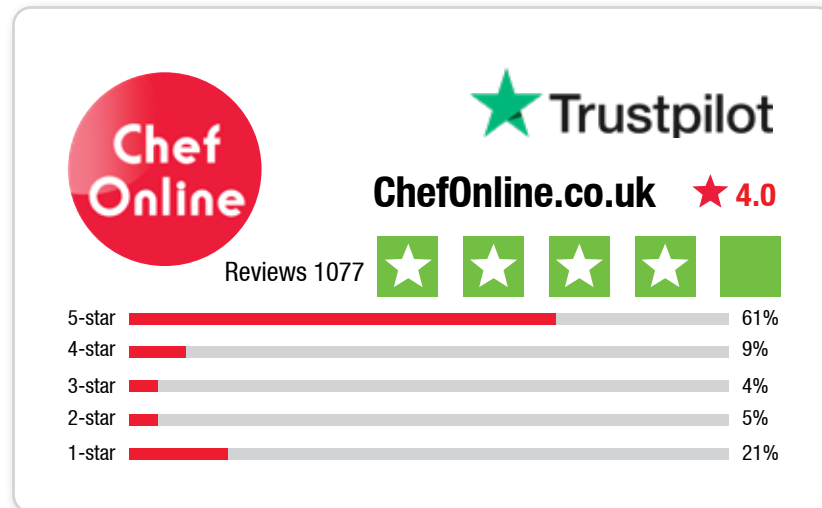
In digital marketing, Review and Reputation Management serve as imperative mechanisms, pivotal in shaping the brand and its relationship with the consumers. It is not merely about managing the perceptions but is crucial in leveraging customer insights to refine and enhance service offerings and operational efficiency. This aspect of marketing requires meticulous attention and a strategic approach, as it is integral in augmenting online presence, customer trust, and brand loyalty, ultimately contributing to the business's overall success and sustainability in the digital space.



# Which is The Most Popular Food Ordering Platform in the UK?

## LET'S HEAR IT FROM THE USERS!

Going through the websites of the “leading” food ordering and delivery platforms in the UK, you would think that each is the most popular one. However, the reality is quite different! Check out the customer ratings on Trustpilot.

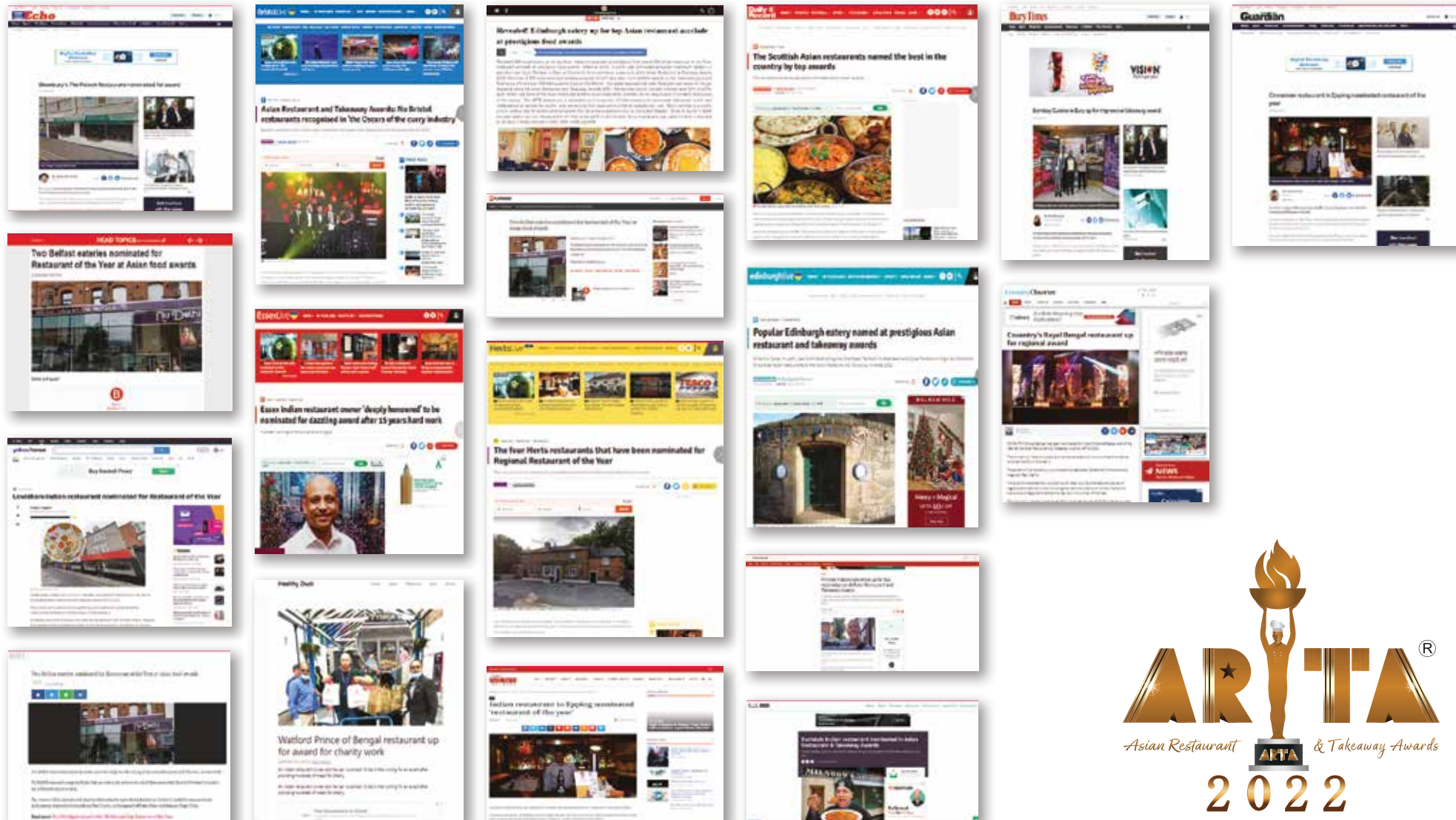


ChefOnline's solid 4-star rating on Trustpilot speaks volumes, solidifying its position as the leading food platform trusted by customers and establishments alike.

From the above Trustpilot graphs, you can see that while most food ordering and delivery apps are struggling, ChefOnline has risen above the others. This is a testimony that these companies have their finger on the market's pulse. Furthermore, their attention and dedication to what the customers want and when they want it is evident. Having created a seamless connection between restaurants and customers through a user-friendly app interface, food ordering apps like ChefOnline and Foodhub are here for the long haul. As of August 2023, ChefOnline has firmly established itself as the fastest-growing food platform in the UK. This meteoric rise can be attributed to their relentless commitment to innovation, customer satisfaction, and their ability to adapt to the ever-evolving food industry landscape. ChefOnline continues to set new standards for excellence in food ordering and delivery services, securing its position as a formidable industry leader.



# ARTA 2022 MEDIA COVERAGE





# Key People



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**Kodrul Islam**



**Sufi Miah**



**Rajan Singh**  
Event Manager



**Nabila Rafique**  
Legal Advisor



**Dr. Sadia Jabeen Khan**  
Administrator

# Our Special Thanks to ...

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

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*Rajon Sing*

*Suchita Patel*

*Syed Saad*

*Habibul Munzir*

*Shahab Ahmed*

*Kazi Tarikul Islam Avi*

*Palash Chandra Debanath*

*Hawa Islam*



# Supported by ~

A number of organisations have generously supported ARTA throughout its journey, with sponsored partnerships, provision of services including catering and pre-event promotion. Organisations from diverse industries such as: Finance, Consumer Goods, Industrial Services and Broadcast TV Channels have come together in order to support ARTA throughout its journey. This year ARTA is supported by the following companies.





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