



ARTA

GRAND FINALE

2024

THANK YOU FOR SUPPORTING US

Several organisations have generously supported ARTA over the years through sponsored partnerships, as well as by providing services like catering and pre-event promotion. This year, ARTA is being supported by the following companies.

The logo for ChefOnline, featuring the brand name in white text on a red rectangular background.The logo for LEXPERT SOLICITORS LLP, featuring the word 'LEXPERT' in large blue letters and 'SOLICITORS LLP' in smaller blue letters below.The logo for Cambridge Regional College, featuring the text 'Cambridge Regional College' and 'first for training & skills' next to a blue building icon.

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BUCKINGHAM PALACE

4th October, 2024.

Dear Mr Munim,

Thank you for your kind letter of loyal greetings to The King sent on behalf of all those associated with the Asian Restaurant and Takeaway Awards Ceremony which is being held on 6th October at Royal Lancaster London.

His Majesty most appreciated your kind words. In return, The King has asked me to send his heartfelt good wishes to all those involved for a most memorable and enjoyable occasion.

Yours sincerely,

Tara Mundy
Loyal Greetings Officer

Mr Mohammed Munim.



FOREWORD



Mohammed Munim

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

The Asian Restaurant and Takeaway Awards (ARTA) stand as one of the most celebrated and prestigious events in the South Asian culinary landscape. More than just an award show, ARTA shines a spotlight on the vibrant and diverse contributions Asian restaurants and takeaways make to the UK's rich gastronomic heritage. Every dish served by these establishments is a testament to their hard work, perseverance, and the undeniable flavour they've woven into the fabric of British cuisine.

In the face of relentless challenges, including the global pandemic, Brexit, and ongoing labour shortages, these culinary pioneers have adapted and thrived. Their resilience goes beyond mere survival—they've innovated, partnering with local businesses to create networks that foster mutual support and growth. While logistics and staffing remain complex issues, the overwhelming public loyalty has kept the heart of the industry beating strong, and the excitement surrounding ARTA nominations this year reflects this enduring support.

This year's ARTA event recognises individual excellence and highlights the powerful collaborations that have bolstered the sector. Strategic partnerships with ChefOnline, Work Permit Cloud, TableBookings, and support from brands like Super Pollo, Cobra Beer, MyGuava, WheelstoHeal, Cambridge Regional College, and SquareMile have helped solidify the foundation for future innovation. Industry giants, alongside governmental initiatives and organisations have played pivotal roles in easing constraints, allowing South Asian restaurants to focus on creativity and excellence.

As we gather to award the prestigious Champion of Champions Trophy, it's more than a celebration of winners—it's a tribute to an industry that has weathered the storm and continues to enrich the UK's culinary landscape. Here's to an unforgettable night of recognition, joy, and anticipation for the future of South Asian cuisine. We wish all participants the best of luck as they continue to inspire and lead the way forward.



Sanjay Anand, MBE

Chairman, Madhu's

It is an absolute privilege to be a part of ARTA 2024, honouring the finest Asian restaurants and takeaways across the UK. Madhu's, founded by my grandfather in 1930 in Nairobi, Kenya, has been a family business through the generations. Today, my son Arjun and I continue this legacy with pride, representing the third and fourth generations. Like many others in the industry, we faced immense challenges during the pandemic, but instead of stepping back, we saw it as an opportunity to grow and evolve.

We opened Madhu's at The Grove, followed by Madhu's of Mayfair, and later expanded with Madhu's Brasserie in Richmond and Harvey Nichols Knightsbridge. One of our most exciting milestones was the opening of our first international venture, Madhu's of Istanbul, a 280-seat restaurant that reflects our vision of bringing our brand to a global audience.

Through it all, our priority was the safety and well-being of our staff, ensuring their livelihoods while adapting to a rapidly changing landscape. The journey has not been without its challenges, but with passion, creativity, and a forward-thinking mindset, we've managed to not only survive but thrive. Tonight's event is more than just an award ceremony—it's a tribute to the resilience and innovation that defines our industry. I'd like to extend my sincere gratitude to the ARTA team for organising such a wonderful evening, and my warmest congratulations to all the nominees and winners. Here's to a night of celebration and to even greater successes ahead!



Graham Taylor
Head of Culinary Arts
Cambridge Regional College

I'm truly honoured to be part of ARTA. Since its inception, I've had the privilege of judging some incredible dishes from both local and national establishments, each showcasing the richness of Indian and Bangladeshi cuisine. It's been humbling to meet and work with so many talented chefs and business owners who continue to push the boundaries of culinary excellence.

The ARTA journey has evolved into something truly special, bringing together an inclusive community of passionate individuals. I'm proud to be part of this growing movement that celebrates and supports the very best in Asian cuisine.



ABOUT

ASIAN RESTAURANT & TAKEAWAY AWARDS

The Asian Restaurant & Takeaway Awards (ARTA), often hailed as the “Oscar of the Curry Industry” by the BBC & SKY, is a prestigious celebration of Asian cuisine in the UK. ARTA honours exceptional individuals and businesses across various categories in this vibrant sector. This year, over 1,190 restaurants nationwide are nominated, with nominations also coming from over 750,000 customers through ChefOnline, a leading food-ordering platform.

ARTA follows a rigorous two-phase selection process. First, the public nominate their favourite restaurants or takeaways, assessed based on the ARTA score, which evaluates the quality of food, service, and value for money. Reviews from platforms like Tripadvisor, Google Reviews, and Food Hygiene Ratings further support these nominations. In the final phase, a panel of judges selects the winners, culminating in a Grand Finale & Gala Evening where prestigious awards are presented in various categories.

This year's ARTA, scheduled for 6th October, is quite noteworthy. The pandemic's toll on the restaurant industry has been profound for the last couple of years, with many establishments facing financial losses. Despite these challenges, ARTA continues to provide a platform for both small and large businesses to gain recognition, form partnerships, and expand their reach.

The awards highlight the culinary excellence of the Asian food industry and empower the local community by offering exposure and opportunities for growth. Even being nominated among the top Asian eateries is a mark of prestige, and many restaurants have flourished through ARTA's platform. The event will also feature prominent MPs, ministers, and dignitaries, showcasing the vital role Asian cuisine plays in the UK's cultural and culinary landscape.

In addition to recognising established restaurants, ARTA collaborates with colleges to nurture aspiring chefs and promote the next generation of culinary talent. With the inclusion of recent trends and a customer-centric approach in the judging process, ARTA continues to evolve, supporting the growth and development of the Asian culinary industry in the UK.

“Oscar of the Curry Industry”
- BBC & SKY

THE JOURNEY

ARTA began in 2018 with a mission to celebrate outstanding Asian culinary experiences and rejuvenate the food industry. From the outset, we aimed to inspire the younger generation to pursue careers in the culinary field while showcasing the significant contributions Asian Restaurants and Takeaways (ARTA) make to the UK economy.

The Asian Restaurant and Takeaway Awards (ARTA) was launched as a platform to recognise top Asian eateries across the UK. Judging criteria included food quality, service, value for money, hygiene, and customer feedback from platforms like TripAdvisor and Google. Customers played a key role, providing honest reviews that shaped our awards.

Since our start, ARTA has gathered over 750,000 customer ratings and expanded significantly, enhancing our voting methods and scaling events. We digitised our application process for efficiency and reached a broader audience. While the pandemic brought setbacks, closing many eateries, we are grateful for those that endured and optimistic about the industry's post-pandemic recovery.

In response to these challenges, we refined our judging process, incorporating factors like hygiene and overall customer experience, and divided the UK into 18 regions to better reflect customer preferences. Our marketing strategy evolved, with a multichannel approach including partnerships with universities to engage students and boost the visibility of Asian eateries.

ARTA has been instrumental in attracting young talent to the food industry, working closely with educational institutions to keep the momentum going. The future of Asian eateries in the UK looks promising, thanks to the fresh talent and new perspectives entering the field.



MEET THE JUDGES



Graham Taylor
Chef Director,
Cambridge Regional College



Lauren Gregg
Senior Chef Lecturer, Executive Chef,
Cambridge Regional College



Binod Baral
Executive Chef,
Cambridge Regional College

EVENT HOSTS



RICHARD JONES

Magician

Richard Jones rose to fame as the only magician to ever win Britain's Got Talent and has since won the prestigious Gold Star accolade within The Inner Magic Circle, the highest honour in The Magic Circle.

Known as 'The Military Illusionist' he represents the very best in cutting edge magic, mind-reading and psychological illusion.

Richard combines his training from his 12 years serving in the British Army, using his expert knowledge of deception to create a unique experience you will never forget!

Following his headline sellout with the biggest magic show in the West End, Richard continues to astound audiences around the world with his incredible live tours.



SAMANTHA SIMMONDS

Journalist and Broadcaster, BBC

Samantha is a talented motivational speaker and an award-winning broadcaster with over 20 years of experience in journalism. Currently, she presents on BBC World News and BBC Business News, where her warm, engaging style brings global stories to life.

She worked for more than ten years at Sky News, anchoring major events, from the tragic murder of MP Jo Cox to the high-stakes EU referendum, general elections, and royal moments like the Queen's 90th birthday and the Royal wedding, broadcast live from Buckingham Palace. Samantha's calm authority guided viewers through pivotal moments in UK history.

She also gained attention for her sensitive coverage of the sudden deaths of stars like Heath Ledger, Amy Winehouse, and Michael Jackson. Throughout her career, Samantha has consistently balanced professionalism with a human touch, earning her place as a trusted voice in broadcasting.

ENTERTAINMENT



RUBAYYAT JAHAN

Singer

Rubayyat Jahan, born in Chittagong, Bangladesh, began singing at age eight. She became a finalist on Asian Superstars in 2010 and later formed a musical partnership with Raja Kaasheff, releasing singles like "Meri Pardesi Babu." Jahan has performed internationally earning a nomination for Best Female Act at the 2013 Brit Asia TV Music Awards.



MUZA

Singer/Composer

Muza, a Bangladeshi immigrant, is transforming Urban Bengali music by blending traditional Bangla sounds with modern Western influences. His hits like "Jhumka" and "Noya Daman" have earned millions of views, sparking a cultural revival among young Bengalis and reshaping the future of Bangla music.

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EPoS/MPoS



**DIGITAL
MARKETING**



PRINT MEDIA



TABLE BOOKINGS

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Take Your Restaurant Digital with ChefOnline's Solutions

The hospitality world is very fast-paced, and staying ahead means embracing innovation. ChefOnline offers several solutions designed to bring your restaurant or takeaway into the digital era.

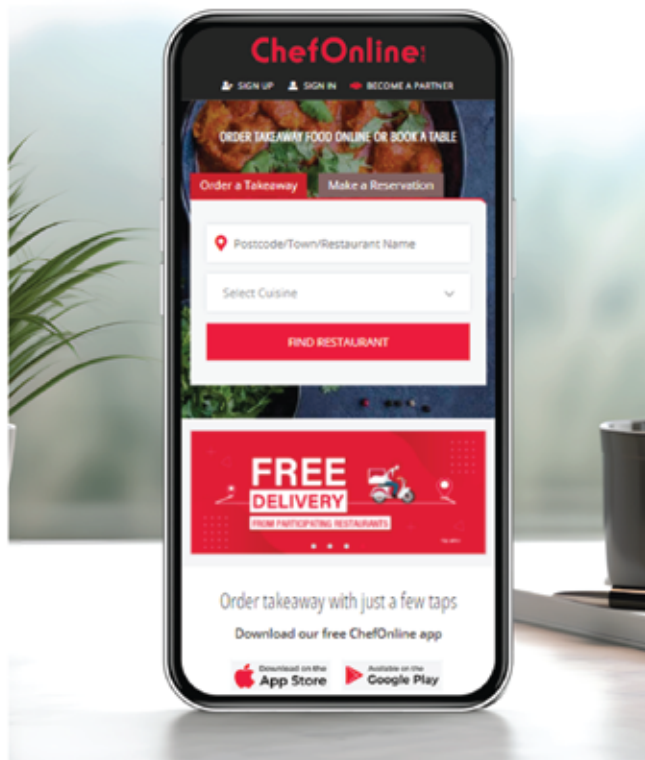
From a seamless online ordering system that boosts the efficiency of your business, to a state-of-the-art EPoS system that streamlines operations, ChefOnline equips you with the tools to thrive.

The best part is we just don't stop here. We offer a few other services that help you connect with customers, increase sales, and grow your business. Discover how ChefOnline can transform your operations and elevate your success.

ONLINE ORDERING SYSTEM

ChefOnline provides a cost-effective solution to market your restaurant or takeaway business online. The user-friendly platform helps you seamlessly transition your business into the digital age, enabling you to take orders, manage operations, and keep customers informed about your latest dishes and promotions.

With ChefOnline, you can easily create a customised online food ordering system tailored to your needs. This ensures that your customers can effortlessly place orders through your website. By partnering with ChefOnline, you can enhance your business's efficiency, boost your visibility, and connect with customers throughout your area.



EPoS SYSTEM

ChefOnline EPoS is a user-friendly, fully integrated Electronic point-of-sale system designed to streamline restaurant operations. Developed by ChefOnline, the system centralises management tasks—from customer databases to sales reports—in real-time through a secure live server, ensuring maximum efficiency.

In today's fast-paced food industry, a more innovative PoS system is essential. ChefOnline EPoS meets this demand, offering top-tier service to UK restaurants and takeaways of all sizes. It seamlessly tracks and integrates online sales, enhancing the user experience, boosting sales, and building customer loyalty.



The EPoS system is fast, easy to use, and requires minimal staff training. It combines advanced hardware and software to deliver unmatched performance. Instantly sync menus, orders, and reservations while increasing efficiency and table turnover.

ChefOnline EPoS adapts to your business needs in various packages and modules, transforming your operations effortlessly.

PRINT MEDIA

ChefOnline brings Restaurant and takeaway menus to life with vibrant, full-colour prints on your choice of bond, silk, or gloss paper, all designed to reflect and enhance your brand.

Takeaway Menu

Takeaway Menu designs are available in full colour, with sizes ranging from A5 to A3, printed on high-quality bond, silk, or gloss paper.

Business Card

The Business Cards from ChefOnline are crafted to represent you and your business seamlessly. You get a professional touch with durable, high-quality, full-colour prints that make a lasting first impression.

Letterhead

Elevate your corporate identity with professionally designed letterheads from ChefOnline, tailored to reflect your brand's image.

Leaflet/Flyer

You can effectively promote your business or event with ChefOnline's affordable, eye-catching flyers and folded leaflets.

A La Carte Menu

A well-designed menu is a powerful marketing tool for any restaurant. ChefOnline's a la carte menus, available in various sizes and paper types, can be folded creatively and laminated for durability. This ensures they complement your restaurant's ambience and make a memorable impact on your customers.

DIGITAL MARKETING

With cutting-edge digital marketing strategies, ChefOnline empowers your business to thrive in the digital age. With SEO and SMM specialists, you can leverage extensive social media expertise to expand your reach, ensuring your deals and offers connect with a broader audience.

They optimise your website content and off-page SEO to attract more potential customers. In addition to traditional SEO, they specialise in local SEO, tailoring the services to help your business stand out in specific cities, regions, or any targeted geographic area. Let ChefOnline enhance your online visibility and drive growth.



Final Thoughts

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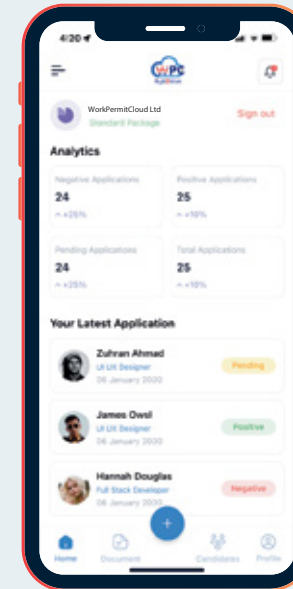


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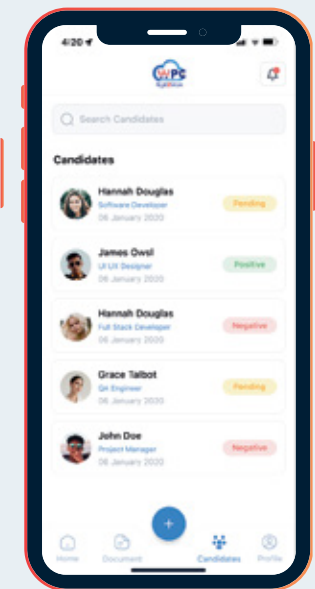
WorkPermitCloud released the RightToWorkCheck App for UK Employers. UK's first completely digital RightToWorkCheck Solution to help them remain compliant. In 2024, UK employers were issued £8.1 Million in penalties due to failures in conducting proper right-to-work checks (GOV.UK).



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The man for the migrants



Md. Lutfur Rahman was born in a small village in Bangladesh, where opportunities were limited, yet his aspirations were boundless. He often studied by the faint glow of a hurricane lamp, as there was no electricity in his village. Although he faced numerous challenges, he excelled in his studies, understanding that education was his only way out. Life was tough, but his family always valued resilience and hard work. However, nothing could have prepared him for the challenges he would encounter after relocating to London for his law studies.

Arriving in London as a law student with only **£3 in his pocket**, he worked in his uncle's restaurant during the day and slept upstairs at night. His earnings went toward his tuition and also the education of his siblings and family responsibilities back in Bangladesh. One day, he met Nahid Sultana Parvin, an old acquaintance of his. As they spent more time together abroad, their friendship blossomed into marriage, which he considered the best decision of his life. This marked the beginning of the most important chapter for him, both personally and professionally.

Despite being qualified barristers, Nahid and Lutfur had to work low-wage jobs to make ends meet. Nahid worked at a chocolate shop while Lutfur worked at Burger King during the day and took on delivery jobs at night. They struggled financially but were determined to build a life for themselves. Lutfur recognised that many migrants like him faced similar uncertainties and wanted to do more than just survive; he aimed to help others.

Lutfur Rahman could have taken an easier path by becoming an individual solicitor and building a comfortable career, but he was motivated by something greater than himself. He knew that he wasn't the only one struggling to navigate the UK's complicated immigration system, and he wanted to create a platform where others wouldn't have to face it alone. This vision led him to start WorkPermitCloud. The company was created not just to help businesses but also to provide opportunities for migrants like him, who needed more than just legal help—they needed a chance to succeed. Today, over 95% of the workforce at WorkPermitCloud are migrants, each with their own stories of struggle and hope.

WorkPermitCloud is not just about following legal rules; it is about helping people succeed in a new country, just as Lutfur has done. The company reflects his journey and the values he believes in: hard work, perseverance, and a commitment to helping others overcome their difficulties. They want to make sure that no one has to go through this journey alone. Work Permit Cloud is a place for change, helping improve the migrant experience while assisting businesses in finding the right skilled workers they need—all while following UK laws.

For Lutfur, this is more than just a business. He is working toward a future where everyone can follow their dreams without being held back by borders regardless of their origin.



Md. Lutfur Rahman, FCILEx
CEO, WorkPermitCloud

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DISCOVER THE FLAVOURS OF DUM BIRYANI AT GRAND RASOI

For an unforgettable culinary experience, immerse yourself in the rich, aromatic delight of Dum Biryani. This exquisite dish takes centre stage every Friday and Saturday at Grand Rasoi, a hidden treasure on Mile End Road in Stepney.

Food enthusiasts gather to savour the perfect blend of flavours, textures, and aromas that make every bite a memorable journey. Whether you're a seasoned biryani fan or a first-time explorer, Grand Rasoi's Dum Biryani is a gastronomic adventure that promises to tantalise your taste buds and leave you craving more. Don't miss out on this must-try delight.

THE ART OF DUM BIRYANI

Dum Biryani is more than just a meal—it's a culinary masterpiece steeped in history and tradition. Originating from the royal kitchens of the Mughal emperors, this dish has evolved over centuries, combining the fragrant flavours of Persian cuisine with the robust spices of India. At Grand Rasoi, the chefs have mastered this ancient art, presenting a dish that is both a feast for the senses and a celebration of Asia's rich culinary heritage.

The magic of Dum Biryani lies in the 'dum' cooking method, a slow-cooking technique that allows the ingredients to marinate and cook in their own juices. The process begins with high-quality basmati rice, known for its long, delicate grains and aromatic scent. The rice is partially cooked and then layered over marinated meat—be it chicken, lamb, or beef—that has been lovingly soaked in a mix of spices and yoghurt. This marinade is critical, as it infuses the meat with a depth of flavour that is simply irresistible.

Once layered, the pot is sealed with a tight-fitting lid or

dough to trap the steam inside. This slow, gentle cooking method ensures that the meat remains tender, juicy, and bursting with flavour while the rice absorbs the rich, fragrant essence of the spices and meat. The result is a dish that is not just food but an experience—a warm, comforting embrace that brings the vibrant flavours of Asia to your table.



A SENSORY EXPERIENCE

At Grand Rasoi, Dum Biryani is a sensory journey, not just a dish. The moment you lift the lid of the biryani pot, you are greeted by a cloud of steam carrying the intoxicating aroma of saffron, cardamom, and cloves, mingling with the rich scent of perfectly cooked meat. The first aroma is just the beginning, hinting at the explosion of flavour to come—a perfect blend of spices, tender meat, and fluffy rice that creates a symphony of taste on your palate.

But what truly sets Grand Rasoi's Dum Biryani apart is the attention to detail and the commitment to authenticity. The chefs here are passionate about preserving the traditional methods of biryani-making, ensuring that each batch is prepared with the same care and precision that has been passed down through generations. The use of fresh, high-quality ingredients further elevates the dish, making it a true standout on the menu.



WHY ONLY FRIDAYS & SATURDAYS?

The decision to serve Dum Biryani only on Fridays and Saturdays at Grand Rasoi adds an element of anticipation and exclusivity to the dish. It's a weekend treat, a culinary highlight that regular patrons look forward to all week. By limiting the availability of this dish, Grand Rasoi ensures that each serving is prepared with the utmost care, maintaining the high standards of quality and flavour that the restaurant is known for.

This weekend special is more than just a nod to tradition; it's a way for Grand Rasoi to create a memorable dining experience for its guests. Whether you're a biryani connoisseur or a first-timer, the Dum Biryani at Grand Rasoi is bound to leave a lasting impression.

A MUST-TRY DISH

If you're craving a meal bursting with flavours, comforting aromas, and a hearty, satisfying bite, the Dum Biryani at Grand Rasoi is a must-try. Served exclusively on Fridays and Saturdays, it's a dish that embodies the best of Asian cuisine, crafted with love, tradition, and a deep respect for the art of cooking.

So, why wait? Make your weekend memorable with a visit to Grand Rasoi and indulge in the unforgettable experience of Dum Biryani. Whether you're dining in or ordering takeaway, this dish promises to take your taste buds on an extraordinary journey.

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THE IMPACT OF SEO & SMM FOR THE HOSPITALITY INDUSTRY

The hospitality industry has changed drastically over the last couple of years. These days, having a physical restaurant with delicious food isn't enough to reach customers. You need to be visible both offline and online to ensure everyone knows about you.

The restaurant business is competitive; to survive in this competition, you must have a solid online presence. This is where Search Engine Optimisation (SEO) and Social Media Marketing (SMM) act as rescuers, especially when they are tailored for restaurants.

What is SEO & SMM?

You must have a solid understanding of SEO and SMM to learn about their importance in your restaurant business.

SEO: Search Engine Optimisation involves strategies to help a website appear better on search engine results pages (SERPs). The main goal is to rank higher, making it easier for people to find the site. Better rankings bring more visitors, which leads to more engagement, customers, and overall success for the website.

SMM: Social media marketing, also known as digital marketing, is about using social media platforms to connect with people, promote a brand, boost sales, and attract more visitors to a website. It's all about engaging with users who spend their time online to grow a business.

Why are SEO & SMM Crucial for The Restaurant Business?

In this fast-paced world, the digital transformation of a restaurant is as significant as creating mouth-watering dishes in full swing. As a restaurant owner, understanding and harnessing the power of SEO and SMM is no longer an option but a necessity to thrive and outshine your competitors.

The following are some of the powerful impacts of opting for SEO and SMM on the hospitality sector.



Increase Brand Visibility

The higher your website ranks on search engines, the more likely potential customers are to find you. SEO and social media marketing are powerful tools for helping people discover your restaurant.

By integrating these strategies into your marketing plan, you can highlight your food, atmosphere, and unique offerings to a larger audience. This approach brings in new customers and keeps your restaurant top-of-mind for your regulars.



Direct Engagement with Customers

With good SEO practices, your restaurant's website can rank higher in search results, making it easier for customers to find and reach you. Social media is also a powerful tool for connecting with your customers directly.

Interacting through comments, messages, and reviews can help you gather feedback, answer questions, and even manage reservations. This two-way communication helps build a community and loyalty, turning occasional visitors into regulars who support your brand.

Improved Trust & Credibility

Some SEO practices, such as building backlinks, can endorse your restaurant's online visibility. Prioritising quality over quantity helps establish your restaurant as a trusted and authoritative source in the culinary world.

Similarly, ensuring your restaurant's Name, Address, and Phone number (NAP) are consistent across all social media platforms boosts your online credibility. By sharing engaging content and interacting with followers, you can attract potential diners and strengthen your restaurant's online presence.

Increases Click Through Rate (CTR)

SEO (Search Engine Optimisation) and SMM (Social Media Marketing) are powerful tools for increasing the Click-Through Rate (CTR) of your restaurant's website. Effective SEO ensures your website ranks higher in search results, making it easier for potential customers to find you when searching for dining options. By optimising keywords, meta descriptions, and local SEO, your restaurant appears more relevant to searchers.

SMM, on the other hand, boosts your online presence through engaging content, promotions, and targeted ads on platforms like Facebook and Instagram. It drives more traffic to your site and converts social media interest into clicks and reservations.

Final Thoughts

Today, the recipe for your restaurant's success includes a generous helping of SEO and SMM. You can thrive in this digital age by strategically implementing SEO and SMM on your website.

As you include these strategies in your restaurant's marketing plan, remember that creativity, customer focus, and consistency are the key ingredients to a winning formula. So, embrace these strategies to turn your restaurant from a hidden gem to a must-visit destination.



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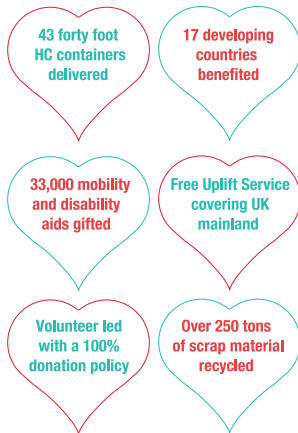
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Our story

Glasgow, 2015, the chance discovery of 150 wheelchairs catalysed the beginning of the charity with the simple ethos of recycling and helping people in need. This has now led to over 11,000 wheelchairs Being rescued from landfill. In 2018 we were alerted skips filled with other types of assisted devices that were discarded by Care Homes and we quickly identified the need to support and rescue these life-changing aids. Our quarterly uplift service across the UK grew out of this and now also includes public donations. As an entirely volunteer led charity our work has been recognized by; The Just Giving Awards finalists as Change Makers, British Citizens Award for International Community Development, Points of Light for community impact and Scotland's Champion as Making a Difference.

Why do you do this?

Only around 10% of disabled people in developing countries have access to wheelchairs. The cost of a new manual wheelchair can be as high as £500 making it unattainable for far too many. This is the case with other life transforming mobility aids that we all take for granted from the simple walking stick to the electric wheelchair. Disabled people face a variety of challenges including lack of access to education, employment and often remain prisoners within their own homes. Our ethos is to help reduce these barriers for as many people as we can. We want to help provide them with more independence, all while remaining a volunteer driven charity.

Who benefits?


We collect every type of mobility aid and sometimes more. If it can help disabled individuals, hospitals, charities etc we will uplift and send them. We have also sent toys, clothes, computers, sewing machines etc. People with disabilities deserve access to items that can help them enrich their lives like everyone else. Mobility aids are our primary goal. To date we have delivered over 33,000 life transforming aids.

Where do you send these aids?

Due to health and safety regulations in the UK our solution was to find homes overseas for these good quality mobility aids. We initially gifted the wheelchairs to other charities. Sending them overseas ourselves came about because no charity was able to deliver them to Gaza, Palestine where a severe need was identified. While we were overcoming the "impossible" task of delivering to Palestine due to the strict embargo enforced by Israel, we nonetheless tried and succeeded 10 months later with the facilitation of ANERA and the World Health Organisation (WHO). Since then, we have delivered 43 containers to 17 developing countries, including, Bangladesh, Malawi, Pakistan, Uganda, Tanzania and others.

What do you collect?

We collect every type of mobility aid and sometimes more. If it can help disabled individuals, hospitals, charities etc we will uplift and send them. We have also sent toys, clothes, computers, sewing machines etc. People with disabilities deserve access to items that can help them enrich their lives like everyone else. Mobility aids are our primary goal. To date we have delivered over 33,000 life transforming aids.


Hiba... 13 years refugee of the Syrian conflict Hiba Agil could walk until two years ago when she became sick. She also broke her leg and has nerve damage in both feet. "I wanted a wheelchair so could play outside with my friends and have fun. Now I can do that."



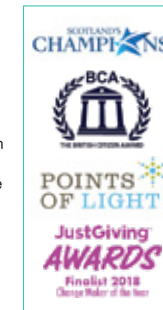

Farook Miah... 40 years old Bangladeshi. The wheelchair has mobilised him to go outside, to go to the local mosque and go to other places too. It is because of people who have donated a wheelchair from the U.K. that he can experience all of these simple things. Alhamdulillah!.

When does this take place?

The uplifts are carried out by a small team of dedicated volunteers across the UK. On a quarterly basis, they give up their time to collect from care homes and households. They are the backbone of the charity. When enough items are collected, containers are booked and loaded. Whenever possible we arrange ad hoc collections when storage becomes an issue, but logistically our cadence is quarterly. We encourage people in communities to give up space, a cupboard, a shed, a garage where items can be stored until the quarterly uplift can take place.

How can readers help?

We know we only collect a small fraction of the unwanted items available. The majority still end up in landfill. With more support in terms of financial donations and volunteers we can help more disabled people in need. Space is a premium, especially in London and the southwest of England. We are not like other charities in the sector. We are a grassroots charity with only direct costs covered. We can confidently say we have a 100% donation policy, 125% if you include Gift Aid. We are doing what we can, we just need you to support us.

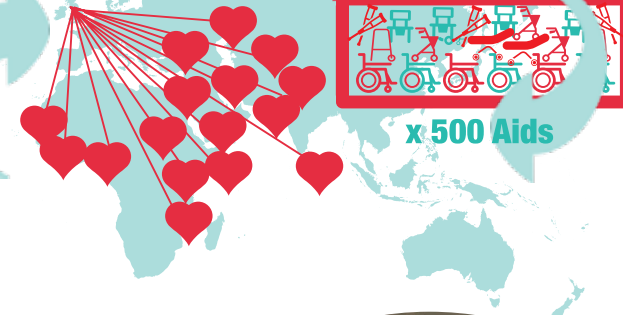


Ali... a 46-year-old Palestinian living in Burj El Shemali camp in South Lebanon. One day in 1991 during the civil war I was in Saïda while bombs were falling all over the city. I was shot by a sniper while I was crossing the road looking for shelter. That's all I remember."

Today, I have my own car and I can drive myself. But the wheelchair is still my number one means of transportation. I can't even go to the bathroom without it.



www.wheelstoheal.org.uk



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WHY CYBERSECURITY

Is Crucial for Restaurants

1. HANDLING SENSITIVE CUSTOMER DATA

Restaurants gather valuable customer data daily -names, contact details, credit card information, and loyalty programme details -which hackers see as a goldmine. You expose customers to identity theft and fraud if your systems aren't secure.

A data breach harms customers and damages your reputation. Once customers feel unsafe, they'll likely take their business elsewhere. Rebuilding that trust is difficult, and a breach can leave a lasting impact on your restaurant's image.

2. COMPLIANCE WITH DATA PROTECTION LAWS

If your restaurant handles customer data, you must comply with laws like the GDPR in the UK and Europe. Failing to protect data could result in fines that may cripple your business.

Beyond penalties, compliance shows customers you take their privacy seriously. In an age where data breaches are common, customers prefer businesses that prioritise security.

3. RISING CYBER THREATS IN THE HOSPITALITY INDUSTRY

Cybercriminals are increasingly targeting the hospitality industry, as they know many smaller businesses have weak security. Restaurants are especially vulnerable, with hackers often attacking electronic point-of-sale (EPOS) systems that process payments.

As cyberattacks become more sophisticated, restaurants without strong security measures are exposed to phishing, malware, and ransomware. Any of these attacks can lead to financial losses, operational downtime, or even closure.

4. EPOS SYSTEMS: A PRIME TARGET

The EPOS system is the heart of your restaurant, processing all transactions. Unfortunately, it's also a top target for hackers. Outdated software, weak passwords, and unsecured networks make accessing sensitive information like credit card data easier for cybercriminals.

To protect your business, invest in secure, modern EPOS systems with encryption. Encryption scrambles sensitive data, making it unreadable to hackers. Regularly updating your software and using strong passwords are simple yet effective ways to stay secure.



5. THIRD-PARTY VENDORS INCREASE RISK

Restaurants often rely on third-party vendors for online ordering, delivery, and reservations. While these platforms are convenient, they increase the risk of cyberattacks. If a vendor's system is compromised, your restaurant could be affected too.

To reduce this risk, ensure your vendors follow strong cybersecurity practices and only share the necessary customer data, as ChefOnline does. The less data you expose, the better your protection is.

6. THE FINANCIAL IMPACT OF A CYBERATTACK

A cyberattack doesn't just hurt your reputation -it can cause severe financial damage. You might face fines for non-compliance, legal fees, and the cost of restoring your systems. In addition, the revenue loss from any temporary shutdown and the financial blow could be significant.

For small restaurants, these costs might be enough to shut down permanently. Investing in cybersecurity now can help avoid these devastating consequences.

7. CYBERSECURITY BUILDS CUSTOMER TRUST

With data breaches regularly making headlines, customers want assurance that their information is safe. Restaurants that take cybersecurity seriously can build trust and gain a competitive edge. Secure payment options, clear communication about how you protect data, and displaying cybersecurity certifications can all reassure customers.

In a competitive market, trust is everything. Protecting customer data can be the difference between diners choosing your restaurant or going elsewhere.

FINAL THOUGHTS

Cybersecurity might not seem like a top priority when your focus is on food and service, but it's essential in today's digital age. Securing your systems and protecting customer data isn't just about avoiding fines or breaches - it's about safeguarding your business's future. In an industry where trust is critical, cybersecurity is no longer optional. It's time to protect your restaurant before it's too late.



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“ How Artificial Intelligence is Revolutionising the UK Restaurant Industry

Artificial Intelligence (AI) is no longer a futuristic concept; it's already reshaping the UK restaurant industry. From speeding up service to offering personalised menus, AI is changing how restaurants operate and interact with customers. It's not just about flashy tech but about creating smarter, more efficient, and tailored dining experiences. Here's how AI is making an impact in the UK dining scene.



TAILORED DINING EXPERIENCES

AI is transforming how restaurants cater to individual preferences. Every time a customer orders a meal or leaves feedback, AI gathers this data and turns it into insights, allowing restaurants to personalise their service. Imagine walking into a restaurant and being recommended dishes based on your previous orders or dietary needs, without saying a word. It's like having a personal waiter who knows your tastes.

AI-powered systems also customise promotions, ensuring customers feel valued. Whether it's remembering a gluten-free preference or sending a birthday discount, personalised offers encourage repeat visits and build loyalty.





STREAMLINED OPERATIONS BEHIND THE SCENES

AI enhances the dining experience and improves behind-the-scenes operations. One key area is inventory management. AI tools predict stock needs based on sales data, reducing waste and costs. This ensures that restaurants never run out of popular items while avoiding over-ordering.

Staff scheduling is another area where AI shines. AI optimises staffing levels by analysing peak dining hours and even weather patterns, ensuring restaurants are adequately staffed. AI tracks cooking times and ingredient usage in the kitchen, letting chefs focus on creativity rather than routine tasks.

SMARTER MARKETING STRATEGIES

AI is changing the way restaurants market themselves by making marketing more precise. Instead of broad, generic campaigns, AI uses data insights to personalise outreach. Restaurants can now target customers with offers that reflect their preferences, such as discounts on favourite dishes or special event invitations.

This data-driven approach increases sales and strengthens customer relationships, helping restaurants build a loyal clientele through meaningful engagement.

SPEEDING UP SERVICE, IMPROVING SATISFACTION

Speed is crucial in the restaurant industry, and AI is helping accelerate service. Self-service kiosks and voice-activated ordering systems reduce wait times and improve accuracy. Customers can order without waiting for a server, and the kitchen receives orders instantly.

AI also helps predict peak times, making restaurants better prepared for busy periods. AI optimises delivery routes for delivery services, ensuring food arrives hot and fresh, boosting customer satisfaction.

AI IN MENU INNOVATION AND ROBOTICS

AI's role in restaurants goes beyond operations -it's also helping with menu development. By analysing customer preferences and feedback, AI predicts which new dishes will likely succeed. This allows chefs to create menus that are both innovative and in tune with customer tastes.

Meanwhile, robotics is becoming more common in restaurants. Robots are being used for tasks like flipping burgers or delivering food, helping streamline operations without replacing human staff. These machines handle routine tasks, freeing employees to focus on customer service.

GAINING A COMPETITIVE EDGE

The UK's restaurant industry is highly competitive, and AI offers a significant advantage for those willing to embrace it. Restaurants that leverage AI can reduce waste, boost efficiency, and improve customer experiences while delivering personalised service.

However, it's important to remember that AI is a tool to enhance, not replace, human interaction. While AI handles data and routine tasks, the warmth of personal service remains vital. Restaurants that combine AI's efficiency with genuine hospitality will stand out in the competitive market.

THE FUTURE OF DINING WITH AI

AI is transforming the restaurant industry, making it more efficient, customer-focused, and future-ready. From personalised experiences to optimised operations, AI's benefits are clear. For UK restaurants, embracing this technology is essential for staying competitive in an ever-evolving landscape.

FINAL THOUGHTS

In the end, restaurants that blend AI's power with the personal touch will lead the way, offering customers the best of both worlds-efficient service and heartfelt hospitality. As AI continues to evolve, the future of dining will only become smarter, faster, and more personalised.



KHORSHID RICE



Introduction

Khorshid – a name inspired by ‘the Sun’ in Eastern languages. Our brand captures the essence of the rising sun from the East, symbolising purity, quality, and excellence.

Our mission is to provide the highest quality of premium 1121 Sella Basmati rice to top restaurants and catering specialties. We pride ourselves on our commitment to sustainability, partnering with suppliers who share our dedication to quality and luxurious taste.

Our goal is to support Small and Medium businesses by offering exceptional quality rice at keen prices, ensuring that they never have to compromise on the excellence of their ingredients.



OUR RANGE



1121 Sella Basmati Rice

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- Lingering aroma
- Exceptionally fluffy and delicious
- Versatile for various dishes

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TIPS TO SELECT THE RIGHT STAFF FOR YOUR RESTAURANT AND GIVE THEM PROPER TRAINING

Creating a memorable restaurant experience goes beyond what's on the menu—it's the staff that truly brings it to life. A dedicated, well-trained team can turn first-time guests into loyal customers. But how do you ensure you're hiring the right people and giving them the training they need? Here's a straightforward guide to help you build a motivated team to elevate your restaurant's success.

Hire for Attitude, Not Just Experience

You can teach someone how to serve a table but can't teach a good attitude. Look for candidates who are enthusiastic, friendly, and willing to learn. While experience is helpful, sometimes hiring someone who is passionate about hospitality and eager to improve can be more valuable than someone with years of experience but no genuine interest in customer service.

Focus on finding staff who are keen to grow and deliver excellent service—skills can be taught, but enthusiasm and positivity are natural traits.

Know What You're Looking For

Before hiring, clearly define the roles you need to fill. Each position in a restaurant requires different qualities. A chef must be creative and calm under pressure, while a server should be outgoing, quick-thinking, and organised.

Also, consider your restaurant's overall vibe. Whether you run a fine dining establishment or a casual eatery, you'll need staff whose personality and skills match your style.

Ask the Right Questions in Interviews

Interviews are vital to understanding a candidate's problem-solving skills and attitude. Instead of asking typical questions, dive into how they would handle specific situations, such as managing multiple tables or dealing with demanding customers.



Trial shifts are even better for assessing candidates' performance in real-world situations. You'll see how they interact with customers and work under pressure, giving you a clearer picture of their fit for your restaurant.

Build a Team of Team Players

Restaurant work is all about teamwork. A chef may need to help with dishwashing, or a server might need to assist in the kitchen during busy times. Look for candidates who are willing to go beyond their job description to help others when needed. Teamwork ensures the restaurant runs smoothly, even during peak hours.

A team that supports each other will create a more positive working environment and improve the overall customer experience.





Invest in Thorough Training

Proper training is crucial to ensure staff meet your restaurant's standards. Onboarding should cover the basics, like menu knowledge and customer service, while introducing them to your unique values. Let new hires shadow experienced staff to build confidence before handling customers solo. Training shouldn't stop there—continuous learning is critical. Regular sessions on new menu items, service improvements, and safety updates keep the team sharp. Encourage feedback and suggestions to create an environment where staff feel valued and motivated to grow, benefiting your team and restaurant.

Create a Positive Work Culture

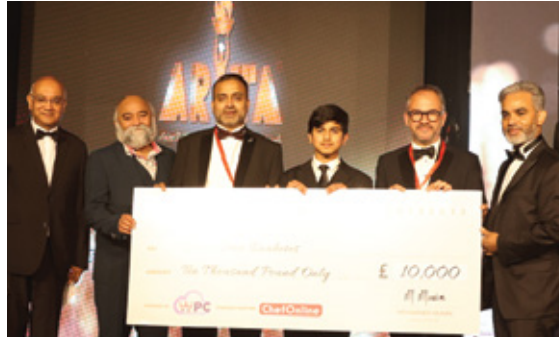
A happy staff leads to a happy restaurant. Competitive wages, flexible scheduling, and a positive work environment can keep your team motivated. Show your appreciation with performance bonuses, staff meals, or a simple “thank you” after a long shift.

When employees feel valued, they're more likely to stick around, reducing turnover and improving the overall service quality in your restaurant.



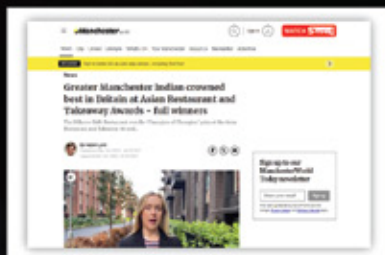
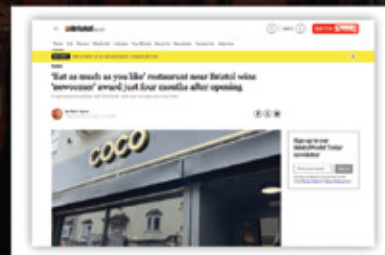
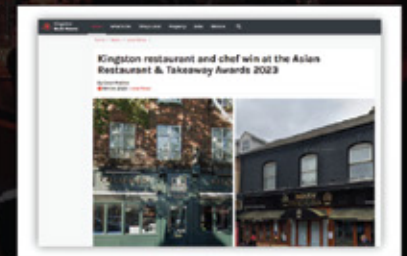
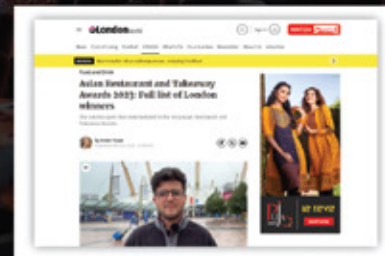
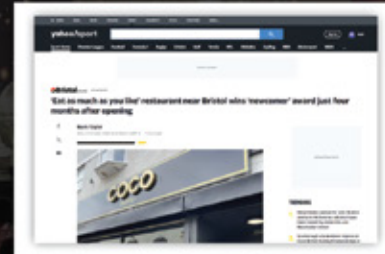
Final Thoughts

Building the right team for your restaurant isn't finding skilled individuals anymore; it's about assembling a group that aligns with your vision of exceptional service. Prioritising the right mindset, providing comprehensive training, and nurturing a supportive work atmosphere will result in a motivated and cohesive team contributing to the restaurant's success. Ultimately, delivering an outstanding dining experience relies just as much on the people who serve as the food quality.





ARTA 2023 MEDIA COVERAGE





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CRC Launches Advanced Culinary Training Initiative in Collaboration with ARTA Awards

Cambridge Regional College (CRC) has unveiled an exciting new culinary training programme developed in collaboration with the prestigious Asian Restaurant and Takeaway Awards (ARTA) and ChefOnline. This groundbreaking initiative, set to launch in January 2025, is designed to meet the evolving needs of the culinary world, with a special focus on the Indian and Bangladeshi communities.

The programme has been crafted to reflect modern trends and cutting-edge techniques in the industry, aiming to nurture and develop both current professionals and the next generation of chefs. Speaking about the launch, Graham Taylor, Head of Culinary Arts at CRC, expressed his enthusiasm for the collaboration:

“We’ve had the privilege of working with the ARTA cook-off competition since 2018 and have seen first-hand the immense talent and dedication of chefs across the UK. It’s truly inspiring to witness the potential within this sector, and we are excited to provide training that addresses the specific needs of the Asian catering industry.”

The programme seeks to offer high-quality, tailored training to support the growth and development of chefs working within the Asian culinary scene. Upskilling has never been more critical, and CRC is committed to playing a pivotal role in helping chefs enhance their skills and stay ahead in the ever-evolving food industry.

The announcement was made on Monday, 16th September, during a thrilling event held at CRC’s onsite training restaurant, The Park. The college hosted the ARTA National Chef of the Year qualifiers, where top chefs from across the UK—each nominated by their customers—presented their signature dishes to a panel of expert judges. Graham Taylor and Senior Chef Lecturer Lauren Cawston Gregg were among the judging panel. The 14 talented finalists will now prepare for the ARTA Awards Ceremony at the Royal Lancaster Hotel in London, set to take place on 6th October.

This collaboration between CRC, ARTA, and ChefOnline signals a new chapter in culinary education, promising to elevate standards and create exciting opportunities for chefs in the UK’s Asian dining sector.



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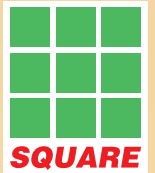
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HEARTFELT THANKS TO

ARTA would like to extend its sincere appreciation to the following individuals for their extraordinary support and insightful guidance in bringing the grand finale and gala evening to life. Their invaluable contributions have been pivotal to the success of this magnificent event, and we are deeply grateful for their dedication and commitment.

RAJAN SINGH
SUCHITA PATEL
SYED SAAD
HABIBUL MUNZIR
ALI BABAR

PALASH CHANDRA DEBANATH
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