



**Success
stories**



Atik Rahman

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“What I share with restaurant owners is how everything they do and every decision they make affects the bottom line,” says Chef Atikur Rahman. As a consultant chef, all he can do is offer guidance and recommendations that will help the restaurant meet or exceed its goals. He understands that structure and systems are vital to a restaurant’s success.

Atik was born in August 1977 in Moulvi Bazaar, Bangladesh. He came to this country with his family at the age of 19 and now lives in Chelsea with his wife Lina and son Samuel. Atik developed his passion for curry at the young age of 12. There, when he saw his mother cooking, his first curiosity about the journey of spices and ingredients began. He would always give a hand in the kitchen and it was then he had a great passion and immense interest in everything related to food and ingredients.

Celebrity chef Atik Rahman started of this culinary journey working at the famous blue bird restaurant located in Chelsea (the heart of London). With his growing passion for food, Atik passed his NVQ level3 (professional cookery) at the Hammersmith and West London College. He also opened his own food education class serving individuals determined to learn the secrets of spices. To compliment his skills and talents, he provides chef consultancy, training and other curricular activities to develop the craft of cooking.

Chef Atik has been honoured as the private chef of the great Sheikh Bin Zayed who is the king of Arab Emirates. His first major achievement was when he won the 2007 Chef Award, and the following year he also won the British Chef of the year. “There’s a big demand for Chefs to reach celebrity status today and I have had my share of attention... This meant a lot as it is a privilege to be nominated by your peers as someone who is making a difference in a very competitive industry. However, for me, it is all about the cooking not about fame” says Atik.

His own show called Atik’s Recipe, aired every Sunday on Channel 9. This was his main show alongside NTV’s Atik’s Kitchen and Roshoighor on Bangla TV. All of these programs allow viewers to learn Atik’s unique culinary skills. He has an outstanding and high-profile career providing food and hospitality consulting services, an extensive network and deep knowledge of the consumer and B2B sectors.

“Cooking is an art, not a race. Every dish deserves care, and every decision in a restaurant—from service to sourcing—impacts the bottom line. Quality must always come before profit

In addition to being a food and restaurant reviewer for several media outlets, he is also a regular contributor to a variety of publications including Restaurant Magazine, H-The Hotel Magazine, BBC Food, Pub Chef, Eastern Eye, The Asian Age and Tandoori Magazine. Chef Atik has also worked as a freelance restaurant inspector for Caterer & Hotelkeeper, covering a wide range of topics such as home delivery, how to train staff to increase sales, how to handle awkward customers, and many other informative features.

From restaurants to convenience food to consumer tastes, his understanding of the Indian and European food scene is extraordinary and is considered one of the leaders in this subject in the sector. Cooking is an art to him, and he considers each dish a masterpiece. That is why it is difficult to be faced with the need to work quickly when you want each dish to come out beautifully. This demand has allowed him learn a few very important skills he uses at his restaurant. Atik believes, “when restaurants are too focused on profits they make sacrifices to quality that will not provide customer satisfaction. Restaurants have to believe that it is not about saving money but about quality over price.”