



Solutions to
the **Catering Crisis**
Business Conference 2018



Wednesday 25 April | Meridian Grand London

www.cateringcircle.co.uk



**Her Majesty
the Queen**



BUCKINGHAM PALACE

The Queen has asked me to thank you for your thoughtful letter sent on behalf of the Catering Circle team, on the occasion of your third Business Conference 2018 and Restaurant Talent Show Awards which are being held on 25th April at the Meridian Grand.

Her majesty appreciated your thoughtful words and, in return, has asked me to send her warm good wishes to you all for a most successful evening.

Yours sincerely,

A handwritten signature in black ink that reads "David Ryan".

David Ryan
Director, Private Secretary's Office



Michael Ellis MP



Thank you for your letter dated Wednesday, 21st February to the Prime Minister, the Rt Hon Theresa May MP, inviting her to attend the Catering Circle's Business Conference 2018 and Restaurant Talent Show Awards on Wednesday, 25th April. Your letter had been passed to the Department for Digital, Culture, Media and Sport and I am replying as the Minister for Tourism, which encompasses the hospitality sector.

Whilst sadly neither I or the Prime Minister will be able to attend the conference in person, I would like to pass on my gratitude to you in advance of the event. I am very pleased to support the Catering Circle Business Conference 2018 and Restaurant Talent Show Awards. The Catering Circle do excellent work in developing the industry and promoting the catering profession in the UK.

The culinary arts play a significant role in the rich and diverse culture of this country, and contribute enormously to the tourism industry. It is important that we continue to ensure that the hospitality and tourism sector is able to attract the best and brightest, and the Government is keen to develop skills as part of our Tourism Action Plan.

I would like to wish you the very best with the Catering Circle Business Conference 2018 and Restaurant Talent Show Awards and offer my support for what I am sure will be a very successful event.

Best Wishes,

Michael Ellis MP
Minister for Tourism



Rt Hon Jeremy Corbyn MP
Labour Leader



HOUSE OF COMMONS

I am delighted to send a message of support to the Business Conference 2018 and Restaurant Talent Show Awards, which is celebrating over 700 Bangladeshi caterers today.

The curry industry contributes an huge amount to the UK economy, creating thousands of jobs.

I congratulate all of you on the valuable work that you do.

Jeremy Corbyn
Member for Islington North



Md Nazmul Quanine
Bangladesh High Commissioner



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

I am happy to learn that the Catering Circle Team for the third consecutive year is organising 'Business Conference and Restaurant Talent Show Awards' to promote the catering and curry industry in the United Kingdom.

Curry industry has a rich tradition and is also a significant contributor to the UK economy. The industry is currently undergoing difficulties including, the shortfall of skilled and semi-skilled manpower. I believe reaching a common understanding of the problems, continuous engagement among stakeholders and innovation from the business leaders would help to find some ways for resolving these issues. Bangladesh High Commission is working closely with the UK Government, UK Parliament and business community to support the industry and British-Bangladeshi businessmen involved in this sector.

I wish the Catering Circle Team success in organising their 2018 Business Conference.

Md Nazmul Quanine



Rt Hon Stephen Timms MP



HOUSE OF COMMONS

I write to commend the work of the Catering Circle team, in raising standards in the Indian restaurant industry nationwide, and to wish you every success for the Business Conference 2018 and Restaurant Talent Show Awards taking place on 25 April.

The curry industry has a very firm place among the nation's culinary favourites. It has a central place in our national life, providing families with wonderful, affordable meals out at the heart of communities in every part of the country. It also plays a vital role in the British economy.

It was a privilege for me to act as a Panel Judge last August, on The Catering Circle Show Series 2, Episode 6 which focused on the key challenge of "Attracting the Younger Generation". I particularly welcome efforts to train a new generation of skilled and committed young people, to secure a great future for them, and to secure also a successful future for the industry.

I look forward to continuing to support this important work in the months ahead.
With all best wishes,

Yours sincerely,

A handwritten signature in black ink that reads "Stephen Timms". The signature is written in a cursive style.

Stephen Timms
Member for East Ham



The Hon Baroness Uddin



I am delighted to have been a part of the Catering Circle enterprise. Since its inception in 2015, it has made an earnest efforts to ensure an inclusive approach in recognising the vast array of talents and leadership in the Catering Industry. More importantly, the leaders and organisers of this initiative have championed quality, professionalism and innovation.

I will continue to do everything I can to support your endeavours in creating a successful Industry which is a source of our pride and that has an outstanding record achieving to revolutionise the British pallet

With all good wishes

Manzila Uddin
Founder - All Party Parliamentary Group on Catering and Curry Industry



Paul Scully MP



HOUSE OF COMMONS

I am delighted to offer a message of support to the third Catering Circle Business Conference and Restaurant Talent Show Awards 2018.

As the chair of the APPG for Curry Catering I have always endeavoured to be a strong voice in Parliament for the Catering Industry and the vast contribution it makes to our economy and communities.

I believe the innovative approach taken by Catering Circle is well tailored to deal with the many issues currently facing the industry. I know there have been roadshows, focus groups and consultations across the UK in recent years and that industry experts and community leaders have been extensively engaged. I fully expect this excellent work to continue and for the Catering Circle Business Conference 2018 to be a massive success and I look forward to hearing about the many success stories achieved by Catering Circle.

Best wishes,

Paul Scully
Member for Sutton and Cheam



Rushanara Ali MP



HOUSE OF COMMONS

I am delighted to provide a message of support for Catering Circle ahead of their third Catering Circle Business Conference 2018 and Restaurant Talent Show Awards.

I understand Catering Circle is a dedicated media platform for the catering industry, which strives to help improve approximately 15,000 Indian and Bangladeshi restaurants nationwide. Their aim is to promote the very best of South Asian cuisine and to help kick-start the careers of those in unemployment by providing training and the skills to find work within the industry.

I am pleased to hear that the platform aims to focus on the younger generation, to encourage them to become entrepreneurs. This will give them the opportunity to learn more about the running of Indian/Bangladeshi restaurants and enable the sector to innovate and thrive. I congratulate Catering Circle on a very successful live TV talk show series called The Catering Circle Show, and wish you every success with your 2018 Business Conference.

With warmest wishes,

Rushanara Ali
Member for Bethnal Green and Bow



Mrs Anne Main MP



HOUSE OF COMMONS

I am delighted to send my support to the Catering Circle team ahead of their third business conference.

I would further like to congratulate the support Catering Circle provides to the younger generation in the curry industry. Catering Circle's innovative approach to promoting the curry industry and to nurturing the talents of the young people involved in the industry are commended.

The curry industry contributes greatly to the British economy and culture, from providing more than 100,000 jobs to improving the variety of great dishes on our dinner plates.

The British curry sector is a huge part of our rich and diverse culture and I would like to thank you all for your contribution.

I wish you all the best in hosting the event.

With best wishes

Mrs Anne Main
Member for St Albans

Business Conference 2018

Wednesday, 25th April 2018



Programme

Doors open and registration	4:45 pm
Welcome drinks and canapés served	5:00 pm
Networking - Meridian Ballroom	5:30 pm
Business Conference commences:	7:30 pm
<i>Summary of Catering Circle Shows</i>	
<i>Panel discussion: Reality in Catering</i>	
Talent Show Awards	
<i>Entertainment: classical music</i>	
<i>Final words from Channel S management</i>	
Dinner	9:45 pm
Event Closes	11:00 pm

Solutions to the Catering Crisis

In 2015, ten national road shows identified the issues affecting the curry industry. In 2016, we produced 12 live talk shows where we found solutions to the catering crisis. And in 2017, we produced a series of 12 live Restaurant Talent Shows to highlight success stories and found twelve winners.

Tonight we will celebrate these great talents and inspiring restaurateurs and move towards Season 3 of the Catering Circle Live TV Show: The Restaurant Star Show.

BRIGHT MINDS

make **BOLD MOVES**



Judging their immense talent, we have chosen a dozen BRIGHT MINDS who have shown great passion to make BOLD MOVES to achieve success.

They exceed their customers' expectations through excellence at work. They reap success through their desire to keep evolving. Indeed, their success in management has been reflected through the respect and support they command from their employees. Their core principle is to work in the spirit of one team with an outcome focused on responsibility, integrity, and success. And their motto is to put customers first – to try and ensure that the interests of the people who eat food are properly understood and protected. They are this year's Winners.

In recent years we have seen huge pressures facing our catering sector. Customer needs have changed dramatically, largely driven by new technologies. Gone are the days when customers were looking for mostly standardised offerings – the ordinary is out and customers are looking for exceptional and authentic experiences.

However, trends come and go in the restaurant world but some things remain constant, and one such thing is sheer hard work. This was reflected in each and every one of our brilliant winners and/or finalists of the first Restaurant Talent Show Awards showcased

on Season 2 broadcast on Channel S TV last year. The spirit and energy with which these restaurateurs shone from the 96 participants on the Show shows that fresh ideas and new ways of thinking are here. The cooking, serving, and entertaining at these restaurants are hugely sophisticated, innovative and exciting.

Catering Circle's first Restaurant Talent Show Awards celebrates excellence in its purest form. Tonight's event recognises and honours individuals and their businesses, ones which are significantly trying different things and adding value to the industry. Congratulations to the Winners for upholding the highest standards of innovation and performance and shining a spotlight on those who are making a valuable contribution to raising the bar in the curry industry.

The entire process has been extremely rewarding on all levels from entries to evaluation to the announcement of the Award winners. After meticulous consultation and analysis by our esteemed Judges, using a combination of bespoke voting software and expert analysis, we are here tonight. The Catering Circle reality show has not only created an established media platform for discussion and debate but Channel S television has produced one of its first ever Reality TV Series giving the ultimate voice to the Caterers.

Ceteris paribus, see you all next year.

Editor

Towhid Shakeel

Creative Team

M A S Mishu
M Alamgir
Kamruzzaman Rupok
Qamarul Islam

Acknowledgement

Ahmed us Samad Chowdhury JP
Md Abdul Haque

Special Thanks

Mahee Ferdhaus Jalil
Taz Choudhury
Mary Rahman
Altaf Hussain
Helal Malik
Farhad Hussain Tipu
Ruhul Shamsuddin

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Meet **the Presenter**



Nadia Ali

Nadia Ali began her media career 8 years ago on a live Children's TV programme, which was beamed into thousands of Asian households across UK & Europe. Nadia's media career has always been defined by her love for Bangladesh and passion for the Bangladeshi culture.

Nadia has hosted many prestigious award ceremonies & talent shows across the UK on a number of Asian TV Channels, which include B4U, Channel S, ATN Bangla and NTV.

She also hosted on an international platform which was the first ever international reality show in Bangladesh in 2011, following the journey of 10 young adults from across the world in the search for their forgotten roots.

Since then she has been involved in many community projects in the UK and Bangladesh and has recently been appointed as a Director for "British Bangladesh Chamber of Women Entrepreneurs". Nadia has been recognised and awarded by many organisations for her involvement in the community.

Nadia made a transition from live tv to live radio on the BBC Asian Network. Nadia's show is aired every Sunday evenings on the BBC Asian Network, connecting the community with events in the UK, inviting special guests & holding discussions. She also brings the latest news, entertainment & fresh beats of Bangladeshi music and culture.

Alongside Nadia's media career, she was employed as a Bank Manager in 2008 for one of the largest retail banks in the UK. Since then Nadia qualified as a Barrister in 2012 and is currently a member of Lincolns Inn.

Meet **the Artists**

Baluji Shrivastav

Indian-origin instrumentalist, Baluji Shrivastav has recently been made an OBE in the Queen's 90th Birthday Honours list for services to Music. He has a long and illustrious career, including performances with Stevie Wonder in Hyde Park and Coldplay at the London Paralympics closing ceremony. Described by London's Evening Standard as "sitarist to the stars", his incredible versatility has led him to work with acts like Massive Attack, Boy George, Madness, Shakira, and of course many of India's finest artists including Ustad Faiyaz Khan and Anindo Chatterji. His music has also featured in TV and films, most recently in Disney's Million Dollar Arm! He has composed several outstanding new works including the world's first opera in Urdu. Baluji is also founder of the Inner Vision Orchestra, the UK's only blind orchestra – an initiative supported by the GLFB (Greater London Fund for the Blind) – and the Baluji Music Foundation.

"Virtuoso multi-instrumentalist"-The Times

"Music which crosses all cultural divides"-The Guardian



Yousuf Ali Khan

Yousuf Ali Khan was born in Comilla, Bangladesh, birthplace of many distinguished exponents of Indian Classical Music. Because of his exceptional feeling for rhythm, Yousuf's teacher, Ustad Adil Hussain had him concentrate on the Tabla. His keen interest led him to leave home and study in Kolkata from Pandit Anil Bhattecherjee of Lucknow Gharawana. Yousuf's principle study of classical Tabla was Guru Pandit Shankar Ghosh of Farukhabad gharana of Hindustani classical music in Kolkata, under a Government Scholarship of India. In 1984 he joined the Leicestershire School of music in Leicester, He is also associated with the Grand union Orchestra, a renowned Orchestra group of the UK.



Ahmed us Samad Chowdhury JP

FISMM, FCMI, FIH

Chairman, Channel S

My heartiest congratulations to all of the new talent that have been discovered from the Catering Circle television series. Many thanks to all of the astute competitors for taking the time to come to the first-ever restaurant talent reality show broadcast on a British Bangladeshi television channel.

The work we have done this year highlights the great achievements restaurants are making in order to turn the curry crisis around. By working as a community we are sharing and solving issues and I hope the Business Conference will promote the solutions to all those suffering and in need.

The Catering Circle show has already proved hugely popular with the public. Having meticulously judged all the talented participants in The Restaurant Talent Show Season 2, it gives me the greatest of pleasure to conclude that there is no end to the talent in our community!

The show, we can proudly claim, is the biggest television talent competition among Asian restaurateurs in Britain.



Md Abdul Haque

Vice Chairman, Channel S

The Catering Circle has gone from strength to strength and we now celebrate our third year of live programming and establishing our media platform. To truly work in dealing with the curry crisis we have had to talk, work and share with our peers and industry members. By creating a competition we have been able to draw on the wealth of talent within the industry and hear from business owners about the measures they have taken to achieve result. Indeed, in Season Two we have heard some thought provoking and stimulating conversations and tonight I am delighted that the Catering Circle will announce 12 winners from 24 finalists who will be awarded for their excellence in coming up with solutions that are working-many of whom hail from the younger generation.

Thank you to our Judges who listened to presentations and asked questions using their knowledge and experience to select the winners. Moving forward, from our research we have decided to make our sole focus for Season 3 - Menu Innovation and Pricing as we believe that is the one of the keys to unlocking the UK Curry Crisis. I hope that our guests feel inspired and enthused by the conference and I thank all restaurateurs and the catering industry who have worked tirelessly in supporting our initiative.



Mahee Ferdhaus Jalil
Founder, Channel S

Welcome to the Business Conference and Gala Dinner 2018. My congratulations to everyone who participated in the Catering Circle's, Season Two: The Restaurant Talent Show in 2017 and those that are here today to receive an award.

The Catering Circle is devoted to the development of the curry industry in the UK and award giving is just one of the commitments we are making to the industry- to not just focus on the crisis, but to also recognise our achievements through it. We want to encourage young entrepreneurs to get involved and contribute their ideas to the sector and it has been reassuring to see so many young people take part in the shows.

I must convey my thanks and appreciation to all of the Judges on the Shows and our Sponsors. The support of both groups is necessary and very much valued. My sincere gratitude also goes to the production team of the Catering Circle and Channel S family who have worked so diligently to put this show together.

I hope that we will continue to highlight the curry crisis alongside the solutions. It is my wish to forge ahead with more success stories that help build a foundation for the years to come.



Taz Choudhury
Managing Director, Channel S TV

Hearty congratulations to YOU – the winners and the finalists, and to all participants of The Restaurant Talent Show 2017. You have been had to think strategically, tactically and practically about how you can improve and enhance an entire future food sector providing creative dishes that are both authentic and healthy. It is a tribute to you that you are sharing your success stories with your peers and encouraging a whole new generation to get involved. Many thanks also to this great community for giving us such inspiration throughout the year. We are still unearthing extraordinary stories of achievement and these will be celebrated in Season 3: The Restaurant Star Show.

A big thank also goes to the Judges, the Sponsors and the Channel S Production team. Without their continued support we would not have come so far. Finally, I hope that you all have a wonderful evening tonight and join us in congratulating all the finalists and winners in their achievements.



Catering Circle

A media platform for the catering industry to identify problems, discuss and address the issues, and formulate solutions through active participation of caterers and other key stakeholders

Regional Roadshows 2015

Top 5 Identified Issues



From UK Roadshow Tour To TV Programme



Over the last one year, more than half-a million British Bangladeshi audience in the United Kingdom and more than a million viewers across Europe watched news and video clips of 10 Roadshows arranged by the Catering Circle on Channel S – Sky 734.

Season 1: *The Catering Circle Show* was a 90-minute programme focussing on issues within the catering industry with active participation from caterers themselves.

The Show also held panel discussions with the presence of studio viewers. Starting from April this year, Season 2 will have 12 episodes televised on Channel S showcasing solutions.

Caterers will highlight the solutions that are working for them and how this information and sharing can aid others.

TV Programme

Season 1

Season 2



Next Season



Episode Highlights

Season Two 2017

The **Restaurant Talent** Show



Channel S
SKY 734
www.chsuk.tv

The **Restaurant Talent** Show Credentials

Executive Producer

Md Abdul Haque

Producer

Towhid Shakeel

Host

Nadia Ali

Chief Advisor

Ahmed Us Samad Chowdhury JP

CC Team Members

Altaf Hussain

Helal Malik

Forhad Hussain Tipu

Ruhul Shamsuddin

Acknowledgement

Mahee Ferdhous Jalil

Taz Chowdhury

Mahbub Reza Chowdhury

Farhan Masud Khan

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MRPR

Graphics and Web

M A S Mishu

M Alamgir

Kamruzzaman Rupok

Voice Artist

Andy Rowe

Video Editing

Abu Hena Kayes

Kamrul Hasan

MARS Shiplu

Online Switching

Ahad Ahmed

Camera and Light

Md Abu Jubayer

MARS Shiplu

Bahar Uddin

Transmission

Halimuzzaman Evan

Reza

IT Support

Zafar Sunnah

Fuad Hasan

TV Reporting

Muhammed Jubair

Guest Management

Tanim Chowdhury

Olee Abdur Rahman

Nurul Amin

Episode 1

Menu Pricing and Cost Management

Host

Nadia Ali
Presenter, Channel 5 and BBC Asian Network

Panel Judges

Mahee Ferdhaus Jalil, *Founder, Channel 5*
Pasha Khandaker, *Ex-President, BCA*
Sarah Ali Choudhury, *Indian Food Expert, Columnist*

Special Judges

M A Munim, *Ex-General Secretary - BCA*
Moinul Hussain, *Multi-Cuisine Operator*
Atique Chowdhury, *Multi-Cuisine Operator*
Sultan Babar, *Ex Press & Publication Secretary, BBCA*
Abdul Haque Habib, *MD, London Training Centre*
Atiqur Rahman, *Consultant Chef*
Dr Sanawar Choudhury, *Chartered Accountant*
Shahena Ali, *Chef, Nutritionist, Food Writer*

Participants

Enamul Haque Kiron, *Spice Fusion, Kent*
Mujibur Rahman Junue, *Spice of India, Middlesex*
Suhel Ahmed Rumman, *Tower Tandoori, London*
Moidul Hussain, *Moidul's Restaurants, Middlesex*
Mohib Uddin, *Garden of India, Essex*
Adnan Hussain, *The Cafe Masala, Essex*
Raju Kamaly, *Secret Spices, Kent*
Murad Ahmed, *The Spice, Essex*



Winner: Adnan Hussain
(Café Masala)



Finalist: Murad Ahmed
(The Spice)

Episode 2

Unity and Collaboration

Host

Nadia Ali
Presenter, Channel S and BBC Asian Network

Panel Judges

Ahmed us Samad Chowdhury JP
Chairman, Channel S and Chief Advisor, Catering Circle
Baroness Pola Uddin
Founder of All Party Parliamentary Group on Catering and Curry Industry
Dr Wali Tasar Uddin, *Community Activist*

Special Judges

Enam Chowdhury, *Community Activist*
Abdul Haque Habib, *MD, London Training Centre*
Dr Zaki Rezwana Anwar, *Community Activist*
Cllr Ayesha Chowdhury, *Beckton, Newham*
Salim Siddique, *Multi-Cuisine Operator*
Forhad Hussain Tipu, *Executive Member, Catering Circle*
Abul Hayat Nurujjaman, *Accountant*
Wazid Hassan Shelim, *Entrepreneur*

Participants

Jamal Uddin Ahmed, *Shozna Restaurant, Rochester*
Syedur Rahman (Syed), *Cuisine of India, Leicestershire*
Jubar Ahmed, *Alcombe Tandoori, Somerset*
Fazla Rabbi Chowdhury, *Gulshan Indian cuisine, Hampshire*
Kazi Farhan, *Curry Stop Restaurant, Hertfordshire*
Mizan Uddin, *The Rose Valley, Guildford*
Abdul Kashim, *Chilli Bar and Kitchen, Hertfordshire*
Gulam Robbani Ahad, *Maharajah, Kent*



Winner: Abdul Kashim
(Chilli Bar and Kitchen)



Finalist: Mizan Uddin
(The Rose Valley)

Episode 3

Embracing New Technologies

Host

Nadia Ali
Presenter, Channel 5 and BBC Asian Network

Panel Judges

Md Abdul Haque, *Vice Chairman, Channel 5*

Matthew Grist, *Consultant Chef*

Bajloor Rashid MBE, *President, UKBCCI*

Special Judges

M A Lais, *MD, Eurasia Food Services*

Abdul Bari, *MD, Royal Regency*

Ana Miah, *Multi-Cuisine Operator*

Altaf Hussain, *CC Executive Member*

Tanim Chowdhury, *GM, Purple i Technologies*

Monowar Hussain, *Alist Distributor*

Abdul Khaled, *MD, Onerion*

Ajmal Mushtaq, *Celebrity Chef*

Participants

Ataur Rahman Lyak, *Rajdoot Restaurant, Guildford, Surrey*

Faizal Hoque, *Sanjha, Camberley, Surrey*

Abu Hamza Afzal Mahmood, *Ranna Takeaway, London*

Mohi Sami Uddin, *Shafiques Restaurant, West Sussex*

Md Muhebul Hasan, *Eastern Mangal, London*

Abul Monsur, *Taj Indian Cuisine, Kent*

Mohammad Anwarul Islam,
Lime Dine Ltd, Sidcup, Kent



Winner: Mohi Sami Uddin
(Shafiques Restaurant)



Finalist: Faizal Hoque
(Sanjha)

Episode 4

Healthy Food options and New concepts

Host

Nadia Ali
Presenter, Channel 5 and BBC Asian Network

Panel Judges

Mahi Ferdhaus Jalil, *Founder, Channel 5*

Lisa Sohanpal, *Co-founder and CEO of Nom Noms World Food*

Yawar Khan, *Chairman, Asian Curry Awards, FoBC*

Special Judges

Adeel Shah, *Roosters Piri Piri*

Ruhul Shamsuddin, *CC Executive Member*

Abdul Bangura, *Personal Trainer, Fresco Box*

Shahena Ali, *Celebrity Chef, Nutritionist*

Hulya Erdal, *Chef, Educator*

Nazia Khatun, *Body Transformation Coach*

Atikur Rahman, *Chef Consultant*

Syed Akhtar, *Nutritionist*

Participants

Dilwar Hussain, *Raj of India, Hertfordshire*

Sharif Islam, *Feast and Mishti, London*

Ruhul Hussain, *Indian Lounge, London*

Tania Rahman, *Chit Chaat Chai, London*

Fahad Islam, *The School of Spice, Surrey*

Ibrar Wahid, *Cocoa Latte, London*



Winner: Fahad Islam
(School of Spice)



Finalist: Tania Rahman
(Chit Chaat Chai)

Episode 5

Food Safety and Health Safety Issues

Host

Nadia Ali
Presenter, Channel 5 and BBC Asian Network

Panel Judges

Md Abdul Haque, *Vice Chairman, Channel 5*
Helen Statham, *Operations Manager, Food & Workplace Safety, Licensing & Trading Standards at Ealing Council*
Shahagir Bakth Faruk, *Ex-President of BBCCI*

Special Judges

Abdul Hoque Habib, *MD, London Training Centre*
Arlene auf der Mauer, *Training Consultant*
Sultan Babar, *Ex Press and Publications Secretary, BBCA*
Mohib Uddin Chowdhury, *Senior Vice President of BBCCI*
Raza Miah, *Senior Food safety and licensing officer*
Arup Dasgupta, *Executive Chef of Holiday Inn*
Jamal Ahmed, *MD, Hamlets Training Centre*
Abdul Bari, *MD, The Royal Regency*

Participants

Ash Miah, *Cinnamon Spice, Kent*
Md Akbar Hussain, *Yuva, Hertfordshire*
Hafizur Rahman Kamaly and Monsur Ahmed
Panshi, Surrey
Rajed Shah Mannan, *Pathari's, Essex*
Sumon Ahmed, *Dalchini Spice, Shefford*
Saiful Islam, *Balti Mahal, Worcester*
Mohammad Afiz Hasan,
Olivetimes Indian dining rooms, Hertfordshire
Afzole Elahi, *Bellwaris, Hertfordshire*



Winner: Ash Miah
(Cinnamon Spice - Kent)



Finalist: Monsur Ahmed
(Panshi - Surrey)

Episode 6

Attracting the Younger Generation

Host

Nadia Ali
Presenter, Channel 5 and BBC Asian Network

Panel Judges

Rt Hon Stephen Timms MP, *Member of Parliament for East Ham*

Ahmed us Samad Chowdhury JP
Chairman, Channel 5 and Chief Advisor, Catering Circle

Dilara Khan, *Founder President, BBCWE*

Special Judges

Jamal Uddin Mokoddus, *Senior vice Chair, BCA*

Shahriar Ahmed, *Vice President, BBKA*

Syed Ahmed, *Founder and CEO of SAVortex*

Faruk Miah MBE, *Educator, Project Manager*

Minara Meghna Uddin, *Consultant and Senior Youth Worker*

Imrul Gazi, *Vice Chair, Bangladesh Football Association*

Mahmud Shahnawaz, *Founder of DinnerShare.co.uk*

Helal Malik, *Executive Member, Catering Circle*

Participants

Safwaan Choudhury, *Royston Tandoori, Royston, Hertfordshire*

Jubair Ahmed and Hafiz Khan, *Khan's Restaurant, London*

Samiya Akthar, *Eastern Mangal, London*

Mohim Uddin, *The Ruby, Essex*

Tahir Rayhan Chowdhury Pabel

Jalsha Tandoori Restaurant, Kent

Atikur Rahman, *Shish Legends, London*



Winner: Safwaan Choudhury
(Royston - Hertfords)



Samiya Akthar
(Eastern Mangal - London)

Episode 7

Competing with Online Companies

Host

Nadia Ali
Presenter, Channel 5 and BBC Asian Network

Panel Judges

Md Abdul Haque, *Vice Chairman, Channel 5*
Amrit K Khara, *Digital Marketing Expert*
Eafor Ali, *Ex-President, BBKA*

Special Judges

Benji Massarin, *Brand Developer, Marketeer*
Ruhul Shamsuddin, *Executive Member, Catering Circle*
Matteo Ducci, *Digital Marketing expert*
Samir Ibrahim, *Technology Consultant*
Anis Choudhury, *Entrepreneur, Community Activist*
Tanim Chowdhury, *GM, Purple i Technologies*
Forhad Hussain Tipu, *Executive Member, Catering Circle*
Jamal Uddin, *MD, London Design House*

Participants

Mithon Choudhury, *Mifta's Lalbagh Restaurant, Cambridge*
Mohammed Abdul Ahad, *Millennium Balti, Warwickshire*
Abu Hamza Afzal Mahmood, *Ranna Takeaway, London*
Rehan Raza Nayem, *Bengal, St Albans*
Ataur Rahman Lyak, *Rajdoot Restaurant, Surrey*
Nurul Hussain Kadir, *The Moghul, Kent*
Tofazzul Miah, *Bayleaf Restaurant, London*



Winner: Tofazzul Miah
(Bayleaf - London)



Finalist: AH Afzal Mahmood
(Ranna - London)

Episode 8

PR Marketing and Branding

Host

Nadia Ali
Presenter, Channel 5 and BBC Asian Network

Panel Judges

Ahmed us Samad Chowdhury JP
Chairman, Channel 5 and Chief Advisor, Catering Circle
David Fernando, Digital Marketing Expert
Nahas Pasha, President, London Bangla Press Club

Special Judges

Christopher O'leary, *Digital Marketeer*
Shareena Ali, *Chartered Marketeer*
Joanna Kennedy, *Marketing Professional*
Sabir Karim, *Celebrity Chef*
Helal Malik, *Executive Member, Catering Circle*
Mujib Islam, *Managing Director, Medialink*
Amirul Choudhury, *Entrepreneur, Vice Chairman, LBPC*
Abdul Khalid, *Digital Marketing Expert*

Participants

Aziz Miah, *Red Indian Restaurant, Hertfordshire*
Aki Rahman, *The Don, Milton Keynes*
Alom Hussain, *Mim Spice, Essex Southend-on-Sea*
Mahbub Alam, *Zeera, Hertfordshire*
Raju Kamaly, *Secret Spices, Kent*



Winner: Aki Rahman
(The Don – Milton Keynes)



Finalist: Raju Kamaly
(Secret Spices – Kent)

Episode 9

Immigration, Staff Crisis and Recruitment

Host

Nadia Ali
Presenter, Channel 5 and BBC Asian Network

Panel Judges

Md Abdul Haque, *Vice Chairman, Channel 5*
John William Burton-Race, *Michelin Starred Chef*
Mustafa Kamal Yakub, *President, BCA*

Special Judges

Oli Khan, *Secretary General, BCA*
Sudha Saha, *Consultant Chef*
Hans Raj Ram, *CEO, Goldstar Chefs*
Abdul Hoque Habib, *MD, London Training Centre*
Tanim Chowdhury, *GM, Purple i Technologies*
Barrister Anawar Babul Miah, *Lawyer*
Ruhul Shamsuddin, *Executive Member, Catering Circle*
Abdul Bari, *CEO, Royal Regency*

Participants

Liton Hussain and Jamal Hussain, *Shamrat, Maidstone, Kent*
Zohirul Islam (Hiron), *Amala, Essex*
Mohammed Mukidur Rahman, *Sheen Tandoori, Richmond*
Hafiz Khan, *Khan's Restaurant, London*
Abdul Mushahid, *Silka Restaurant, London*
Shathil Islam, *Grillz on Wheelz, London*
Fazla Rabbi Chowdhury,
Gulshan Indian cuisine, Hampshire
Shamsul Alam Khan, *Haldi, Portsmouth*
Mikdad Khan, *Indian Diner, Bromley*



Winner: Shathil Islam
(Grillz on Wheelz)



Finalist: Jamal Hussain
(Shamrat)

Episode 10

Competition and Sustainability

Host

Nadia Ali
Presenter, Channel 5 and BBC Asian Network

Panel Judges

Ahmed us Samad Chowdhury JP
Chairman, Channel 5, Chief Advisor, Catering Circle

Prof David Foskett MBE
Chairman, International Hospitality Council

Foyisal Ahmed, *Chairman, BBBF*

Special Judges

Abdul Bangura, *Personal Trainer, Fresco Box*

Ana Miah, *Multi-Cuisine Operator*

Waseem Sherwani, *Director of Training, Welcome Skills*

M M Faizul Haque, *Joint Chief Treasurer, BCA*

Saidur Rahman Bipul, *Chief Treasurer, BCA*

Benji Massarin, *Brand Developer, Marketeer*

Helal Malik, *Executive Member, Catering Circle*

Mahbub Rahman, *TV Chef and YouTuber*

Participants

Abdul Sabur, *Zaffran Indian, Essex*

Rehan Uddin, *Bombay Express, Torquay*

Md Waliur Rahman Chowdhury, *Spice Hut, Kent*

Nazmul Haque Naz, *Rajpoot Restaurant, Essex*

Abul Hussain, *Saffron Indian Diner, Kent*

Julal Syed, *Taj Tandoori, Cambridge*

Hydor Hussain, *Curry Garden, Essex*



Winner: Rehan Uddin
(Bombay Express)



Finalist: Julal Syed
(Taj Tandoori)

Episode 11

Financial Planning

Host

Nadia Ali
Presenter, Channel 5 and BBC Asian Network

Panel Judges

Md Abdul Haque, *Vice Chairman, Channel 5*

Hulya Erdal, *Chef, Educator*

Pasha Khandaker, *Ex-President, BCA*

Special Judges

Abdul Malique, *Director, Bluestone Cover*

Iqbal Hussain, *Management Accountant*

Shuber Ahmed, *Corporate Financial Analyst*

Cedric Salvedorai, *Chief Operating Officer, Berkeley & Wharf*

Dr Sanawar Choudhury, *Chartered Accountant*

Kamru Ali, *Accountant*

Shajanur Raja, *Multi-Cuisine Operator*

M A Mukit Miah, *CEO, Simple & Smart Insurance Services*

Participants

Muhidur Rahman, *Bengal Lancer, London*

Intiaz Khan, *Raj Gate, Amersham*

Raju Rahman, *Basil Spice, London*

Mohammad Siddqur Rahman,
Raj Garden, Hertfordshire

Ziaur Choudhury, *Montaz, Suffolk*

Kabir Ahmed, *Cinnamon, West Sussex*



Winner: Ziaur Choudhrey
(Montaz)



Finalist: Adam Hussain
(Basil Spice)

Episode 12

Business Compliance and Training

Host

Nadia Ali
Presenter, Channel 5 and BBC Asian Network

Panel Judges

Ahmed us Samad Chowdhury JP
Chairman, Channel 5 and Chief Advisor, Catering Circle

Helen Walbey
Policy Chair for Health and Diversity, FSB

Enam Ali MBE, *Founder, British Curry Awards*

Special Judges

Rehanuz Zaman, *Environmental Health Officer*

Arlene auf der Mauer, *Training Consultant*

Maria Ahmed, *YouTube Celebrity*

Shahena Ali, *Chef, Nutritionist, Food Writer*

Fahmina Chowdhury, *BDM, Meridian Grand London*

Ian Dun, *Director, ID Development Training*

Dr M G Moula, *Entrepreneur*

Jamal Ahmed, *MD, Hamlets Training Centre*

Participants

Aziz Miah, *Red Indian Restaurant, Hertfordshire*

Dilwar Hussain, *Raj of India, Hertfordshire*

Md Akbar Hussain, *Yuva, Hertfordshire*

Nasir Uddin, *Riyadz, Essex*

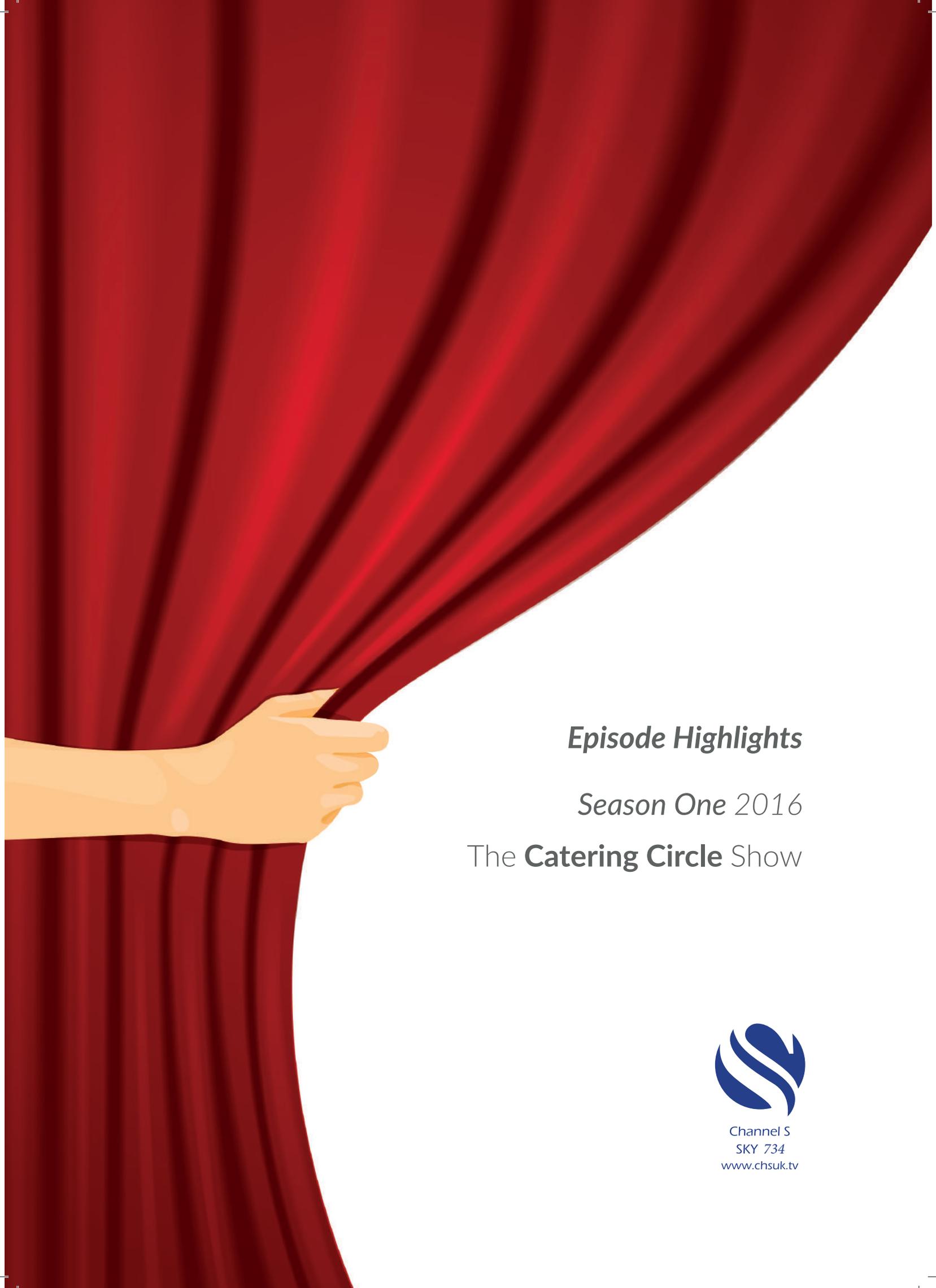
Zakaria Chowdhury, *Mughal Knight, Suffolk*



Winner: Aziz Miah
(Red Indian)



Finalist: Zakaria Chowdhury
(Mughal Knight)



Episode Highlights

Season One 2016

The **Catering Circle** Show



Channel S
SKY 734
www.chsuk.tv

The **Catering Circle** Show

Credentials

Executive Producer

Md Abdul Haque

Producer

Towhid Shakeel

Hosts

Mahee Ferdhous Jalil
Ahmed Us Samad Chowdhury JP

Co-hosts

Nadia Ali
Helal Malik
Ruhul Shamsuddin

Chief Advisor

Ahmed Us Samad Chowdhury JP

CC Team Members

Altaf Hussain
Helal Malik
Forhad Hussain Tipu
Ruhul Shamsuddin

Acknowledgement

Taz Chowdhury
Mahbub Reza Chowdhury
Farhan Masud Khan

Press and PR

MRPR

Graphics and Web

M A S Mishu
M Alamgir
Kamruzzaman Rupok
Shafi Ahmed

Voice Artist

Rez Kabir
Andy Rowe

Video Editing

Abu Hena Kayes
Kamrul Hasan
G D Pappu

Online Switching

Ahad Ahmed

Camera and Light

Issa Khan Rashed
Md Abu Jubayer
Shiplu
Shah Alam

Transmission

Halimuzzaman Evan
Soroar

TV Reporting

Muhammed Jubair
Kamal Mehedi

Guest Management

Tanim Chowdhury
Olee Abdur Rahman
Rejab Uddin
Nurul Amin

Season One Solutions

Episode 1

Menu Pricing and Cost Management

- ❶ Plan and design your menu very carefully and keep your menu size in check
- ❷ Categorise menu items according to profit and popularity levels
- ❸ After a menu is planned and cost calculated, price each item accurately
- ❹ Maintain the Ideal Food Cost Pricing Method
- ❺ The actual cost of a menu item (direct + indirect costs) divided by your ideal food cost percentage (typically 30%)
- ❻ $\text{Raw Food Cost of Item} \div \text{Desired Food Cost Percentage} = \text{Price}$
- ❼ Update your menu and prices at least once a year
- ❽ Raise the level or number of sales by just 5%
- ❾ Raise the average price of sales by 5%
- ❿ Lower your cost of sales by 5%
- ⓫ Lower your fixed costs (overheads) by 5%
- ⓬ Make sure your staff is thoroughly trained and has memorised the menu
- ⓭ Reduce your cost of sales through more effective purchasing
- ⓮ Reduce payroll and other direct costs
- ⓯ Reduce fixed and variable costs raising staff awareness of company policy
- ⓰ Maximise income from high margin products
- ⓱ Maintain consistency through applying strict principles of portion control
- ⓲ Consider reducing food portion size, if your clientele are not 'regulars/repeat business'
- ⓳ Reduce wastage through staff awareness and training, regular stock control and good stock rotation practices

Episode 2

Unity and Collaboration

- ❶ Organisation members must take the lead to change the leaders or direction when necessary.
- ❷ Establish a credible collective body / an alliance for unity and collaboration
- ❸ Find a worthy leader who can lead the change
- ❹ Determine a clear, common, and compelling purpose, which is clear, relevant, significant, achievable, and urgent
- ❺ Ensure team alignment with the vision, direction, and values of the body/business that will be extremely productive and motivated
- ❻ Grow together to produce an energy and momentum, immensely greater than when done individually, with feedback, reciprocity, and education
- ❼ Build community environment creating highly driven teams with collaboration, celebration, and communication
- ❽ Avoid Individuality: Individuality will destroy team unity
- ❾ Effective Processes: Constantly evaluate the effectiveness of key processes, asking -- How are we doing? What are we learning? How can we do it better?
- ❿ Practise Maslow's Hierarchy of Needs

Season One Solutions

Episode 3

Embracing New Technologies

- 📌 Use appropriate Epos System
- 📌 Use digital menu (apps, boards)
- 📌 Engage on social media. Build a local following, post photos and special offer, stay active
- 📌 Set up a website. Invest in your restaurant website
- 📌 Set up a Google account. Improve in your Search Engine Optimisation (SEO) strategy
- 📌 Register with review site
- 📌 Set up a blog on your website
- 📌 Make it a WiFi Hotspot
- 📌 Add a Reservation Widget
- 📌 Introduce mobile ordering and payment solutions.
- 📌 Register with dining apps
- 📌 Send out digital coupons
- 📌 Use tablets for self-checkout
- 📌 Build loyalty with SMS Marketing
- 📌 Equip your kitchen well with modern appliances
- 📌 Use innovative kitchen technologies

Episode 4

Healthy Food options and Adopting New concepts

- 📌 Innovative Healthy Menu Planning - customise menu according to the survey responses from your diners
- 📌 When planning, consider - new healthy recipes; vegetarian dishes; religious and ethnic diets; time of year and weather; type of customer
- 📌 Turn to healthier versions of Asian food
- 📌 Healthy Indian Food Options Strategies: a) watch the MMMs - Masala, Makhani, Malai, Ghee factor; b) build some heat, c) lighten up coconuts and currys, d) ½ cup (105 calories) serving of rice is nice
- 📌 Menu Design - showcase your culinary philosophy and brand attributes featuring traditional healthy dishes and ingredients
- 📌 Balance with variety of ingredients, colour, flavour, texture, portion, presentation, price
- 📌 Bring new concepts like lunch-time trade, street food, stone cooking (Hot Rock), different Build Your Own (BYO) food experiences
- 📌 Create an attractive atmosphere. Consider human senses - taste, sight, lighting, table layout, painting, colours, cooking process, sound, music, smell, aromatic scents
- 📌 Know Your Customers. Be attentive. Make your service exceptional. Create customer connection
- 📌 Promote the health benefits of Indian food, for example, turmeric is a cure for many health issues including Inflammation and Alzheimer's

Season One Solutions

Episode 5

Food and Health Safety Issues

- ❶ Having a 5-star rated food business is essential for good business
- ❷ Thoroughly complete the Safer Food, Better Business (SFBB) folder and the opening and closing checks are undertaken on a daily basis
- ❸ Attend Food Safety Training seminars/courses and beware of food safety hazards
- ❹ Understand the role of the Environmental Health Officer and what type of actions can be taken depending on risk such as Emergency Prohibition, Hygiene Improvement Notices, Formal Samples, Inspection hand written report or letter
- ❺ Monitor efficiently the food safety standards via checklists/audits and take appropriate action
- ❻ Have adequate Employers Liability Insurance (Health and Safety)
- ❼ The trained staff must make sure that the food they are serving to their customers must be hazard free, free from physical, chemical, allergenic and microbiological contaminations
- ❽ Maintain a lawful system called HACCP (Hazard Analysis Critical Control Point) to get 5-Stars from your local Council
- ❾ Be alert to the sources of these 4 hazards with 5Ps:
 1. Premises/place, 2. Person, 3. Pets
 4. Pest, 5. Products (raw)
- ❿ The businesses are required to follow 5Cs:
 1. Cleaning and Disinfection
 2. Cooking, 3. Cross Contamination
 4. Chilling, 5. Caring Management

Episode 6

Attracting the Younger Generation

- ❶ Change attitude. Pay attention to employee feelings of engagement, empowerment, purpose, and sense of control. Have solid foundation of trust and integrity
- ❷ Provide a diverse working environment. Make work schedules flexible. Review wage level, benefits, appraisals, annual leave arrangement and management, paid holiday, sick pay, etc. Ensure long-term job security
- ❸ Amend training process and staff management systems when necessary. Manage the people you employ – from managers right through to service and kitchen staff
- ❹ Use high quality reliable products, and have excellent customer service. Pay attention to environment and social responsibility
- ❺ Attract YGs by offering more of what they want! Offer internship and compelling aspects of work culture - training, career development, personal growth
- ❻ Offer fun incentives like work outings and friendly workplace competitions. And know your brand is everything
- ❼ To attract the younger generations as customers
 - Understand their world. Deliver an emotional and personalised experience
 - Reward and value them. Create a rich dining experience
 - Provide healthier food faster
 - Offer custom preparations and portions
 - Demonstrate value instead of concentrating on price
 - Embrace technology. Update your website's design

Season One Solutions

Episode 7

Competing with Online Companies

- ❶ Use your own Online Ordering system on your website. Do your own marketing for online orders. Connect to customers with Online and Mobile Ordering
- ❷ Go “Off Grid”- avoid being listed in third party online ordering and online booking companies’ website
- ❸ Capture contact information. Build your email marketing database.
- ❹ Write your marketing plan: targeting the right audience with a consistent message for your restaurant.
- ❺ Use Tech Tools like restaurant point-of-sale systems (ePoS), tablet point-of-sale for iPad and Android, accounting software, CRM applications, and business intelligence platforms that sync multiple databases to easily visualize data in different ways.
- ❻ Use Social Media and Apps to drive sales. Facebook marketing for building online orders. Well run campaigns can acquire new customers
- ❼ Give customers a reason to order from the website. For example, perks such as 10% off the first online order or a £5 loyalty coupon for every 10th order.
- ❽ Make sure the online ordering system allows for customers to leave feedback and can send e-coupons.
- ❾ Make sure search engine listings are correct. Google offers a free local listing. Additionally, some keyword advertising can help ensure the restaurant website comes up when customers search online.
- ❿ If a phone message is being used at the restaurant, this message is a great place to let customers know they can now order online.

Episode 8

PR, Marketing and Branding

- ❶ Formalise your brand standards. This includes mission statement, logo, graphics, guidelines, etc
- ❷ Make a marketing plan. Daunting? Start small and work up to a six month or year long plan
- ❸ Let your menu be a tour guide. This can be accomplished through photos and/or creative text. Consider hiring a skilled copywriter to craft a compelling menu
- ❹ Let your good quality food, your flawless service, your unique selling point and identity make an emotional connection with your customers
- ❺ Use PR and Social Media to Bring in New Customers
- ❻ Look for local angles/celebrities. News that has a community hook will help you get valuable local exposure
- ❼ Make sure to send out a press release every time something truly new is happening with the restaurant
- ❽ Make your customers feel good giving them a smile. Find out more about your customers. Sense what your customer might like or want
- ❾ Hire people with whom your customers will feel great. Train your staff to value every customer
- ❿ Get a responsive website that looks great on desktop, tablet and mobile phone
- ⓫ Engage in social media and digital marketing
- ⓬ Start an email database. Create a customer loyalty program. Reward regular customers. Invite your most loyal customers to a private party. Provide special offers to influential customers. Organise, days or evenings, Happy Hour, Theme Nights, when you offer large discounts on certain drinks, meals or on the entire menu

Season One Solutions

Episode 9

Immigration, Staff Crisis and Recruitment

- 🎯 Lobby Parliament to reduce threshold for Chef Wages to £18,000 and ease immigration
- 🎯 Lobby Parliament for giving options to the undocumented individuals of work permit, temporary NI number, tax payment, etc to gradually legalise them
- 🎯 Multiple use of labour (eg., one chef can work for 2-3 restaurants)
- 🎯 Use technology, EPOS, Online Ordering to reduce labour cost
- 🎯 Train non-Asians and innovate your business with New Concept, Fusion Food, etc
- 🎯 Offer internship and compelling aspects of work culture - training, flexibility, career development, personal growth
- 🎯 Change attitude. Pay attention to employee feelings of engagement, empowerment, purpose, sense of control and future development
- 🎯 Pay extra attention to finding the perfect employees. Utilise Job Centre Plus, Gumtree, Social Media for recruiting staff, get help from Learn Direct
- 🎯 Have solid foundation of trust, integrity, collaborative team efforts, and creative approaches
- 🎯 Review wage level, benefits, appraisals, annual leave arrangement and management, paid holiday, sick pay, etc. Ensure long-term job security
- 🎯 Inspire your staff as well as your management team. Establish and maintain a solid management structure - exemplary, committed, motivational
- 🎯 Pay attention to high quality reliable products, excellent customer service, environment and social responsibility

Episode 10

Competition and Sustainability

- 🎯 Set your menu prices carefully. Have Better Pricing, Marketing Promotions and Social Media Strategy; Better E-Mail Campaigns and Feedback from Customers
- 🎯 Identify Customers, Target, Re-target and Retain them for life. Know 'what to sell' to those 'who needs them'
- 🎯 Understand Customers, Products, and Business.
- 🎯 Build Employee Loyalty. Pay attention to high quality reliable products, excellent service, environment and social responsibility
- 🎯 Define and Expose your BRAND. Sell Benefits NOT Features
- 🎯 Communicate 'WITH' and 'TO' your Customers; Identify their Needs, Empower and Engage them; Leverage Relationships and Exceed Customer Expectations
- 🎯 Use EPOS System to Increase REVENUE. Enter the Restaurant CRM. Expand your Customer Database. Track Employee PRODUCTIVITY
- 🎯 Improve your Loyalty and Gift Card Programmes. Ask customers to join loyalty programme and let them check their gift card balance online anywhere, anytime
- 🎯 Use EPOS system to aid your Menu Engineering Efforts
- 🎯 Identify the actions needed to Reduce Waste, Engage Staff, and Use Local Resources
- 🎯 Redesign and Refurbish your restaurant for Greater Efficiency
- 🎯 Cultivate RELATIONSHIPS with the SUPPLIERS in your network
- 🎯 Leverage your restaurant's position at the centre of a Network of Producers and Consumers to disseminate Information and Ideas

Season One Solutions

Episode 11

Financial Planning

- ❶ Learn the 'ins' and 'outs' of the business. Learn from other people's mistakes
- ❷ Create SUSTAINABILITY STRATEGY understanding the restaurant's operations
- ❸ Think carefully about the present condition/status to identify all the opportunities to pursue sustainability objectives
- ❹ Be PASSIONATE about your business. Understand marketing, HR, finance, the Law etc
- ❺ Determine your Unique Sales Position. Always compete on great service
- ❻ Have a solid, up-to-date BUDGET
- ❼ Design your MENU very carefully. Assess your menu regularly, update periodically and remove items that are not selling. Use EPOS system to aid your Menu Engineering Efforts
- ❽ Keep your start up COSTS as LOW as possible. Be prepared with a business plan and a realistic breakdown of costs
- ❾ Perform WEEKLY INVENTORY to be aware of potential revenue management, waste plus theft
- ❿ Use WEEKLY REPORTING to analyse Sales/Costs to better manage my cash flow
- ⓫ Use integrated EPOS System to focus on food, Time Management, and PROFIT MAXIMISING

Episode 12

Business Compliance and Training

- ❶ Think about general business POLICIES and PROCEDURES. Give more time, commitment, effort and attention to your business. Get the RIGHT PAPERWORK. Use Common Sense
- ❷ Comply with and abide by the RULES and REGULATIONS set out clearly in the FOOD SAFETY ACT OF 1990, FOOD SAFETY (GENERAL FOOD HYGIENE) REGULATION 1995 and then directives came from EU
- ❸ Have adequate PUBLIC LIABILITY INSURANCE in case of any accidents involving yourself, your staff or your customers on your premises
- ❹ Have CONTENTS RESTAURANT INSURANCE that covers whatever contents you include on your policy
- ❺ Get appropriate FOOD HYGIENE CERTIFICATE for the pleasure of your customers and the continued success of your business
- ❻ Complete the SAFER FOOD, BETTER BUSINESS (SFBB) folder thoroughly and ensure the opening and closing checks are undertaken on a daily basis
- ❼ Observe a lawful system called HACCP (Hazard Analysis Critical Control Point). Get 5 - Stars from your local Council
- ❽ Every food handler from 'Porter to Proprietor' must undergo certain food related TRAININGS
- ❾ The steps might include buying, storing, preparing, cooking, cooling, re-heating, cleaning, caring management and serving
- ❿ Must provide at least Level 2 Food Safety in Catering training to your staffs
- ⓫ The trained staff must make sure that the food they are serving to their customers must be hazard free, free from physical, chemical, allergenic and microbiological contaminations



Catering Circle

How the Millennials are revitalising the future of Curry

We all know that Curry has been one of Britain's most loved food since the 1940s. The statistics tell us that it is a huge industry generating over £4.1 billion for the economy with over 12,000 outlets in the UK from big cities to the smallest of villages. Yet we are gathered here today to support an industry that has been struggling, weighed down by staff shortages, immigration laws and competition from supermarket giants.

In response to the national curry crisis, the Bangladeshi Community TV Channel S (SKY 734) established a media platform entitled The Catering Circle in 2015 in a move to bring together the Business owners of the Curry Industry and seek about addressing the issues they are facing. It has been a journey of critical discovery. We have conducted focus groups, held lengthy discussions and healthy debates, produced a year long regional roadshow and gathered facts, evidence and crucial data. This body of work has reinforced the troubling issues being faced within the curry industry and resulted in a TV show that not only interested the catering industry but attracted wider national audiences than we have ever seen before.

Over the last 12 months, the Catering Circle decided to delve deep within the sector and unlock ideas from within our talent base. We decided the best way to do this was to hold a talent

show. Not only could we identify and learn from solutions that were actually working - but through the competition we discovered caterers from all over the UK deploying truly ingenious methods of working.

One of the biggest British Bangladeshi shows on TV, The Catering Circle Season 2 welcomed 3 Panel Judges and 8 Special Judges to vote for the finalists from each episode. The Panel Judges held 60% of the vote (20% each) with the Special Judges holding 40% of the vote (5% each).

This was one of the most technologically advanced shows amongst the British Bangladeshi television channels to date. Bespoke software was designed specifically for all the Judges and their voting during each live show. This made the process of live voting efficient, accurate and ground-breaking. Indeed, Channel S was the first to seize the opportunity of using this latest software and technology, making Season 2 a live Reality TV show, not only a media platform for the Catering Circle but one inaugurating an exceptional technological revolution in Reality TV broadcasting.

The Competition itself saw 8 nominee restaurants/takeaways taking part in the 12 episodes. The Judges, upon hearing the success stories from these 8 restaurateurs, selected 2



restaurants for the Grand Finale from which one Winner was chosen by a prestigious Judging panel of 11. I want to thank every participant who took part and we are proud to recognise and award the Winners onstage at the Catering Circle Business Conference.

I also need to give special mention to all the Judges that took part from the Panel Judges to the Special Judges. Everyone worked extremely hard to listen to the presentations, asking questions and testing the participants with their business models. It is, thanks to the Judges high standards of rigour, knowledge and experience that we have our winners tonight.

Additionally, it gave us great satisfaction to see that most of our winners hailed from the younger generation, in fact, I would go as far as to say, it was 'the Millenials who won it!' Their fresh and innovative ideas are just what we need to re-stimulate and revitalise the industry that was created by their forefathers.

As we move forward, it is our intention to focus on our Season 3 TV show specifically on Menu Innovation and Pricing. On The Restaurant Star Show we will find one star winner from the 12 winners of Season 2. Participants must demonstrate their own innovative signature dishes with healthier options with the target to create top 6 healthy innovative dishes priced over £14.95 or more. The participants must demonstrate how they market the dish and boost sales justifying the pricing.



I am sure everyone will find the TV show exhilarating, compelling and full of thought provoking ideas.

Finally it remains for us to say that an incredibly powerful network we has been created through the Catering Circle and I look forward to working with the caterers and you, our supporters, to successfully achieve our goals.

.....
Md Abdul Haque
 Executive Producer
 Catering Circle



PR, Marketing and Branding

The Key To A Successful Business

As a business owner, particularly in the hospitality sector, whether you are a small cafe, boutique hotel, chain of restaurants or selling artisan goods, you can never be complacent in marketing your product. With such high competition and everyone battling for their share of a major industry, getting the crucial elements right is essential to see your business grow, get your message to the right audience and secure your place in what is effectively, a mammoth ocean of opportunity.

PR (Public relations), is exactly what it says on the tin, your relationship with your public. Who is your target audience, what is it you are trying to say or sell, why should they like/buy your product, where is this great idea, product or service you have and how they can get it. The beauty of PR is the low cost factor, in fact, it can even be free by doing it yourself and there are many forms in which you can do it. You can write a press release, a kind of story or news announcement that talks about a new product or exciting launch of a part of your business that you send to relevant publications and media. You could offer out tips on your expert area and even offer to speak at an event. Social media is a brilliant one, as you can do it anywhere and it's a great visual picture of who you are.

Marketing – When we talk about marketing, many people don't really understand what it actually means. We can refer to marketing of your business in the form of the 4Ps, and if you don't get those then you are in danger of failing before you have even got off the ground. The 4Ps are Product, Price, Place and Promotion and sitting in the middle of all this is your Target Market. You need to fully understand the product you are offering out to the target market in order to make sure you are giving them what they want and in turn, ensuring that your product is regularly assessed to be the best it can be, either by adapting to the changing environment, diversifying or evolving in to something completely new. Price can be one of the hardest things to decide on. Assessing the current market and your competitors will help to gain a wider perspective and how price perception matters to your audience. A higher price could eliminate much needed customers, although a price too low and customers may deem your service or product to be cheap. If you are a new business then setting a

price that helps to enter the marketplace could be the answer. Of course, the most important points to keep in mind is your overheads and costs to produce or deliver the product or service in the first place. Place can have a big impact on your business and must be considered carefully. If you are offering a high end product then trying to place it in a budget supermarket or area with shops that are more mainstream is probably not the answer. Think about where your buyers shop, their online activity, whether you need to sell at fairs or specialist markets and where your target market will respond the most. Promotion, this is where we include the elements of PR, Advertising, Sales Promotion and Direct Marketing. Think about what will work most effectively for you. Will it be to do special offer promotions or stick with PR and pure social media activity? You might want to invest in some advertising online, in a mainstream newspaper or magazine, or even try printing leaflets and doing door drops.

Finally, and probably the most important part of any business, is nailing your Branding. This is an area that many businesses either focus on heavily or forget altogether. Branding is the face of your business, the message you are trying to put across, your values and who you are. It's not just about logos and colours. It is about the market you are in, where you see yourself in that group and how to differentiate yourself from the rest. It may be worth hiring in a professional branding specialist, just in the beginning, so you can have this sorted on the get go. Although, don't fret if you find that a year or two down the line you are changing colours or logos, this is part and parcel of keeping your business fresh and up to date, making sure you are engaging with your customers and their needs.

Overall, having a deep understanding of your target market, where you want to be and learning new ways to promote your business will keep you fresh, help you grow and ultimately bring financial success.

.....
HÜLYA ERDAL

Chef, Teacher and Consultant



Apprenticeships

a great way to attract new talent



Apprenticeships are a great way to attract new talent into the catering industry where practical experience is key. Across the sectors, hospitality and catering businesses have the highest number of apprentice roles on offer, and provide an attractive alternative for young people uninterested in heading to university. Apprenticeships – paid jobs that incorporate on and off-the-job training – continue to be an effective way of preserving important skills, transferring knowledge and keeping key trades and professions alive and prospering. They also make good business sense and allow you to instil in apprentices the culture of your business through training and development. That's why 96% of small and medium businesses report benefits of having hired an apprentice.

The average FSB small business member is micro in size which means they have an average of eight employees, and the typical apprentice is 16-19 years old, meaning that for most business owners 100% of the costs of training and assessment are paid for. For these businesses, including those already providing apprenticeship opportunities to young people entering the jobs market and those that are looking to take the plunge for the very first time, this financial support is invaluable.

Of course, we must not forget about small businesses that have over 50 employees and are not employing 16-19 year old apprentices that do not qualify for this support. For these business owners the prospect of contributing 10% towards the cost of an apprenticeship represents a significant cost. It is inevitable that co-investment will be a step too far for some, but it is important to recognise that apprenticeships are an investment in the skills your business needs.

Small employers hold the secret to boosting the number of apprentices in workplaces across England - particularly in areas and regions of the UK where the presence of a large, levy-paying employer is absent – but only if ongoing commitment and support are guaranteed. Alongside this, small firms need improved information and support to engage with the apprenticeships system, which remains too complex and in need of accessible guidance.

Without question, the future success of apprenticeships continues to lie with small businesses, but they can also be a vital part of your own success.

.....
Helen Walbey
Policy Chair for Health and Diversity
Federation of Small Businesses





HEALTHY FOOD TRENDS AND NEW CONCEPTS

2018 brings with it new food trends and new concepts that will shape the catering industry.

1. The Emphasis on Health:

An ever-increasing emphasis on healthy food is driven by the increasingly health-conscious customer base, who are not only seeking new flavours and twists via new dishes on the menu, but also want to indulge in traditional Indian cuisine... but requesting healthier versions of these dishes, in terms of lower calories, or healthier cooking methods. The key advantage that Indian restaurants have over other restaurant concepts is the Tandoor oven. This is a fantastic selling point that can be promoted to the customer base and can be used to create a huge variety of dishes that have a healthier emphasis.

Healthier cooking methods used to create the dishes, as well as low-fat alternatives to ingredients (e.g. using crème fraiche or yoghurt instead of cream) can help menus differentiate themselves from their unhealthier counterparts. The health benefits of some of the ingredients used in each dish can also be used as a selling point to customers.

A big trend that is increasing exponentially is the Wholefoods trend. 'Whole food' is essentially ingredients/foods that have been processed or refined as little as possible and is free from additives or any other artificial substances. Having foods that are organic and 'whole food' dishes, are concepts that add a premium touch to menu's, which can demand higher prices from the customer and attract a more premium client-base.

As well as the low-calorie cooking methods and ingredients, the addition of gluten-free, high-protein and low-carbohydrate

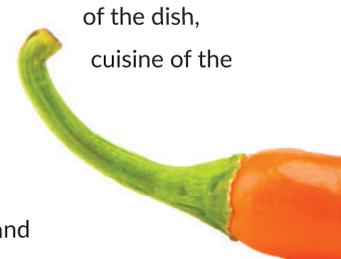
meals as well as adding some select vegan and vegetarian dishes to the menu can help to attract a new customer base, (with veganism and vegetarianism becoming a huge trend, the demand for such dishes is on the rise with each passing year).

2. Return to Authenticity:

With customers becoming more knowledgeable about what they eat, and being more experienced in tasting authentic flavours, there will be more importance being given in future to the authentic native cuisines of the Indian Sub-Continent. Restaurants can focus more so on the authenticity of the recipes used to create each dish and this can also be combined with 'story-telling' to tell the history of the dish, the region it originates from and the cuisine of the sub-continent itself.

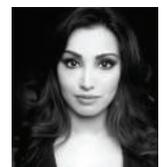
3. New Fusions & Street Food:

Indian street food is the new fast-food, and in addition to the time-tested street foods on offer, new menu innovations like tandoori chicken wrap, or spicy lamb burritos or chicken masala pizza are fast, economical and easy to make; these can be used to attract customers during the quieter lunchtime or afternoon periods. For some city-centres where there is a younger demographic, and for these establishments there is a steady move beyond the standard curry towards fast-casual street food.



Shahena Ali

Nutritional Therapist (Dip. CNM)
TV Chef and Food Writer





Inspire Progress

This year commemorated 100 years since the representation of the Peoples Act which passed through Britain to give women the right to vote.

International Women's Day (IWD) is annually held on March 8 to celebrate women's achievements throughout history and across nations. It is also known as the United Nations (UN) Day for Women's Rights and International Peace.

Over the years, we have slowly but surely seen changes made to empowering women at all levels, enabling their voices to be heard and giving them control over their own lives and over the future of our world. We'll never know how many gifted and able women have been prevented from sharing their gifts by a patriarchy that is often discriminated in favour of incompetent men.

Your business will not lose out by creating another event to celebrate International Womens Day. If anything, it will bring you more business and it will break the stereotypical view of sexism and inequality, something that so far, only one British Bangladeshi Restaurant has celebrated.

Let us all follow suit and raise awareness of IWD for 2019 via advertising. This could be through social media channels, press and local news and running campaigns. Offering special deals such as discounted prices and special events to celebrate because Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world. We need action on a daily basis to make equality a reality.



The distinct lack of diversity and equality in our restaurant kitchens desperately needs to change. Restaurant owners

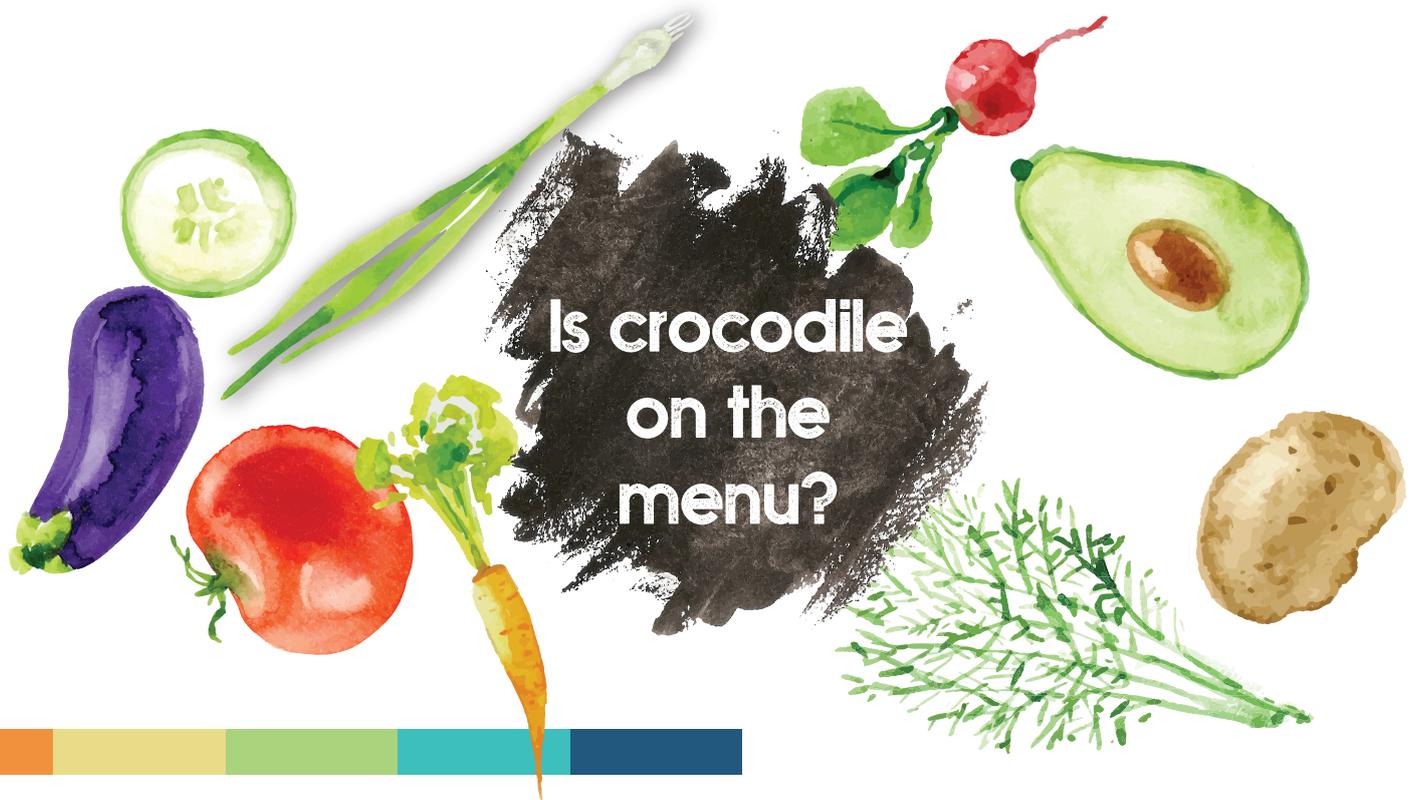
need to look at their businesses, their employment practices and how they engage with women. Things have certainly improved for women, but at the top of both industry and government the faces remain stubbornly male.

How your restaurant can and will benefit from celebrating IWD? All restaurants celebrate Christmas by decorating the restaurant, handing out christmas cards, free drinks or bottles of wine to the regular customers, christmas crackers on the table, set menus and Christmas menu's...the list goes on. We give out wine, roses, chocolates, set menus, teddy bears for Valentines Day, some even celebrate with live music and events to liven the atmosphere.

Sarah Ali Choudhury

Indian Food Expert
TV Chef and Food Columnist





...a great Bangladeshi characteristic is to produce an excellent financial plan to obtain a loan or innovative menu when the business opens, but to forget all about it within weeks.

Financial plans, management information, have to be up-to-date, in line with its surrounding, the seasons, the weather, events and so on. A hotel that normally rents out rooms for £70 per night has to evolve and charge up to £200 per night when the market demands it. Unfortunately, with some exceptions, our catering industry remains largely stagnant, serving the same food, charging the same price, regardless of market needs or demands.

On a daily, and definitely, on a weekly basis, the management team have to look at risks and opportunities. Be innovative in menu design and pricing. Occasionally having 'crocodile' on the menu that can create a buzz around the business that attracts new and curious customers!

So to succeed in our industry - here are a few pointers from the Catering Circle team:

- Build financial plans rooted in your local surroundings and industry facts and not optimism

- Undertake regular market analyses, prepare for that event or festival, be an active participant in the local community. Unique, innovative and contemporary dining experience will differentiate you from the competition.
- Have a buffered financial plan that ensures adequate capitalisation and take account of contingency
- Keep up-to-date with local and national innovation in the curry industry, what is selling, what is creating the buzz, and take a slice of the action. Mix and match with other cuisine – from a Spanish ceviche to crocodile masala
- Use social media to connect and engage customers with special deals, promotions

Above all, make sure you retain a cost control focus. Maximise income whilst minimising costs.

.....
Dr Sanawar Choudhury
 Chartered Accountant
 Entrepreneur, Philanthropist





Staff Crisis

a national issue

Recent studies show that eating out is growing fast while quality of food is also rising. Another study shows that restaurants went bust by a fifth in 2017. These apparent contradictory results tell us that the reason for restaurants closure is not due to a lack of demand in the economy, but there are some other factors at work. Also, when we discuss staff crisis in various forums, we seem to think that this is just a crisis in the curry sector. It sounds as if a lot of restaurants are closing down due to lack of staff. While this might be true to a certain extent, the staff crisis is a national problem. This is more so with chef crisis across all cuisines.

Historically the curry industry never relied on staff from other nationalities. However, the situation turned sour over the last four years for a number of reasons according to experts including the government's strict policies on immigration, students' exodus, alternative flexible and independent employment opportunities such as Uber driving, greater priority to family and social life etc.

Staff crisis in the curry sector has developed over a long period of time. It is the result of an accumulation of some long-time issues such as treatment of staff, structural deficiencies such as unreasonable working hours, lack of holiday, lack of professionalism, lack of training and living conditions. Unfortunately the industry had failed to realise and anticipate these socio-economic factors and did not sufficiently adopt and change to accommodate staff needs and demands. Consequently a large number of very skilled and competent workers had left the industry in search for better alternatives. Yet we must appreciate the fact that business owners try their best to look after their staff as much as possible given the

limited resources they have in their disposal.

Solutions

Staff management: Employing local British/European part time staff for weekends and bank holidays can reduce staff pressure. Eligible family members can chip in for a helping hand at busy times.

Technology: Making use of technology such as on-line ordering and introduction of automated machines such as dish washers, roti/naan/chapatti machine, food processing equipment such as automated onion/garlic peeling and cutting machines, vegetable cutting machine will free up valuable time for the core staff.

Working hours: Offer your staff Eid holidays, generous annual leave, bonuses, reduced working hours. If no customers after 10pm, close early. If no business in lunch time, open from 4pm. Staff will feel more flexible and independent with a one-shift work arrangement. You will save on bills too!

Existing staff: Identify training and other needs of your staff, focus on their well-being, train them according to their strength and interest, promote them, and provide a decent salary, food and accommodation. Treat your staff as your asset not 'worker'. Remember, if you care, reward, respect and trust your staff, they will not let you down.

.....
Abdul Hoque Habib

ACIEH BSc (Hons)

Managing Director, London Training Centre



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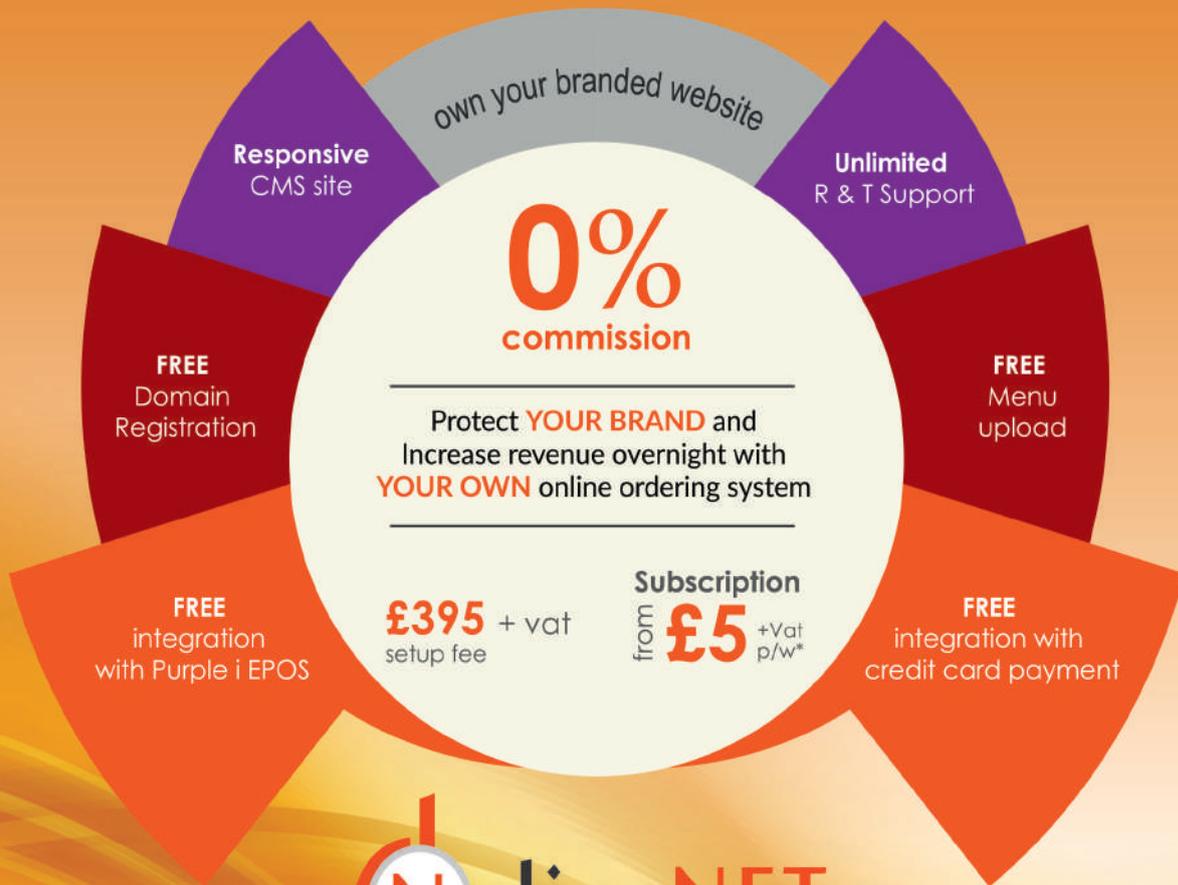


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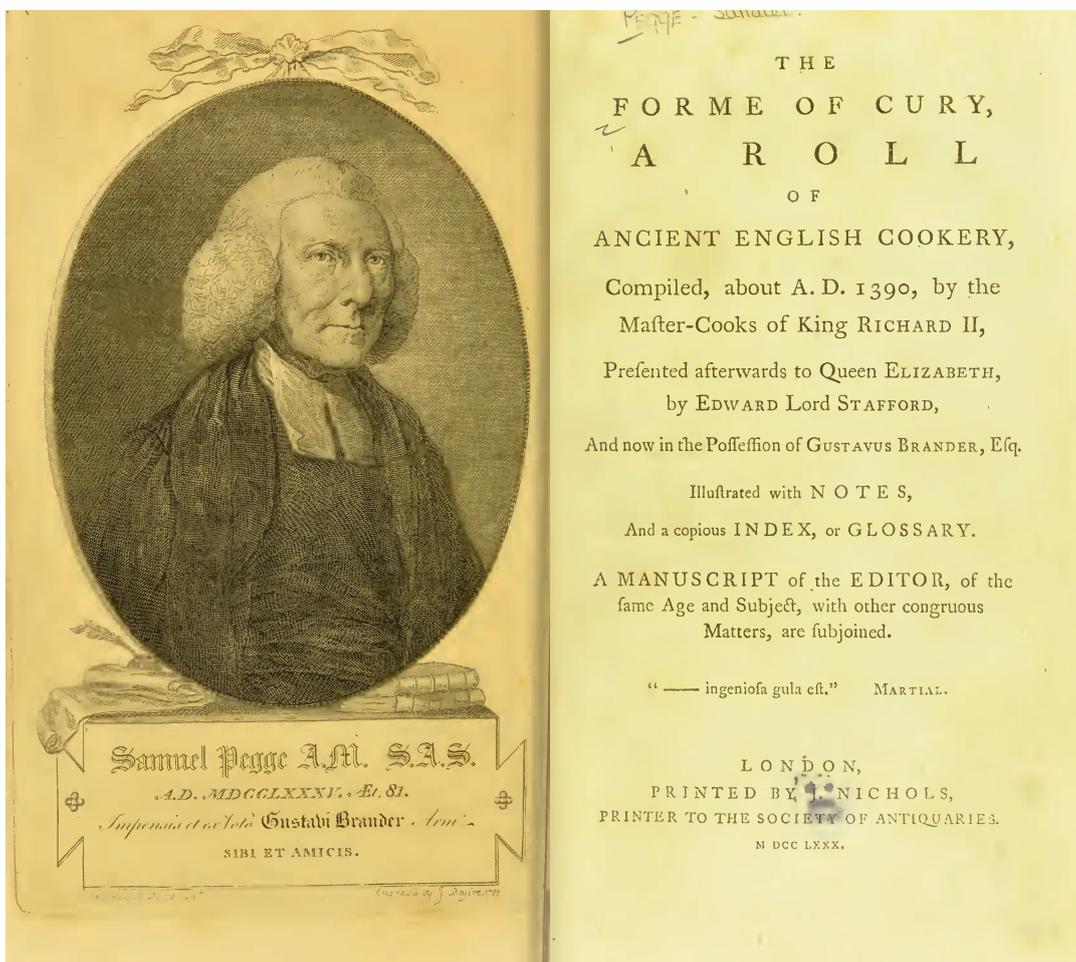
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