



**Success
stories**



Jassim Hussain

Shoreditch Fish & Chips

117 Redchurch St

London E2 7DL

Born in the bustling city of London, Jassim Hussain, the son of Haji MD. Rafique Hussain, follows in the footsteps of his grandfather's legacy as a prominent business figure in the family. He is the grandson of Haji Aman Ullah, the founder of the well-known Karimullah Market and Aman Ullah convention centre in Sylhet. With a background in Optometry, Jassim's journey in the world of business began after a brief stint working for the NHS.

Taking on the challenge to manage his father's property portfolio, Jassim quickly rose to prominence in the property rental industry. However, he was not content to rest on his laurels, and soon set his sights on a new frontier - the food industry. With his brother's idea and guidance, Jassim launched Shoreditch Fish & Chips in 2018, a unique take on traditional British cuisine that quickly gained widespread recognition and accolades.

Undeterred by the challenges posed by the Covid-19 pandemic, Jassim seized the opportunity to explore another market and founded Holy Smokes BBQ in 2021. With a focus on smoked brisket, ribs, and American-style burgers, Holy Smokes BBQ quickly became a staple of the food industry.

Jassim's business acumen and focus on halal trading with barakah (blessings) in its earnings have earned him widespread recognition, including a win in the Catering Circle Talent Show in 2019 and a finalist award in the Restaurant Star Creative Dish Competition in 2023. With a team of 18 dedicated employees and a passion for finding new ventures, Jassim's future in the world of business is bright and full of promise.

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