





# BUSINESS CONFERENCE 2022



RESTAURANT  
**TALENT**  
SHOW AWARDS

Solutions to the Catering Crisis

 [cateringcircle.co.uk](https://cateringcircle.co.uk)  
 [cateringcircle](https://www.facebook.com/cateringcircle)



Tuesday 15 March 2022  
Meridian Grand London





**Her Majesty  
the Queen**



**BUCKINGHAM PALACE**

The Queen has asked me to thank you for your kind letter sent on behalf of all those associated with the Catering Circle on the occasion of your Fifth Business Conference and Restaurant Talent Show Awards which are being held in London on 15th March.

Her Majesty appreciated your thoughtfulness in writing as you did and, in return, has asked me to send her warm good wishes to all those who will be present at the Meridian Grand for a most enjoyable evening.

Yours sincerely,

*Lauren Deacon*

Lauren Deacon,  
Private Secretary's Office



**Paul Scully MP**



**HOUSE OF COMMONS**

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

As the former 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. My new role in government as Minister for Small Business, Consumers and Labour Markets will ensure that I continue to work on the issues that affect so many of you.

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.

The excellent restaurant talent show was a brilliant and topical notion at a time when healthy eating is moving up the agenda politically and across society, I was delighted to see that 4 seasons have now been completed.

I look forward to more great things in the future and expect the awards to be a wonderful evening.

Paul Scully  
Member of Parliament for Sutton and Cheam



**Saida Muna Tasneem**



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

I take the pleasure to congratulate Catering Circle for organizing the 5th Business Conference 2022 and Restaurant Talent Show Awards.

I commend that the Catering Circle has undertaken a number of initiatives to promote and support British Asian restaurants over the past years including during hard and very challenging times of Covid-19 pandemic. I believe Catering Circle's outreach and recognition would encourage young entrepreneurs to take lead in the British curry industry and bring innovations for its sustainable growth and development.

My sincerest compliments to all the award winners of Curry Circle's Talent Show. I also wish Catering Circle's 2022 Business Conference a grand success.

Saida Muna Tasneem  
Bangladesh High Commissioner



**The Rt Hon Theresa Villiers MP**



**HOUSE OF COMMONS**

Thank you for your letter of 6 January and invitation to the Catering Circle's 5th Business Conference and Restaurant Talent Show Awards on 15<sup>th</sup> of March.

I do, however, wish the event every success.

The Government recognised the important contribution of the hospitality sector to the economy and I am grateful for your organisation's continued work on a wide range of issues to help support a thriving, food, drink and hospitality industry within the UK.

Theresa Villiers  
Member of Parliament for Chipping Barnet



**Rt Hon Stephen Timms MP**



**HOUSE OF COMMONS**

Thank you very much for inviting me to the Business Conference and Talent Show Awards at the Meridian Grand on 15 March. I look forward very much to attending, from around 8.15 pm that evening.

We owe a great deal to the businesses supported by The Catering Circle, not least after the extraordinarily difficult challenges presented by the pandemic. Everyone who has managed to keep their businesses afloat during this period deserves our hearty congratulations. We now need all the businesses to be firing on all cylinders, to support a successful recovery over the year ahead. I hope the Conference and Talent Show Awards will give everyone a flying start.

I strongly opposed the policy of the Government in keeping the “No Recourse to Public Funds” restriction in place despite the pandemic. Many people who lost their jobs because of lockdown suffered very unfair hardship as a result. I hope we all learn the lessons as a result, and that hard-working, law-abiding families never have to face such hardship in Britain again.

Thank you all for the support which The Catering Circle and Channel S have been providing to our communities, and to the businesses taking part next month.

With all best wishes,

Yours sincerely

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

Stephen Timms MP  
Labour Member of Parliament for East Ham



**Lord Bilimoria, CBE, DL**



I would like to congratulate Ahmed Chaudhry and the Catering Circle on their 5th Business Conference and Restaurant talent show.

The Catering Circle carries out excellent work promoting the Restaurant Industry and helping to deal with challenges experienced by restaurateurs and the Industry as well as helping the Catering Industry to grow and develop. It is excellent in the way that it works with the younger generations inspiring and encouraging them to work in the Industry as entrepreneurs and leaders.

We at Cobra Beer will always be grateful for the support that the Catering and Restaurant Industry has provided us from our very beginning; the Industry is the foundation of Cobra Beer and we are very proud to be members of this wonderful Industry which contributes such a huge amount to Britain and the Economy.

I wish the Catering Circle every success.

A handwritten signature in black ink, which appears to read "Kalan".

Lord Bilimoria CBE DL





**The Hon Baroness Uddin**



Congratulations to the Catering Circle for hosting the 5th Annual Business Conference and Restaurant Talent Show Awards in 2022.

I am delighted to be part of the Catering Circle media platform. Since its inception in 2015, it has made a sincere commitment to ensuring a comprehensive approach that recognises the vast array of talent and leaders in the food service industry. More importantly, the leaders and organisers of this initiative advocated for quality, professionalism and innovation.

I will do my best to support your efforts to build a successful industry that is a source of our pride and has an outstanding track record of revolutionizing British pallets.

With all good wishes,

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



**Foyso! Choudhury MBE MSP**



**The Scottish Parliament**  
**Pàrlamaid na h-Alba**

It is a great pleasure to provide a statement of support to the Catering Circle Business Conference 2022 and Restaurant Talent Show Awards to be held on 15th March 2022.

Catering Circle should undoubtedly be recognised as a vital platform for the British-Asian Catering and Restaurant industry not only as a booster to the UK's economy but also as a promo-tor of South Asian food and culture within British society.

As a former businessman in the restaurant industry, I fully appreciate all the implications that restaurateurs and staff have had to go through in the past 2 years especially as the industry was already challenged pre-Covid.

And so, I fully trust that such leading initiative will be quintessential to get the industry back on its feet. I offer my very best wishes to the Catering Circle for their hard work and dedication and, I wish the best of luck to this year's nominees.

Yours sincerely,

**FOYSOL CHOUDHURY MBE**  
Member of the Scottish Parliament for Lothian Region  
Shadow Minister for Culture, Europe and International Development



**Dr Rupa Huq MP**



**HOUSE OF COMMONS**

I am pleased to be writing to support British Asian restaurant professionals as they continue to strive for excellence in product as well as training and employment. As the person who first raised the 'curry crisis' in Parliament and as the daughter of an Indian restaurateur myself, I wish everyone who has been nominated well because they are leaders in their fields and will set the benchmark for others to follow.

I hope the event is as successful as in previous years.

Kind regards,

Rupa Huq  
Member of Parliament for Ealing Central & Acton



**Apsana Begum MP**



**HOUSE OF COMMONS**

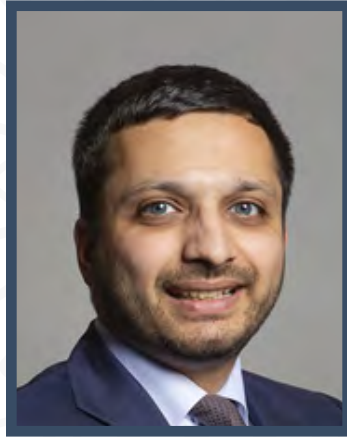
It is a delight to write in support of the catering industry - in particular the Catering Circle. The work you do to represent and enhance the interests of British Asian restaurateurs is invaluable, and particularly inspiring to see given the turbulence brought to the industry in recent years.

In my constituency of Poplar and Limehouse, the catering industry is part of the backbone of our local economy. Eating together, amongst family and friends, is an activity that has been missed by all of us during the pandemic and has shown just how enriching a contribution you all make to our lives and our communities.

I will continue to lobby the government for the support needed to sustain the catering industry and congratulate the Catering Circle and Channel S on their 5th Business Conference and Awards, which I'm sure will be a tremendous success.

Yours sincerely

Apsana Begum  
Member of Parliament for Poplar and Limehouse



**Saqib Bhatti MP**



**HOUSE OF COMMONS**

Before entering politics, I worked in business. This has given me a huge appreciation for the work the British Asian catering industry does in providing employment and encouraging growth. In particular, I commend the work the Catering Circle does in encouraging young people within catering.

I am proud to be a part of a Government that is creating an environment for business to thrive. With lower corporation tax, lower business rates and tax reliefs for entrepreneurs. We want to make sure that hard work always pays.

As a Member of Parliament from the West Midlands, I also know the value good local restaurants bring to our community.

Please accept my apologies as I am unable to attend and also my congratulations to all the award nominees and winners. I hope everybody has an excellent evening.

A handwritten signature in black ink, appearing to read 'Saqib', written on a light-colored background.

Saqib Bhatti  
Member of Parliament for

“

Catering Circle (CC) is a collective platform of restaurant professionals devoted to the sole purpose of creating the most favourable business environment for our catering industry. As the voice of British Asian restaurants, we are dedicated to meeting the diverse needs of our unique industry partners and restaurant operators, providing valuable information and exclusive opportunities. Together, we help to improve business and achieve success. As a media platform with a massive audience in the UK, we continue to be the foremost resource for our industry.



**Md Abdul Haque**  
Founder



**Ahmed us Samad  
Choudhury JP** Chief Advisor



**Towhid Shakeel**  
Marketing & Brand Director





Our mission is to be the most trusted and relevant business success resource for British Asian restaurants. The CC Action team and our partners would like to thank you for your support of this platform and industry. We are uniquely qualified and positioned to ensure that we represent your best interests at all levels, from community to government, to promote industry growth.



**Altaf Hussain**  
Executive  
Member



**Helal Malik**  
Executive  
Member



**Forhad Hussain Tipu**  
Executive  
Member



**Ruhul Shamsuddin**  
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# Together we rise again

“  
We have faced greater challenges over the last two years than at any time in our history, but we have responded to these challenges focusing on the right priorities  
”

## EDITORIAL



When I first wrote the editorial in March 2020 for this publication, the threat of coronavirus loomed large, and instilled market turmoil across the globe. Catering Circle was starting to get a hint of what might come. March business had been softer than normal with sales down a few percentage points. As our fears of catching the coronavirus grew by the day, so had diners' hesitation to venture out of the house, especially now that Covid-19 had been officially classified as a pandemic by the World Health Organization. At this backdrop, we had to postpone our *5<sup>th</sup> Annual Business Conference Gala Dinner and Awards Ceremony*.

But we did not stop there. While the whole nation struggled to set the terms during pandemic, we took our own initiative to develop contents which are 'fit for purpose' for our audience. The Catering Circle produced two live talk show series, *COVID-19 Special Show* and *Roadmap to Recovery* aired on Channel 5 TV.

After two years, tonight at the *5<sup>th</sup> Business Conference* of the Catering Circle, we are celebrating healthy food culture and recognising ten young winners of its Season 4: Restaurant Talent Show—heartiest congratulations to you! While celebrating we'd like to build awareness of health precautions. Everyone should prepare their restaurants not just during pandemic but all the time for worst-case scenarios.

In the face of unprecedented hardship and uncertainty, our restaurant owners have demonstrated the upmost dedication and innovation in the ways that they have not only adapted but weathered the COVID-19 storm to ensure the survival of their businesses.

With 10 roadshows across the UK in 2015 and 6 live-show Seasons on Channel 5 TV in the past 6 years, the Catering Circle remains the perfect platform to shine a

spotlight on deserving catering businesses each year. Winners and finalists of the Talent Show Awards are judged based on merit, not just the number of votes received on the Live reality shows on SKY 777. As such, our team of judges carefully analyse any information provided and success stories told by the participants. Our process is to reward the restaurateurs for their industry excellence, overall performance, customer experience and innovation in their field. We are now an integral part of the industry.

As we enter the New Normal, we do so with a broader mission—to ensure that better food, made with whole, unprocessed ingredients, is accessible to everyone—and with an unwavering commitment to delivering an excellent customer experience in every restaurant, every day. We have faced greater challenges over the last two years than at any time in our history, but we have responded to these challenges focusing on the right priorities: improving the customer experience, marketing our restaurants—to build sales, and recovering our economic model.

While we still have work to do to fully restore our reputation and our economic model, we are well on our way to dramatically simplifying our business and perfecting the customer experience in our restaurants. Restaurants across the country I believe are doubling down on cleaning procedures and instituting new ones to keep customers and employees safe.

Have a healthy year. Have a great year. Continue your success.

**Towhid Shakeel**  
Producer and Brand Director



**Ahmed us Samad  
Chowdhury JP**

FISMM, FCMI, FIH  
Chairman, Channel S

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Thank you very much for attending our *5<sup>th</sup> Business Conference* today, which was postponed for the outbreak of the coronavirus in 2020. For many of us, last two years were incredibly challenging personally and professionally. While this was a challenging period, the pandemic crisis strengthened our connection with our audiences. Catering Circle and Channel S showed remarkable ingenuity and resilience navigating the many obstacles and, with safety and wellbeing firmly top of mind, managed to get two more live show seasons back into production to be enjoyed and benefited by our viewers.

Congratulations to all the new talents discovered in the TV series *Catering Circle*. Thanks to all the smart competitors for taking the time to come to the third restaurant talent reality show broadcast on Channel S (SKY 777). I feel proud to see our media platform commands great admiration and respect across the country.

Finally, I would like to thank all our wonderful volunteers, sponsors, advertisers and guests who, working together with our superb team, helped to maintain the relevance and vibrancy of the Society at large in the face of the unprecedented and tragic events over the last two years. I am very hopeful for a more positive year ahead.

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**Md Abdul Haque**

Vice Chairman, Channel S

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Welcome to the *5<sup>th</sup> year of the Catering Circle Conference*. This event is only possible thanks to the generosity of the sponsors, and the wonderful job done by all the helpers and volunteers. This year marks a transition in many areas; such as the acceleration of online ordering, especially important due to the pandemic and the many lockdowns that took place. The Catering Circle has always been a platform to exchange ideas, where we come together to find effective solutions to problems. Our community as a whole has also excelled itself this year, we continue to make a huge contribution to the British economy. We should not be complacent about our success. We need to keep explaining to the Government why we should be given the chance to bring more staff in, why we need support if we are to keep the curry industry alive. So let's keep alive the spirit of entrepreneurship and creativity and build on our achievements. When it comes to opportunities, the sky is the limit, the combination of the Catering Circle, Channel S and the community makes us an unbeatable triangle.

My heartiest congratulations to everyone who participated in the Catering Circle's, *Season 4 in 2019* and those that are here today to receive an award. In 2020, we had to postpone this event as we were forced to limit our programmes due to the most unprecedented times of our lives caused by the pandemic.

Today's event is to celebrate the winners and finalists of Season 4. The media platform 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. And I would like to pay a special tribute to my colleagues who I consider as my family. Without their active physical and moral support this year would have been more challenging



**Mahee Ferdhaus Jalil**

Founder, Channel S



Many congratulations to the winners, finalists and all participants of the *Restaurant Talent Show 2019*. You were tasked with thinking strategically, tactically and practically how you can enhance and improve the entire future food sector by providing trendy creative dishes that are both authentic and healthy. I salute you all for sharing your success stories with your peers and encouraging a whole new generation to participate. We are also deeply grateful to this wonderful business community that always inspires us.

We would also like to express our deepest gratitude to the judges, sponsors, and the Channel S production team. Without their continued support we would not have come so far. Finally, I hope you have a wonderful dinner with us, and join us in congratulating all the finalists and winners for their achievements.



**Taz Choudhury**

CEO, Channel S



# Meet the **PRESENTER**



## Kasia Madera

### **A BBC World News journalist and presenter.**

For over 18 years Kasia has worked on many of BBC News' flagship programmes. She is best known as one of the leading anchors on the BBC's Asia focused breakfast programme Newsday, on air from 23:00GMT on BBC World News and the BBC News Channel. Kasia specialises in international news and politics, especially European affairs.

Kasia has worked on many big news stories. A particular highlight was presenting on the night of the London 2012 Olympics Opening Ceremony. Kasia's programme was simulcast on BBC One and attracted some of the BBC News Channel's highest audience figures.

As well as anchoring the BBC's live news programmes, Kasia also fronts feature programmes as part of BBC Global's Country Direct series. She researched, wrote and presented Working Lives Krakow for BBC World's Poland Direct series and Working Lives Zagreb as part of the Croatia Direct series.

Kasia is bilingual in Polish and secured an exclusive interview with the newly elected Polish President, Andrzej Duda, his first television interview with an international broadcaster.

Kasia is an active member of the UK's Polish Community. Alongside Grażyna Torbicka, Kasia co-hosted the sell-out and once in a life-time star studded concert at the Royal Albert Hall, marking the centenary of Polish Independence.

Before an audience of thousands Kasia hosted a vigil at Trafalgar Square in memory of the late Polish President, Lech Kaczyński, and First Lady who died in the Smoleńsk air crash. Kasia was honoured for her work in promoting Polish culture by winning the Maciej Płażyński International Journalism Award. At the Polish Embassy in London Kasia was named as the Honorary Ambassador of Polish Women in the UK. Kasia was on the steering committee of the Belvedere Forum, the non-governmental organisation aimed at building Polish British relations through arts, culture and trade, headed by Sir Malcolm Rifkind.

Kasia is an experienced conference facilitator and has chaired panel debates as well as taken part in them. She has hosted numerous prestigious award ceremonies and is the main host of the International Association of Press Clubs' Freedom of Speech Awards.

# Meet the **PRESENTER**



## Keith Best

### **A Former Member of Parliament of the UK.**

Friend of Bangladesh and Bengali caterers for 30 years, opened Sylhet office in 2000 with regular visits, founder trustee of Bangladesh Female Academy, frequent appearances on Channel S, Chair of Judges for International Curry Chef of the Year.

A loyal MP in the Thatcher years, now a tireless champion of good causes, most notably in the area of asylum and immigration...

Experienced Chair with a demonstrated history of working in the non-profit organization management industry. Strong business development professional skilled in Nonprofit Organizations, Corporate Social Responsibility, Immigration Law, International Relations, and Fundraising.

A dynamic, passionate, confident, enthusiastic, innovative and inspirational leader and teamworker; powerful advocate and profile raiser; accomplished speaker and networker; experienced organisational change manager; chief officer of four major not-for-profit charities assisting vulnerable groups & human rights; mature judgment and reliability; considerable voluntary work; named in Society Guardian as one of the 100 most influential people in public services in the UK.

Currently Advisor to the Board of Directors of the London Hotel Group, Chairman of the Charity 2020, Chairman of the UK Global Peace Federation, Non-Executive Director of the Arhag Housing Association Ltd, Trustee of the Commonwealth League and Parliamentary Benevolent Trust, University Visiting Lecturer on Politics and Current Affairs, Patron of Europe. - Atlantic Movement, Freeman City, London.

Formerly Executive Chair WFM-IGP (based in New York & The Hague), Chair of Electoral Reform International Services Ltd, Chair Electoral Reform Society, Chair Electronic Immigration Network, Chief Executive successively of Prisoners Abroad, Immigration Advisory Service, Freedom from Torture and Survivors UK; Foreign Secretary's Advisory Panel on Torture Prevention, International Election Observer (OSCE) Presidential Election Ukraine, practising barrister and Member of Parliament (Anglesey/Ynys Môn); Parliamentary Private Secretary to Secretary of State for Wales; named in the Society Guardian as one the 100 most influential people in public services in the UK; Major in airborne and commando forces, naval gunfire liaison officer. Author of several books and articles, and give keynote speeches both in the UK and abroad.

# Business

## Conference 2022

Tuesday, 15<sup>th</sup> March



## Programme

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<b>Doors open and registration</b>	<b>4:45 pm</b>
<b>Networking - Meridian Ballroom</b>	<b>5:00 pm</b>
<i>Welcome drinks and canapés served</i>	
<b>Guests take seats in Conference Hall</b>	<b>7:00 pm</b>
<b>Business Conference commences:</b>	<b>7:30 pm</b>
<i>Entertainment: classical music</i>	
<i>Summary of Catering Circle Shows</i>	
<i>Restaurant Star Show Awards</i>	
<i>Panel Discussion: Roadmap to Recovery</i>	
<i>Final words from Channel 5 management</i>	
<b>Dinner</b>	<b>9:45 pm</b>
<b>Event Closes</b>	<b>11:00 pm</b>

## 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. In seasons 3, The Restaurant Star Show, we found one star winner of 12 winners from Season 2. Then again in the 4th Season, we found 10 winners from 80 participants in 2019. During the Pandemic last two years we broadcast two significant Seasons, COVID-19 Special Show 2020 and Roadmap to Recovery 2021.

Tonight we will celebrate the great talents and inspiring restaurateurs selected from Season 4 and move towards Season 7 of the Catering Circle Live TV Show Series: The Restaurant Star Show 2022.



## Meet the **ARTISTS**

### **SURTAAL** Performing Arts

Surtaal organises and presents a variety of high quality programmes concerning South Asian music. It's Director is Yousuf Ali Khan, a renowned Tabla player of classical and ethnic music and an experienced teacher of Indian music in Local Education Authority and private schools. Thus the leadership of musical programming lies in high quality musical performance.

Here at Surtaal, they have a roster of high quality artists who can perform in varied programmes especially designed to meet the needs of sponsoring organisations and groups. They include instrumentalists of sitar, sarod, tabla and singers of classical, traditional, folk and modern songs and also dancers of different styles. They have experience in working with local schools and organisations, workshops, jazz orchestras, as well as with many renowned eastern and western musicians and singers. They have also played on radio and television, in the UK and abroad. Some of its members have had the privilege of playing for Queen Elizabeth and HRH Prince Charles.



**YOUSUF ALI KHAN**



**GERRY HUNT**



**GERRY HUNT**



**RUIJUN HU**



**ABASS DODOO**

# CATERING CIRCLE

THIS YEAR OUR CHALLENGE WILL BE TO INVENT A NEW DISH THAT SETS A NEW TREND



“ We need to look carefully at our menus, and see if we can cater for a wider range of cuisine. ”

Never has there been such a great need for a business platform such as The Catering Circle, to help solve the many issues facing our industry today, especially those due to the COVID Lockdown and it is great that we can meet, in person, after two years!

Big changes are taking place in the country as well as globally which will have an effect on business in the UK. So what are the other most important issues that the Catering Circle can pursue on behalf of the industry?

The Government Skilled Worker Visa immigration rules are constantly under review; however the good news is that on 26 August 2021 the Home Office announced that the new minimum salary threshold to apply for skilled workers to work in the UK has now been reduced to £25,600. However for applicants under 26 years old on the date of application, the minimum threshold has now been reduced to £20,480. (Please always check the Government website for up to date information.)

We had hoped that as a result of Brexit it would be easier, but these new rules mean it will be more difficult. Immigration has never been an easy subject to discuss here. On the one hand the public think that too many immigrants have come here, filling up our schools, hospitals, houses, etc. On the other hand many of these areas could not operate without immigration, for example the NHS has large staff shortages, as in particular Social Care workers (who are also not classified as “skilled”). So what can the Catering Circle do? We need to lobby the Government and emphasize the important contribution the curry industry makes to the community, generating work, providing a service to our customers as well as creating a £4-billion-pound industry.

We need our employees to be classified as “Skilled”, so that we can fill the many vacancies for chefs.

The British love affair with curry goes back a long way, but tastes are changing. We have always had competition from other types of food: Chinese, Kebab, Pizza, etc. New challenges are constantly emerging for example in the form of Japanese Sushi.

What can we do? We need to look carefully at our menus, and see if we can cater for a wider range of cuisine. COVID has changed the eating habits of our customers. They go out to eat less frequently to restaurants and pubs, ordering takeaways to be delivered to their homes instead.



There is an increasing demand for convenience and “On the go” food. What do we mean by “On the go”? Food that is packaged so that it can be eaten by busy people in the car or on the train, on the bus. Yes, our curry houses do a good line in takeaway food, but this is not usually packaged so that it can be eaten “On the go”. We need to incorporate this “finger food” into our takeaway menus.

The advent of “Online” ordering has been a great success for all kinds of restaurants during the pandemic. However we need to improve our service



with faster delivery times. Often a 45-minute delay is not unusual, and whereas it is commendable to prepare each order fresh. However, using integrated Online Ordering system with EPOS can speed-up and streamline the ordering process.

What are “Dark Kitchens”? They are kitchens without restaurants. Mimicking the way some online businesses trade entirely from the web, similarly “Dark Kitchens” operate from kitchens without a restaurant. What is more worrying is that in this age of social media and internet branding, “Dark Kitchens” can provide food for several different brands, package them up with the appropriately branded box and deliver to the home. So our success with online ordering is in fact a trap, because they do not need us anymore; more and more loyalty is

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One hopeful sign is that customer surveys indicate that people are spending more money on “experiences” rather than possessions.  
”

to the brand, not to the individual restaurant. One hopeful sign is that customer surveys indicate that people are spending more money on “experiences” rather than possessions. A top restaurant is also where the customer can have a special “experience” in which to entertain guests. So now we need to look at how to provide this exceptional impression.

At this event we will announce the launch of Season 7: Restaurant Star Show 2022 which will start after Ramadan. Our exciting competitions are designed to shine a spotlight on the current issues. This year our challenge will be to invent a new dish that sets a new trend. Ten finalists from the Restaurant Star Competition will compete for the Star winner award presenting the most original new “Trend Setting Dish.” We hope that finalists can amaze and surprise us with their interpretation of modern trends and concepts. For example, an exciting vegan dish; food from sustainable sources, and also include local produce wherever possible. They will also be asked to create a dish that can attract young chefs and customers, and show how this industry can be an exciting and rewarding place for young people to work, and inspire them to achieve new heights of creativity.

We hope you will support these talented young participants in their pursuit of excellence to take the curry industry to new horizons.



# 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

## Regional Roadshows 2015 Top 5 Identified Issues

### Oldham

October 2015

- Menu Pricing
- Staff shortages
- Poor Customer Service
- Strict Immigration Policies
- Lack of Operational Expertise

### Birmingham

May 2015

- Shortage of skilled workers
- Ineffective cost-management
- Lack of unity and collaboration within the catering industry
- An aggressive monopoly conducted by the order online companies
- Miscalculating and overestimating profit margins

### Cardiff

August 2015

- Coping with overheads
- Unhealthy competition
- Shortage of skilled workers
- Inadequate branding and marketing
- Lack of interest from new generation

### Bristol

June 2015

- Staff Shortages
- Immigration Raids
- Unhealthy competition
- Inadequate PR and marketing
- Lack of innovative healthy food options

### Portsmouth

August 2015

- Lack of skilled staff
- No staff motivation and recognition
- Government's strict immigration policy
- Lack of IT skills and new technologies
- Lack of interest from younger generation

### Edinburgh

September 2015

- Staff shortages
- Lack of IT training
- Lack of Staff motivation
- Healthy dish options needed
- Unity required within Curry Industry

### Newcastle

September 2015

- Staff shortages
- Lack of an official training institute
- Ineffective cost management
- Unity required within Curry Industry
- Inadequate marketing and branding

### Luton

June 2015

- Dealing with Immigration Raids
- Shortage of skilled staff
- Insufficient training for technologies
- How to cope with increased overheads
- Lack of unity and collaboration

### Essex

April 2015

- Menu pricing
- Unity in the catering industry
- Lacking of skilled workers
- Business management according to the latest rate of VAT
- Aggressive business policy of the

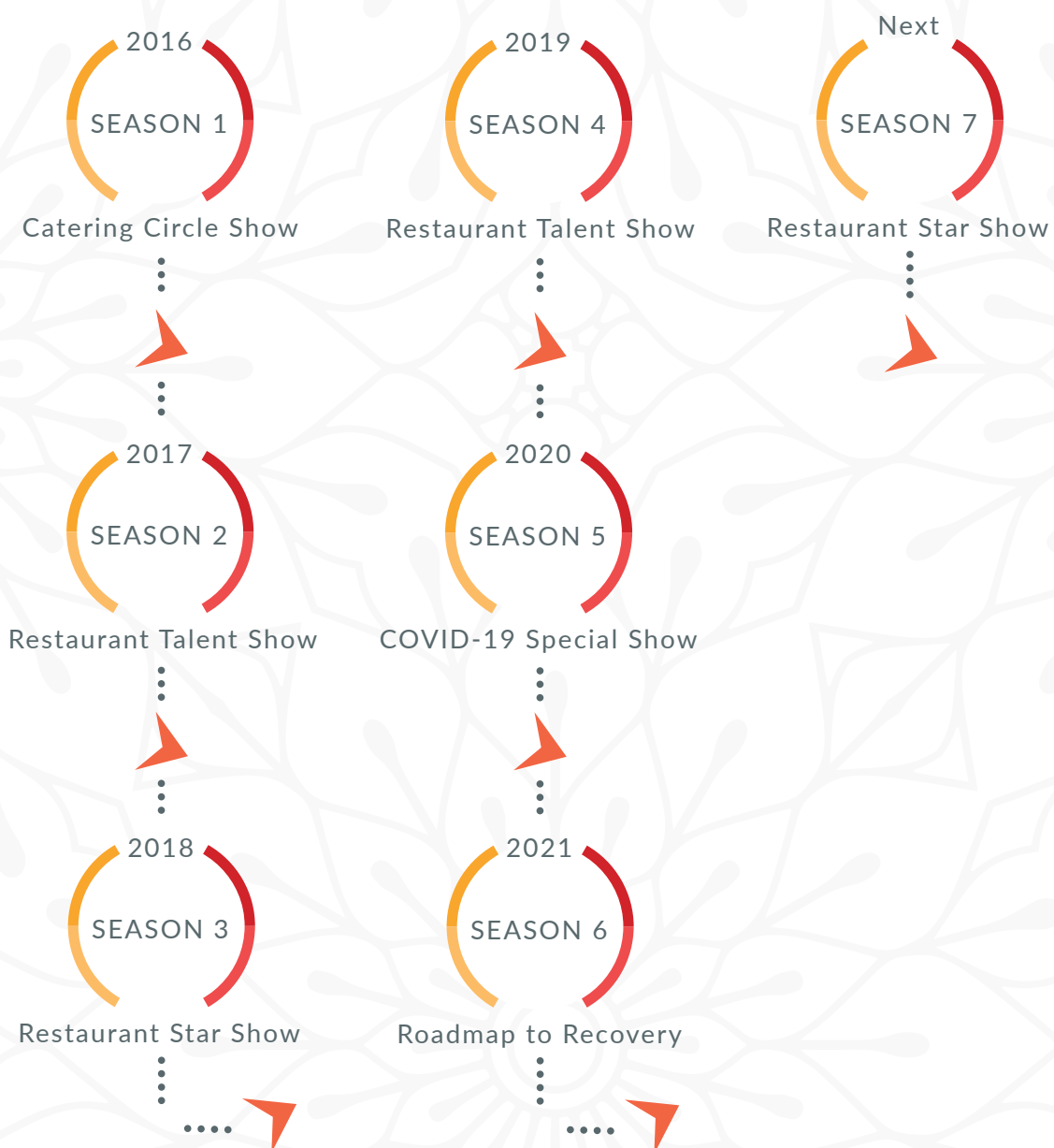
### London

February 2016

- Grand Finale
- Business conference
- Moving towards finding solutions
- Tasters of upcoming TV show

## TV Programme

Over the last seven years, 1.2 million British Bangladeshi audience in the UK and more than a million viewers across Europe watched Catering Circle Road Shows, On the Move, Restaurant Talent Shows, Restaurant Star Shows, talk shows, news and video clips of different shows arranged by the Catering Circle on Channel 5 (Sky 777).





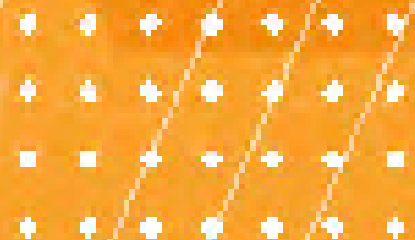
# RECOVERY

RECOVERY

# EPISODE HIGHLIGHTS

Season 6, 2021

## ROADMAP TO **RECOVERY**



# Credentials

## Executive Producer

Md Abdul Haque

## Producer

Towhid Shakeel

## Hosts

Nadia Ali

Tania Rahman

Aki Rahman

## Co-hosts

Nadia Ali

Helal Malik

Ruhul Shamsuddin

## Chief Advisor

Ahmed Us Samad Chowdhury JP

## CC Team Members

Md Abdul Haque

Towhid Shakeel

Altaf Hussain

Tofozzul Miah

Helal Malik

Forhad Hussain Tipu

Ruhul Shamsuddin

## Acknowledgement

TMahee Ferdhaus Jalil

Taz Chowdhury

Mahbub Reza Chowdhury

Farhan Masud Khan

## Season 6, 2021

### Graphics And Web

M A S Mishu  
Abu Kamruzzaman (Rupok)

### Voice Artist

Andy Rowe

### Video Editing

G D Pappu  
MARS Shiplu

### Online Switching

Ahad Ahmed

### Camera and Light

Md Abu Jubayer  
Morshed Alam  
Jamshed

### Broadcast and Compliance

Halimuzzaman Evan

### Transmission

Masud Parvez

### Guest Management

Olee Abdur Rahman  
Mabrur Ahmed  
Milad Ahmed

### Press & Pr

MRPR



Episode 1

3 August 2021

## Beyond the Pandemic

### Host

Nadia Ali  
Presenter, Channel S, BBC Asian Network

### Guests

Ahmed us Samad Chowdhury, Chairman, Channel S Television

Dayashankar Sharma, Michelin-plate Chef

Helal Malik, Executive Member, Catering Circle

Ruhul Shamsuddin, Executive Member, Catering Circle

Foyso Choudhury MBE, Member of Scottish Parliament

Dawn Gribble, CEO and Founder, Virtual Solutions

Ana Miah, Life Member of Catering Circle





Episode 2

17 August 2021

## Financial Planning

### Host

Tania Rahman  
Presenter, Young Entrepreneur

### Guests

Md Abdul Haqu, Vice Chairman, Channel 5 Television

Atiq Rahman, Senior Partner, RCi Chartered Accountants

Atique Choudhury, Multi Cuisine Operator

Abul Hyat Nurujjaman, MD, Taj Accountants

Nurul Hussain Kadir, Winner, Restaurant Talent Show

Oliver Ranson, Pricing Adviser and Economist

Jamal Khan, Tax Partner, Curchill Tax Advisers



Episode 3

7 September 2021

## Post Brexit Issues

### Host

Tania Rahman  
Presenter, Young Entrepreneur

### Guests

Ahmed us Samad Chowdhury, Chairman, Channel S Television

Bajloor Rashid, Ex-President, UKBCCI

Bashir Ahmed, President, BBCCI

Ruhul Shamsuddin, Executive Member, Catering Circle

Iqbal Ahmed OBE, Chairman of Seamark Group

Salima Vellani, Founder and CEO of KBox global and Absurd Bird

Samson Sohail, Sales Director, Cobra Beer Partnership Ltd



Episode 4

21 September 2021

## Job Creation and Recruitment

### Host

Aki Rahman  
Presenter, Winner, Talent Show Awards 2017

### Guests

Md Abdul Haque, Vice Chairman, Channel S

Keith Best, Former Conservative MP

Joe Adjei, Lecturer, University of East London

Amjadur Rahman, MD, Sakeenah Tours Ltd

Oli Khan MBE, Celebrity Chef

Prof David Foskett MBE, BDC, Welcome Skills

Lisa Wyld, Director, Institute of Hospitality and Tourism

Sanjay Kataria, Apprenticeships and Traineeships Manager

Shyam Selvaraj, Business Support Manager, City Legal Services

Altaf Hussain, Executive Member, Catering Circle



Episode 5

5 October 2021

## Health Safety and Food Safety Issues

### Host

Nadia Ali  
Presenter, Channel 5, BBC Asian Network

### Guests

Md Abdul Haque, Vice Chairman, Channel 5 Television

Vince Kelly, Senior Chef Lecturer for Culinary Arts, Kingsway

Abdul Hoque Habib, Managing Director, London Training Centre

Tofozzul Miah, Executive Member, Catering Circle

David Knight, Fire Safety Inspector

Jan Knights, MD, Square Mile Insurance

Ash Miah, Winner, Restaurant Talent Show 2017

Ashraf Miah, Finalist, Restaurant Talent Show 2019



Episode 6

19 October 2021

## Technology

### Host

Nadia Ali  
Presenter, Channel S, BBC Asian Network

### Guests

Md Abdul Haque, Vice Chairman, Channel S Television

Adam Stead, Head of Content, Storekit

Martyn Lewis, Rational Development Chef

Forhad Hussain Tipu, Executive Member, Catering Circle

Abdul Bari, Managing Director, Royal Regency

David Livening, Founder and Director, Seeds Consulting

Dr Shafi Ahmed, E-commerce Expert

Jean Paul Barthet, BDM, Trust Payments



Episode 7

2 November 2021

## Healthy Food and New Concepts

### Host

Tania Rahman  
Presenter, Young Entrepreneur

### Guests

Ahmed us Samad Chowdhury JP, Chairman, Channel S Television

Arlene auf der Mauer, Training Consultant

D Zaki Rezwana Anwar, Community Activist

Tofozzul Miah, Executive Member, Catering Circle

Professor David Foskett MBE, BDC, Welcome Skills

Shahagir Bakth Faruk, Ex-President, BBCCI

Shahena Ali, Chef, Nutritionist, Food Writer

Safwaan Choudhury, Winner, Talent Show Awards 2017

Ash Miah, Winner, Talent Show Awards 2017



Episode 8

16 November 2021

## Marketing and Branding

### Host

Aki Rahman  
Presenter, Winner, Talent Show Awards 2017

### Guests

Md Abdul Haque, Vice Chairman, Channel S

Hulya Erdal, Chef Educator

Shareena Ali, Chartered Marketeer

Forhad Hussain Tipu, Executive Member, Catering Circle

Mujib Islam, MD, Medialink | Director, Lansbury Heritage Hotel

Dawn Gribble, CEO and Founder, Virtual Solutions

Enam Ali MBE, Founder, British Curry Awards

Richard Forshaw-Smith, Managing Partner, RFS Marketing & Communications Ltd

Nikkita Mulchandani, MD, Meridian Grand London

Fahmina Chowdhury, BDM, Meridian Grand London





EPISODE HIGHLIGHTS

Season 5, 2020

# COVID-19

SPECIAL SHOW



# Credentials

## Season 5, 2020

### Executive Producer

Md Abdul Haque

### Producer

Towhid Shakeel

### Chief Advisor

Ahmed Us Samad Chowdhury JP

### Catering Circle Executive Members

Altaf Hussain  
Helal Malik  
Forhad Hussain Tipu  
Ruhul Shamsuddin

### Acknowledgement

Mahee Ferdhous Jalil  
Taz Chowdhury  
Mahbub Reza Chowdhury  
Farhan Masud Khan

### Graphics And Web

M A S Mishu  
M Alamgir  
Abu Kamruzzaman (Rupok)

### Press & Pr

MRPR

### Voice Artist

Andy Rowe

### Video Editing

Kamrul Hassan  
MARS Shiplu

### Online Switching

Ahad Ahmed

### Camera and Light

Md Abu Jubayer  
MARS Shiplu  
Bahar Uddin

### Transmission

Halimuzzaman Evan

### IT Support

Fuad Hasan

### TV Reporting

Muhammed Jubair

### Guest Management

Olee Abdur Rahman  
Nurul Amin  
Mabrur Ahmed  
Milad Ahmed

Thank you for practicing social distancing

**PLEASE  
KEEP YOUR  
DISTANCE**  
from other people

# RESTAURANTS

DURING and BEYOND **PANDEMIC**  
CRISIS

Episode 1

15 September 2020

## Financial Planning

### Host

Mohi Sami Uddin  
Presenter, Winner, Talent Show Awards 2017

### Guests

Md Abdul Haque, Vice Chair, Channel S Television

Dilara Khan, Founder President, BBCWE

Enam Ali MBE, Founder, British Curry Awards

Atiq Rahman, Chartered Accountant

Motin Miah, Treasurer, BBCA

Atique Choudhury, Multi Cuisine Operator



# RESTAURANTS

DURING and BEYOND **PANDEMIC**

## CRISIS

Episode 2

29 September 2020

## Health Safety and Food Safety Issues

### Host

Aki Rahman  
Presenter, Winner, Talent Show Awards 2017

### Guests

Ahmed us Samad Chowdhury JP, Chairman, Channel 5 Television

Arlene auf der Mauer, Training Consultant

D Zaki Rezwana Anwar, Community Activist

Tofozzul Miah, Executive Member, Catering Circle

Professor David Foskett MBE, BDC, Welcome Skills

Shahagir Bakth Faruk, Ex-President, BBCCI

Shahena Ali, Chef, Nutritionist, Food Writer

Safwaan Choudhury, Winner, Talent Show Awards 2017

Ash Miah, Winner, Talent Show Awards 2017

Thank you for practicing social distancing

**PLEASE  
KEEP YOUR  
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from other people

# RESTAURANTS DURING and BEYOND **PANDEMIC** CRISIS

Episode 3

13 October 2020

## Order Online

### Host

Mohi Sami Uddin  
Presenter, Winner, Talent Show Awards 2017

### Guests

Md Abdul Haque, Vice Chair, Channel S Television

Dawn Gribble, CEO and Founder, Virtual Solutions

Christophe Delacroix, CEO, StoreKit

Forhad Hussain Tipu, Executive Member, Catering Circle

Pasha Khandaker MBE, Ex-President, BCA

Naseem Talukdar, Winner, Talent Show Awards 2019

Afzal Hamza Mahmood, Director, Ranna Group

Kwaz Ali, Founder, IRSR (Facebook Group)

Sajjad Rahman, Director, Taste of India, Sheerness, Kent



# RESTAURANTS

DURING and BEYOND **PANDEMIC**

## CRISIS

Episode 4

27 October 2020

## Technology

### Host

Tania Rahman  
Presenter, Young Entrepreneur

### Guests

Md Abdul Haque, Vice Chair, Channel 5 Television

David Livening, Founder and Director, Seeds Consulting

Yawar Khan, Chairman, FoBC, Asian Curry Awards

Julal Syed, Winner, Restaurant Talent Show 2020

Rehan Uddin, Winner, Restaurant Talent Show 2017

Sufian Miah, Entrepreneur, Shampan Group

Jassim Hussain, Winner, Restaurant Talent Show 2020

Abdul Bari, MD, The Royal Regency

Altaf Hussain, Executive Member, Catering Circle

Thank you for practicing social distancing

**PLEASE  
KEEP YOUR  
DISTANCE**  
from other people

# RESTAURANTS DURING and BEYOND **PANDEMIC** CRISIS

Episode 5

17 November 2020

## Marketing and Branding

### Host

Aki Rahman  
Presenter, Winner, Talent Show Awards 2017

### Guests

Mahee Ferdhaus Jalil, Founder, Channel S Television

Hulya Erdal, Chef Educator

Dayashankar Sharma, Michelin-plate chef

Ziaur Choudhrey, Winner, Restaurant Star Show 2018

Foyso Choudhury MBE, President, Guild of Bangladeshi Restaurateurs Scotland

Helal Malik, Executive Member, Catering Circle

Tofozzul Miah, Executive Member, Catering Circle

Altaf Hussain, Executive Member, Catering Circle

Mujib Islam, Director, Media Link & Lansbury Heritage Hotel

Shareena Ali, Chartered Marketeer

Faz Ahmed, Owner of The Akash Portsmouth



*Achievement*

Outstanding talent  
for participation in the

Circle : Season 2

**RESTAURANT  
TALENT  
SHOW AWARDS**

on



CHANNEL 5  
5167 714

**AKI RAHMAN**  
The Don  
Milton Keynes

*Ali Haque*  
Ali Haque  
Catering Circle

25 April 2018



CHANNEL 5 | SKY 777  
www.chsuk.tv



EPISODE HIGHLIGHTS

Season 4, 2019

THE RESTAURANT  
**TALENT SHOW**



# Credentials

## Executive Producer

Md Abdul Haque

## Producer

Towhid Shakeel

## Chief Advisor

Ahmed Us Samad Chowdhury JP

## Catering Circle Executive Members

Altaf Hussain

Helal Malik

Forhad Hussain Tipu

Ruhul Shamsuddin

## Acknowledgement

Mahee Ferdhous Jalil

Taz Chowdhury

Mahbub Reza Chowdhury

Farhan Masud Khan

## Graphics And Web

M A S Mishu

M Alamgir

Abu Kamruzzaman (Rupok)

## Press & Pr

MRPR

## Season 4, 2019

### Voice Artist

Andy Rowe

### Video Editing

Kamrul Hassan  
MARS Shiplu

### Online Switching

Ahad Ahmed

### Camera and Light

Md Abu Jubayer  
MARS Shiplu  
Bahar Uddin

### Transmission

Halimuzzaman Evan

### IT Support

Fuad Hasan

### TV Reporting

Muhammed Jubair

### Guest Management

Olee Abdur Rahman  
Nurul Amin  
Mabrur Ahmed  
Milad Ahmed



**WINNER**

**JULAL SYED**  
(Taj Tandoori)

**FINALIST**

**MUNAYUM UDDIN**  
(Raj Lodge)



## 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  
Sarah Ali Choudhury, Indian Food Expert, , Columnist  
Shamsul Islam Shelim, President, BBCA

#### Special Judges

Mujib Islam, Director, Lansbury Heritage Hotel  
Shahena Ali, Chef, Nutritionist, Food Writer  
Abul Hayat Nuruzzaman, Director, Taj Accountants  
Atikur Rahman, Chef Consultant

#### Mentors

Ziaur Choudhrey Jubair, Restaurant Star of 2018  
Adnan Hussain, Winner, Restaurant Talent Show 2017

#### Participants

Julal Syed, Taj Tandoori, Cambridge  
Jakir Chowdhury, Cam Spice, Cambridge  
Raju Kamaly, Secret Spices, Kent  
Soyfuzzaman, Mr India, Kent  
Abdul Sobur, Zaffran, Essex  
Munayum Uddin, Raj Lodge, – Harlow, Essex

# EPISODE 2

## Embracing New Technologies

### Host

Helal Malik  
Presenter, Executive Member, Catering Circle

### Panel Judges

Md Abdul Haque, Vice Chairman, Channel S  
Graham Kille, Technical Director, Rational UK  
Mustafa Kamal Yakub, President, BCA

### Special Judges

Abdul Bari, MD, Royal Regency  
Kamal Zaman, Technical Director, Symstar IT  
Sultan Babar, Research & Publications Secretary, EPBA  
Forhad Hussain Tipu, Executive Member, Catering Circle

### Mentors

Mohi Sami Uddin, Winner, Restaurant Talent Show 2017  
Abdul Kashim, Winner, Restaurant Talent Show 2017

### Participants

Mumitur Choudhury, Lalbagh, Cambridge  
Ruhel Hoque, The Indian Ocean, Cambridge  
Adam Hussain, Basil Spice, Basildon  
Nurul Islam, Mystica Indian Restaurant, Surrey  
Uzzal Hussain, Curry Pot, Norwich  
Jassim Hussain, Shoreditch Fish & , London  
Aktar Hussain, Amma's Kitchen, London  
Tuhin Ahmad, The Lancer, Suffolk



WINNER

**JASSIM HUSSAIN**  
(Shoreditch Fish &  
Chips)

FINALIST

**ADAM HUSSAIN**  
(Basil Spice)





**WINNER**

**A M JAKARIA**  
(Mahdi Lounge)

**FINALIST**

**JOYNULABEDIN**  
(Sitar Tandoori)



## EPISODE 3

### Healthy Food Options and New Concepts

#### Host

Nadia Ali  
Presenter, Channel 5 and BBC Asian Network

#### Panel Judges

Ahmed us Samad Chowdhury JP, Chairman, Channel 5  
Ian Dunn  
Bajloor Rashid MBE

#### Special Judges

Dr Zaki Rezwana Anwar  
Waseem Sherwani  
Sudha Saha  
Shah Hussain

#### Mentors

Tofozzul Miah  
Ruhul Shamsuddin

#### Participants

Joynul Abedin, Sitar Tandoori, Brighton  
Shamsul Hussain, Pink Pepperz, London  
Abdul Mumit Jakaria, Mahdi Lounge, East Sussex  
Milad Ahmed, Saffron Spice, London  
Jaber Ahmed, Spice Zone, Leeds

# EPISODE 4

## 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  
Jamie Mountford  
Shahagir Bakht Faruk

### Special Judges

Raza Miah  
Oli Khan  
Jan Knights  
Jamal Ahmed

### Mentors

Arlene auf der Mauer  
Ziur Choudhrey Jubair, Restaurant Star of 2018

### Participants

Mohammed Chowdhury, Dalchini Spice, Bedford  
Ashraf Miah, Menston Spice, Ilkley  
Anwar Hussain, Royal Tandoori, Corby  
M Mahbub Hussain, The Pilgrims Korai, Essex  
Suruk Mia, Master Chef, Luton  
Asaddar Ali, Eastern Spices, Edinburgh



WINNER

**SURUK MIA**  
(Master Chef)

FINALIST

**ASHRAF MIAH**  
(Menston Spice)





**WINNER**

**NATASHA WOOLLEY**  
(The Star Restaurant)

**FINALIST**

**ADNAN AHMED**  
(Orissa)



## EPISODE 5

### Attracting, Engaging and Retaining Females

#### Host

Helal Malik  
Presenter, Executive Member, Catering Circle

#### Panel Judges

Ahmed us Samad Chowdhury JP, Chairman, Channel S  
Asma Khan  
Nikkita Mulchandani

#### Special Judges

Meghna Minara Uddin  
Ruhul Shamsuddin, Executive Member, Catering Circle  
Cllr Ayesha Chowdhury  
Amy Chowdhury

#### Mentors

Shareena Ali  
Tofozzul Miah

#### Participants

Nurul Islam Sheikh, Cliffe Spice, Rochester  
Rochae Ancha, Jalsha Tandoori, Sidcup, Kent  
Emran Ahmed, Longford Balti, Coventry  
Shahida Bhanu Rahman, Eastern Mangal, London  
ADNAN AHMED, Orissa - West Suffolk  
Natasha Woolley, The Star Restaurant, Surrey  
Mohammed Joynal Abedin, Bengal Brasserie, Malvern



# EPISODE 6

## Attracting the Younger Generation

### Host

Tofozzul Miah  
Presenter, Executive Member, Catering Circle

### Panel Judges

Mahee Ferdhaus Jalil, Founder, Channel S  
Hulya Erdal, Chef Educator  
Keith Best

### Special Judges

Meghna Minara Uddin  
Abdul Haque Habib  
Dr Siraj Ali  
Motin Mia

### Mentors

Ahmed Maaref  
Ruhul Shamsuddin, Executive Member, Catering Circle

### Participants

Aminul Choudhury, Crooked Skewer, Hull  
Shahriar Uddin, Paanchi Indian Street Kitchen, Portsmouth  
Rowsonara Begum, Saffron Indian Takeaway, Salisbury  
Imam Hossain, Bengal Bite Tandoori, Wiltshire  
Muhammad Talukdar, Mughal Palace, Bristol  
Mahmud Husain Rana, Emperor of India, Salisbury  
Syed Zakir Hussain, Spice Masala, Essex  
Steven Lee, Hakkaland, London



WINNER

**SHAHRIAR UDDIN**  
(Paanchi Indian Street  
Kitchen)

FINALIST

**AMINUL CHOUDHURY**  
(Crooked Skewer)





**WINNER**

**NASEEM TALUKDAR**  
(Rajastan Royal)

**FINALIST**

**SAJJAD RAHMAN**  
(Taste of India)



## 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  
Dawn Gribble  
Foyosal Choudhury MBE

### Special Judges

Adam Stead  
Abdul Khalid  
Ruhul Shamsuddin, Executive Member, Catering  
Circle  
Faruk Miah MBE

### Mentors

Zafar Sunna  
Forhad Hussain Tipu, Executive Member, Catering  
Circle

### Participants

Emran Ahmed, Longford Balti, Coventry,  
Naseem Talukdar, Rajastan Royal, Bristol,  
Muhammad Sohail, Soha's Royal Cuisin, Birmingham  
Babul Hussain, Four Pillars Tandoori, Milton Keynes  
Azad Hussain, Koloshi Restaurant and Bar,  
Cheltenham

# EPISODE 8

## PR Marketing and Branding

### Host

Tofozzul Miah  
Presenter, Executive Member, Catering Circle

### Panel Judges

Mahee Ferdhaus Jalil, Founder, Channel S  
Sameera Asad Cooper  
Prof David Foskett MBE

### Special Judges

Abdul Bari  
Waseem Sherwani  
Abdul Haque Habib  
Sabbir Karim, Celebrity Chef

### Mentors

Shareena Ali  
Aki Rahman

### Participants

Faz Ahmed, The Akash, Portsmouth  
Soyfuz Zaman, Mr India, Kent  
Mohammed Belal Hussain, H B Curry, Luton  
Lytton Chowdhury, The Darjeeling, Cambridge  
Towfiqur Rahman Lucky, Spice Lounge, Norwich  
Syed Shahrul Alom, India India Whitton, Hounslow  
Anwar Hussain, Royal Tandoori, Corby  
Abdul Shahid, Cafe Massala, Suffolk



WINNER

**SYED SHAHRULALOM**  
(India India Whitton)

FINALIST

**FAZ AHMED**  
(CThe Akash)





**WINNER**

**TAJWAR SHELIM**  
(Viceroy of Windsor)

**FINALIST**

**SHAH LALON AMIN**  
(Delhi 6)



## EPISODE 9

### Immigration, Staff Crisis and Recruitment

#### Host

Nadia Ali  
Presenter, Channel 5 and BBC Asian Network

#### Panel Judges

Ahmed us Samad Chowdhury JP, Chairman, Channel 5  
Paul Scully MP  
Eafor Ali

#### Special Judges

Dr Zaki Rezwana Anwar  
Hans Raj Ram  
Ana Miah  
Taj Uddin Shah

#### Mentors

Abdul Kashim, Winner, Restaurant Talent Show 2017  
Fahad Islam, Winner, Restaurant Talent Show 2017

#### Participants

Afzal Hamza Mahmood, Ranna, Dalston  
Mohammed Ali, Roshni, Stoke on Trent  
SHAH LALON AMIN, Delhi 6, South Shields  
TAJWAR SHELIM, Viceroy of Windsor, Windsor  
Muhid Rahman, Kipling's Tandoori, London  
Shamsul Alam Khan, Haldi, Portsmouth  
Romel Miah, Day of the Raj, Mill Hill

# EPISODE 10

## Financial Planning

### Host

Nadia Ali  
Presenter, Channel 5 and BBC Asian Network

### Panel Judges

Md Abdul Haque, Vice Chairman, Channel 5  
Lina Bourdon  
Enam Ali MBE, Founder, British Curry Awards

### Special Judges

Atique Choudhury, Multi-Cuisine Operator  
Ben Smith  
Abdul Haque Habib  
Abdul Bari

### Mentors

Ziaur Choudhrey Jubair, Restaurant Star of 2018  
Mohi Sami Uddin, Winner, Restaurant Talent Show 2017

### Participants

Sheike Mohammad Zakaria, The Little Bangla, Oldbury  
Mohammad Shardul Miah, Ruchi, South End on Sea  
Mirza Baig, Shampam Group, Kent  
Nurul Hussain Kadir, Moghul Indian, Kent  
Abdul Rob, Tiger Garden, Buckinghamshire  
Mahabubur Rahman, Eastern Mangal, London  
Arif Hussain, The Mughal Knight, Suffolk  
Imam Hussain, Bengal Bite Tandoori, Wiltshire



WINNER

**NURUL HUSSAIN**

**KADIR**  
(Moghul Indian)

FINALIST

**MIRZA BAIG**  
(Shampam Group)





Slow Roast Ox Cheek

Finalist  
**BAYLEAF**  
London N20

CHILLI




# EPISODE HIGHLIGHTS

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Season 3, 2018

# THE RESTAURANT **STAR SHOW**

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Finalist  
CHILLI BAR & KITCHEN  
Alkang



# Season 3, 2018 Credentials

**Executive Producer**  
Md Abdul Haque

**Producer**  
Towhid Shakeel

**Chief Advisor**  
Ahmed Us Samad Chowdhury JP

**Catering Circle Executive Members**  
Altaf Hussain  
Helal Malik  
Forhad Hussain Tipu  
Ruhul Shamsuddin

**Acknowledgement**  
Mahee Ferdhous Jalil  
Taz Chowdhury  
Mahbub Reza Chowdhury  
Farhan Masud Khan

**Graphics And Web**  
M A S Mishu  
M Alamgir  
Abu Kamruzzaman (Rupok)

**Press & Pr**  
MRPR

**Voice Artist**  
Andy Rowe

**Video Editing**  
Kamrul Hassan  
MARS Shiplu

**Online Switching**  
Ahad Ahmed

**Camera and Light**  
Md Abu Jubayer  
MARS Shiplu  
Bahar Uddin

**Transmission**  
Halimuzzaman Evan

**IT Support**  
Fuad Hasan

**TV Reporting**  
Muhammed Jubair

**Guest Management**  
Olee Abdur Rahman  
Nurul Amin  
Mabrur Ahmed  
Milad Ahmed



# Judges, Mentors Participants

## Host

Nadia Ali  
Helal Malik

## Participants

Montaz, Suffolk  
Bayleaf Restaurant, London  
Chilli Bar & Kitchen, Hertfordshire  
Shafiques, West Sussex  
Red Indian Restaurant, Hertfordshire  
Cinamon Spice, Kent  
Royston Tandoori, Hertfordshire  
The School of Spice, Surrey  
Café Masala, Essex

## Mentors

Dr Sanawar Choudhury  
Dr Zaki Rezwana Anwar  
Abdul Hoque Habib  
Oli Khan  
Sabbir Karim  
Atikur Rahman  
Waseem Sherwani  
Arlene auf der Mauer  
Mujib Islam  
Abdul Bari

## Panel Judges

Ahmed Us Samad Chowdhury JP  
Mahee Ferdhaus Jalil  
Md Abdul Haque  
Professor David Foskett MBE  
Enam Ali MBE  
M M Kamal Yakub  
Pasha Khandaker MBE  
Shahagir Bakht Faruk  
Helen Hokin  
Hulya Erdal  
Nikkita Mulchandani  
Dilara Khan  
Foysal Ahmed

## Special Judges

Dr Shiraj Ali  
Faruk Miah MBE  
Sonam Sonawane  
Dilip Srinivasan  
Shahena Ali  
Shareena Ali  
Fajli Bibi  
Fahmina Chowdhury  
Altaf Hussain  
Forhad Hussain Tipu  
Ruhul Shamsuddin



# Slow Roasted Ox Cheek

Montaz



**Ziaur Choudhury**



Tofozzul Miah


## Battakh Bayleaf Restaurant N20



Abdul Kashim

## Salmon Aspra Chilli Bar & Kitchen





# Winning DISHES

## Anardana Chicken

Royston Tandoori, Safwaan Choudhury

## Battakh

Bayleaf Restaurant N20, Tofozzul Miah

## Cinnamon Salmon

Cinnamon Spice, Ash Miah

## Feast of Nawab

The School of Spice, Fahad Islam

## Jalali Chicken

Cafe Masala, Adnan Hussain

## Kalanji Seabass

Red Indian Restaurant, Aziz Miah

## Salmon Aspra

Chilli Bar & Kitchen, Abdul Kashim

## Slow Roasted Ox Cheek

Montaz, Ziaur Choudhury

## Sunset on the Seafont

Shafiques Restaurant, Mohi Sami Uddin



Serving Size  
2 People



Prep Time  
15 Minutes



Cook Time  
30 Minutes



Total Time  
45 Minutes



# Anardana Chicken

Royston Tandoori  
Safwaan Choudhury



## Ingredients and Recipe

.....  
FOR CHICKEN (shallow-fried on Tawa)

Chicken breast, Natural yoghurt

Dry Tandoori spice rub

Fresh coriander

Iranian pomegranate sauce

FOR SAUCE (pan-fried separately)

Iranian pomegranate sauce

Anardana (dried pomegranate seed powder)

Mixed spice, Himalayan pink salt

Diced onions, Chopped green chillies

Fresh coriander, Olive oil

FOR GARNISH

Natural yoghurt

Rosewater

Iranian pomegranate sauce

Pomegranate seeds (fresh or frozen)

FOR DECORATION

Pomegranate seeds (fresh or frozen)

## Methods

.....  
FOR CHICKEN

1. Butterfly the chicken breast.

2. Allow 5 minutes for marination. Mix the natural yoghurt with the Tandoori spice, marinate the chicken in this mix.

3. Add a dash of Iranian pomegranate sauce before shallow-frying the chicken on Tawa.

4. Cook chicken breast thoroughly and finish with coriander.

FOR SAUCE

1. Fry the onions until golden, add mixed spice, Anardana (dried pomegranate seed powder) and a small amount of Himalayan pink salt.

2. Allow the mix to fry and add some Iranian pomegranate sauce and gravy.

3. Before finishing, add chopped green chillies and fresh coriander to add aroma and flavour.

FOR GARNISH

Simply combine natural yoghurt, some pomegranate seeds, rosewater and pomegranate sauce to create a smooth, naturally pink garnish. This sauce should be sweet, sour & fragrant.

FOR DECORATION

Decorate with pomegranate seeds and coriander.

SERVICE

Serve with rice and garnish.



# Battakh

Bayleaf Restaurant N20  
Tofozzul Miah

## Ingredients and Recipe

Fresh breast of duck (with skin) 170g  
2 organic baby carrots  
5 baby potatoes  
6 cubes of small diced fresh mango  
1 tablespoon sliced garlic  
1 tablespoon julienne ginger  
1 tablespoon finely chopped green peppers  
1 tablespoon finely chopped red peppers  
3 tablespoon finely chopped onions  
1 tablespoon green chilli paste  
1 tablespoon turmeric powder  
½ tablespoon deggimirch  
3 tablespoon fresh lemon juice  
3 tablespoon mustard oil  
4 tablespoon coconut milk  
1 tablespoon mango chutney puree  
4 slit green chillies  
1 tablespoon coriander  
1 tablespoon crushed chilli  
1 teaspoon mustard  
1 tablespoon honey  
Sea salt to taste

## Methods

### 1. Preparation and cooking of Duck

Trim duck breast leaving skin on. Score duck skin and place on tray. Season with sea salt and crushed tellicherry black pepper. Place tray in rational self-cooking combi oven, inserting probe at 68°C on Pan Fry setting.

This will take roughly 8-10 minutes to cook. Meanwhile, the sauce will be prepared.

### 2. Preparation of the sauce

Heat mustard oil to smoking point, then lower the heat and add mustard seeds to crackle. Add sliced fresh garlic and stir. When slightly brown, add the finely chopped onions and peppers. Add julienne ginger soon after and stir for a minute on slow heat. Then add green chilli paste, followed by crushed chilli, turmeric powder and deggimirch.

Add some hot water to release flavours from the spices, as well as prevent it from burning. Cook for a further two minutes, or until the oil separates from the spices. Add mango chutney puree and honey.

Add fresh diced mango and fresh half lemon juice. Add steamed baby potatoes and steamed baby carrots. Keep stirring and continue to cook for a further two minutes on high heat. Reduce heat and leave for a minute. The sauce is now ready (should take roughly 10 minutes to prepare from scratch) and can be prepared earlier before service if preferred.



# Cinnamon Salmon

Cinnamon Spice  
Ash Miah

## Ingredients and Recipe

- Garlic, Red Onion
- Spring Onion
- Black pepper
- Salt
- Turmeric Powder
- Tandoori Massalla
- Olive Oil, Lime Juice
- Tamarind Sauce
- Mint
- Green and Red Pepper
- Chat Massalla
- Radish
- Lemon Juice
- Cucumber
- Tomatoes
- Lettuce
- Green Leaf
- Salad Dressings
- Chickpeas
- Cauliflower,
- Broccoli,
- Mix Vegetables.

## Methods

Prepare the following:

Chopped onion, garlic, tomatoes, green peppers, lettuce, carrots, coriander, lime, cucumber.

Marinate the salmon - in a special mint and chilli chutney sauce.

Heat the non-stick frying pan for 2-3 minutes, then slow the heat and pan-fry the salmon and turn every 40 seconds so it cooks to perfection.

Cook it for 4-5 mins.

Cook the rice with vegetables and stir-fry it around 2-4 mins on commercial cooker.

Prepare the salad like Mediterranean style:

Tomato, lettuce, cabbage, olive oil, cucumber, radish with salad dressing

Decorate the plate.

Serve in style with a complimentary Mango Lassi Drink.



# Feast of Nawab

The School of Spice  
Fahad Islam

## Ingredients and Recipe

chicken breast  
salt  
vegetable oil  
broadbeans  
carrots  
red and yellow peppers  
onion  
spring onion  
cardamom  
cinnamon  
bay leaves  
garlic and ginger paste  
chilli and curry powder  
natural yoghurt  
mixed herbs and saffron

## Methods

1. Cut the chicken breast into goujons and marinate with a pinch of salt and a tsp of vegetable oil.
2. Slice the vegetable (broadbeans, carrots and red and yellow peppers).
3. Finely chop the large onion.
4. Steam the chicken in a steamer for up to 18 minutes.
5. Steam the vegetable in a separate steamer for 15 minutes until it is soft.
6. Pour oil into the saucepan on a slow heat.
7. Once the oil is reasonably warm, add cardamom, cinnamon and bayleaves.
8. Add onion into the saucepan.
9. Once the onions are brown add 1 tsp each of garlic and ginger paste into the saucepan.
10. Next, add chilli and curry powder into the mix - 1 large tsp each.
11. Add salt to your taste and leave the mix on the summer until the onions become a gravy paste consistency.
12. Add the chicken pieces and 1 mug of water into the mix and leave the chicken to cook for 12 minutes.
13. Then add 250g of natural yoghurt, mixed herbs and saffron to the chicken.





# Jalali Chicken

Cafe Masala  
Adnan Hussain



## Ingredients and Recipe

Boneless chicken

Green herbal sauce (mint, parsley, garlic, greenchilli, green pepper, basil)

Mixed curry powder

Garlic and ginger paste

Methi leaves

Tomato puree

Onion, fresh tomato

Salt, youghurt

Accompaniments:

Pilau rice

Plate Decoration:

- Tamarind sauce

- Mint sauce

- Periperi sauce

- Fresh green salad - tomato, red onion, cucumber, lemon

- Paan (betel leaf )

## Methods

1. Breast of chicken marinated and cooked in clay oven until tender (15 mins).
2. Heat pan, pour. 1 tea spoon of olive oil, 1/2 tea spoon garlic paste as well as ginger paste and chopped onion.
3. Add 1 tea spoon mixed curry powder, 2 table spoons of tomato puree, cook on slow heat.
4. Add 3 table spoon of handmade herbal paste, stir for 3 minutes, let simmer for blend of all components.
5. Can use chicken stock to TASB (thick chicken gravy).
6. Now add cooked chicken to the pan as well as fresh tomato and roasted methi leaves.
7. Cook for another 5 minutes on medium heat and add salt to taste.

Serving Method (Plate Decoration)

- use vibrant coconuts to create wow factor



# Kalanji Seabass

Red Indian Restaurant  
Aziz Miah

## Ingredients and Recipe

2 fillet seabass. 4/6 tiger prawns. 3 cherry tomatoe cut in half  
Fresh lemon juice, half onion, table spoon tomato puree, pinch of salt  
Teaspoon sugar, half cafe lime leave, cornflour, table spoon mixed powder  
Hint of chilli powder. teaspoon ginger and garlic paste  
Sprinkle of Ghee for Rice  
Cooked steam basmati rice - fit in rice dish. 1 slice of lemon sliced  
Sprinkle of coriander. large spoon of onion gravy  
Bunch of fresh spinach and clove garlic chopped  
Two table spoon of vegetable oil

### Plate Decoration:

- mint leave
- radish
- carrot
- watercress

## Methods

Four elements to the cooking to bring the dish together.

1. Fillet of seabass, marinated with mixed powder and fresh lemon juice and then pan fried for 6 minutes coated in cornflour. Skin side first and turned over after 3 minutes.
2. Whilst Seabass is frying. Make the sauce that will accompany the seabass. Onion, garlic and ginger paste cooked with touch of salt, tomato puree, mixed powder, hint of chilli powder and add half leave of cafe lime. Add 4/6 tiger prawns and cherry tomato, add large spoon of onion gravy and cook for 3 minutes. After add teaspoon of sugar and squirt of lemon juice. Cook for a little longer until sauce is fairly dry and leave to a side.
3. In a wok, touch of ghee add sliced lemon cook for less than minute and add hot steamed rice and finish off with healthy amount of coriander. Place the rice in small ramekin provide.
4. Frying pan, heat vegetable oil add Fresh chopped garlic cook until golden and add the fresh spinach cook for less than a minute for spinach to whittle.

### Pre Plated Dish:

Seabass will sit on the bed of cooked spinach with garlic whilst placing the sauce (2) on top of the seabass.

The lemon and Coriander rice will accompany the dish, placed on the plate without the ramakin.

Finished off with garnish of mint leave, water cress and pre-designed Radish and Carrot on the plate.



# Salmon Aspra

Chilli Bar & Kitchen  
Abdul Kashim



## Ingredients and Recipe

Salmon Fillet  
Asparagus  
Extra virgin olive oil  
Sea salt  
GaramMassala  
Mint Paste  
Chilli Powder /chilli flakes  
Turmeric  
Lemon juice  
Garlic  
Ground black pepper

## Methods

### Marinade for Salmon

1. In a bowl, mix half a cup of olive oil, half tea spoon of sea salt, half tea spoon of spoon of garamMassala, half tea spoon of mustard, half tea spoon of mint paste, 1/4 tea spoon of chilli powder, 1/4 tea spoon of turmeric and half of fresh lemon Juice.
2. Mix in to a paste and coat the Salmon and place in to Chiller for 15 minutes..

### For Asparagus

In a hot pan pour olive oil, add asparagus and stir for 2 minuets, add garlic, turmeric, ground black pepper and chilli flakes.

Stirring for 5 minuets, serve with Salmon.



# Slow Roasted Ox Cheek

Montaz  
Ziaur Choudhury

## Ingredients and Recipe

- Ox cheek marinade
- 2 tablespoon garlic / ginger paste
- 2 tablespoon vegetable oil
- 2 tablespoon vinegar
- 4 tablespoon yogurt
- 1 teaspoon salt
- 1 teaspoon Turmeric
- 1 tablespoon homemade dry roasted garam masala

## Methods

- Marinate the ox cheek in the ingredients above leave overnight if possible.
- Preheat oven at 280 degree for 30 minutes.
- Put ox cheek in oven at 160 degrees and cook for 2 hours slow cook.
  
- Spinach:  
Rough cut spinach.  
Add veg oil, fresh garlic, mustard seeds, onions, salt, turmeric, butter.  
Cook for 5 minutes.
  
- Aloobantha:  
2 medium potato roast or boil.  
Skin off and mash.  
Red onion, spring onion, mustard, mustard seed, curry leaf, salt



# Sunset on the Seafront

Shafiques Restaurant  
Mohi Sami Uddin



## Ingredients and Recipe

Sea Bass x 2  
 4 red/yellow cherry tomato  
 2 green pitted olives  
 1 Sweet Potato  
 20g pine nut  
 ½ carrot  
 1 red pepper  
 Garlic infused oil (2 tbsp)  
 Extra virgin olive oil (to season)  
 75g sultana  
 ½ beetroot  
 ½ pineapple  
 ½ cup basmati rice  
 3 tablespoon vinegar  
 Black pepper (to season)  
 Himalayan pink salt/sea salt (to season)  
 ½ mango (raw/medium – not ripe)  
 ½ pomegranate  
 Garlic – 4 cloves  
 Mint – 100g  
 Parsley – 100g  
 Rosemary – 100g

## Methods

*Pickle the beetroot – Chop thinly, with sliced carrot, vinegar (2tbsp), Himalayan pink salt and sliced red pepper. Add 2 tbsp of water and put on a high heat until water is reduced. Taste to be slightly biting, not too strong. Leave aside to cool.*

*Pineapple salad – Slice in cubes the mango and pineapple. Add pomegranate, garlic oil and 50g fresh mint leaves. Season with pink salt and black pepper and mix and leave aside.*

*Rice – Basmati rice with salted butter (10g) and pine nut and fry until all the rice has been seasoned. Put boiling water (to measure – 1 cup to ½ cup rice). Once water is reduced, add saffron (5g) and pomegranate. Leave aside, covered, until ready to serve.*

### Shot of India

*Blend – Yoghurt (1 cup), mint (50g), coriander (20g), cumin seed (1 tsp), 2 chopped chillies and season with black pepper and salt. Blend until thin texture. In the meantime, place a steamer with water and boil.*

*Put in a bowl – Black pepper (to taste), pink sea salt (to taste), extra virgin oil (1 tbsp), parsley (50g), rosemary (50g) and fresh lemon/lime juice, mix, then place the sea bass into the mixture and leave for 2 minutes. Once the steamer is ready, place grease proof paper into bottom to stop it sticking, and place with lid shut for 3 minutes. Add the excess marinade into the bowl with the fillet of bass. Once done, plate up.*

*Certificate of Achievement*

for demonstrating outstanding talent  
Thank you for your participation in the

Catering Circle : Season 2



**ADNAN HUSSAIN**

The Café Masala  
Essex

*Md Abdul Haque*  
Md Abdul Haque  
Founder, Catering Circle

*Ahmed us Samad Chowdhury*  
Ahmed us Samad Chowdhury  
Chief Advisor, Catering Circle

25 April 2018





EPISODE HIGHLIGHTS

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Season 2, 2017

THE RESTAURANT  
**TALENT SHOW**

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# Credentials

## Executive Producer

Md Abdul Haque

## Producer

Towhid Shakeel

## Host

Nadia Ali

## Chief Advisor

Ahmed Us Samad Chowdhury JP

## Catering Circle Executive Members

Altaf Hussain

Helal Malik

Forhad Hussain Tipu

Ruhul Shamsuddin

## Acknowledgement

Mahee Ferdhous Jalil

Taz Chowdhury

Mahbub Reza Chowdhury

Farhan Masud Khan

## Graphics And Web

M A S Mishu

M Alamgir

Abu Kamruzzaman (Rupok)

## Press & Pr

MRPR



## Season 2, 2017

### Voice Artist

Andy Rowe

### Video Editing

Abu Hena Kayes  
Kamrul Hassan  
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  
Mabrur Ahmed



## WINNER

**Adnan Hussain**  
(Café Masala)

## FINALIST

**Murad Ahmed**  
(The Spice)



# 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, BBKA  
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

# 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)





**WINNER**

**Mohi Sami Uddin**  
(Shafiques Restaurant)

**FINALIST**

**Faizal Hoque**  
(Sanjha)



# 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

# Episode 4

Healthy Food options and New con

## Host

Nadia Ali  
Presenter, Channel S and BBC Asian Network

## Panel Judges

Mahi Ferdhaus Jalil, Founder, Channel S  
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)





**WINNER**

**Ash Miah**  
(Cinnamon Spice – Kent)



**FINALIST**

**Monsur Ahmed**  
(Panshi – Surrey)



# 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, BBCCA  
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

# Episode 6

## Attracting the Younger Generation

### Host

Nadia Ali  
Presenter, Channel S and BBC Asian Network

### Panel Judges

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

Ahmed us Samad Chowdhury JP  
Chairman, Channel S 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)

.....

**FINALIST**

**Samiya Akthar**  
(Eastern Mangal – London)





**WINNER**

**Tofozzul Miah**  
(Bayleaf – London)

.....

**FINALIST**

**AH Afzal Mahmood**  
(Ranna – 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  
Tofozzul Miah, Bayleaf Restaurant, London



# Episode 8

## PR Marketing and Branding

### 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  
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)





## WINNER

**Shathil Islam**  
(Grillz on Wheelz)

## FINALIST

**Jamal Hussain**  
(Shamrat)



# Episode 9

migration, 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

# Episode 10

## Competition and Sustainability

### Host

Nadia Ali  
Presenter, Channel S and BBC Asian Network

### Panel Judges

Ahmed us Samad Chowdhury JP  
Chairman, Channel S, Chief Advisor, Catering Circle  
Prof David Foskett MBE  
Chairman, International Hospitality Council  
Foysal 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)





**WINNER**

**Ziaur Choudhrey**  
(Montaz)

**FINALIST**

**Adam Hussain**  
(Basil Spice)



# Episode 11

## Financial Planning

### Host

Nadia Ali  
Presenter, Channel S and BBC Asian Network

### Panel Judges

Md Abdul Haque, Vice Chairman, Channel S  
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

# Episode 12

## Business Compliance and Training

### 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  
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, Riyadh, Essex  
Zakaria Chowdhury, Mughal Knight, Suffolk



**WINNER**

**Aziz Miah**  
(Red Indian)

**FINALIST**

**Zakaria Chowdhury**  
(Mughal Knight)



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EPISODE HIGHLIGHTS

Season 1, 2016

THE  
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SHOW



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## 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

Md Abdul Haque  
Towhid Shakeel  
Altaf Hussain  
Helal Malik  
Forhad Hussain Tipu  
Ruhul Shamsuddin  
Anwar Ahmed Murad  
Tania Rahman  
Naz Chowdhury  
Safwan Choudhury

## Acknowledgement

Taz Chowdhury  
Mahbub Reza Chowdhury  
Farhan Masud Khan

## Press & Pr

MRPR



## Season 1, 2016

### Graphics And Web

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M Alamgir  
Kamruzzaman Rupok  
Shafi Ahmed

### Voice Artist

Rez Kabir  
Andy Rowe

### Video Editing

Abu Hena Kayes  
Kamrul Hassan  
G D Pappu

### Online Switching

Ahad Ahmed

### Camera and Light

Isa 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

## Episode 1

### Menu Pricing and Cost Management

## Episode 2

### Unity and Collaboration

#### SOLUTIONS

- 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

#### SOLUTIONS

- 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

## Episode 3

### Embracing New Technologies

#### SOLUTIONS

- 🎯 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

#### SOLUTIONS

- 🎯 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

## Episode 5

### Food Safety and Health Safety Issues

## Episode 6

### Attracting the Younger

#### SOLUTIONS

- 📌 Having a 5-star rated food business is essential for good business.
- 📌 Thoroughly complete the Safer Food, Better Business (SFBB) folder and the opening and closing checks are undertaken on a daily basis.
- 📌 Attend Food Safety Training seminars/courses and beware of food safety hazards.
- 📌 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.
- 📌 Monitor efficiently the food safety standards via checklists/audits and take appropriate action.
- 📌 Have adequate Employers Liability Insurance (Health and Safety).
- 📌 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.
- 📌 Maintain a lawful system called HACCP (Hazard Analysis Critical Control Point) to get 5-Stars from your local Council.
- 📌 Be alert to the sources of these 4 hazards with 5Ps:
  1. Premises/place, 2. Person, 3. Pets
  4. Pest, 5. Products (raw)
- 📌 The businesses are required to follow 5Cs:
  1. Cleaning and Disinfection
  2. Cooking, 3. Cross Contamination
  4. Chilling, 5. Caring Management

#### SOLUTIONS

- 📌 Change attitude. Pay attention to employee feelings of engagement, empowerment, purpose, and sense of control. Have solid foundation of trust and integrity.
- 📌 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.
- 📌 Amend training process and staff management systems when necessary. Manage the people you employ – from managers right through to service and kitchen staff.
- 📌 Use high quality reliable products, and have excellent customer service. Pay attention to environment and social responsibility.
- 📌 Attract YGs by offering more of what they want! Offer internship and compelling aspects of work culture - training, career development, personal growth.
- 📌 Offer fun incentives like work outings and friendly workplace competitions. And know your brand is everything.
- 📌 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

## Episode 7

### Competing with Online

## Episode 8

### PR, Marketing and Branding

#### SOLUTIONS

- 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.

#### SOLUTIONS

- 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.

## Episode 9

### Immigration, Staff Crisis and Recruitment

#### SOLUTIONS

- 🎯 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

#### SOLUTIONS

- 🎯 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.

## Episode 11

### Financial Planning

## Episode 12

### Business Compliance and Training

#### SOLUTIONS

- 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.

#### SOLUTIONS

- 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.

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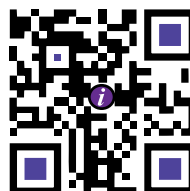
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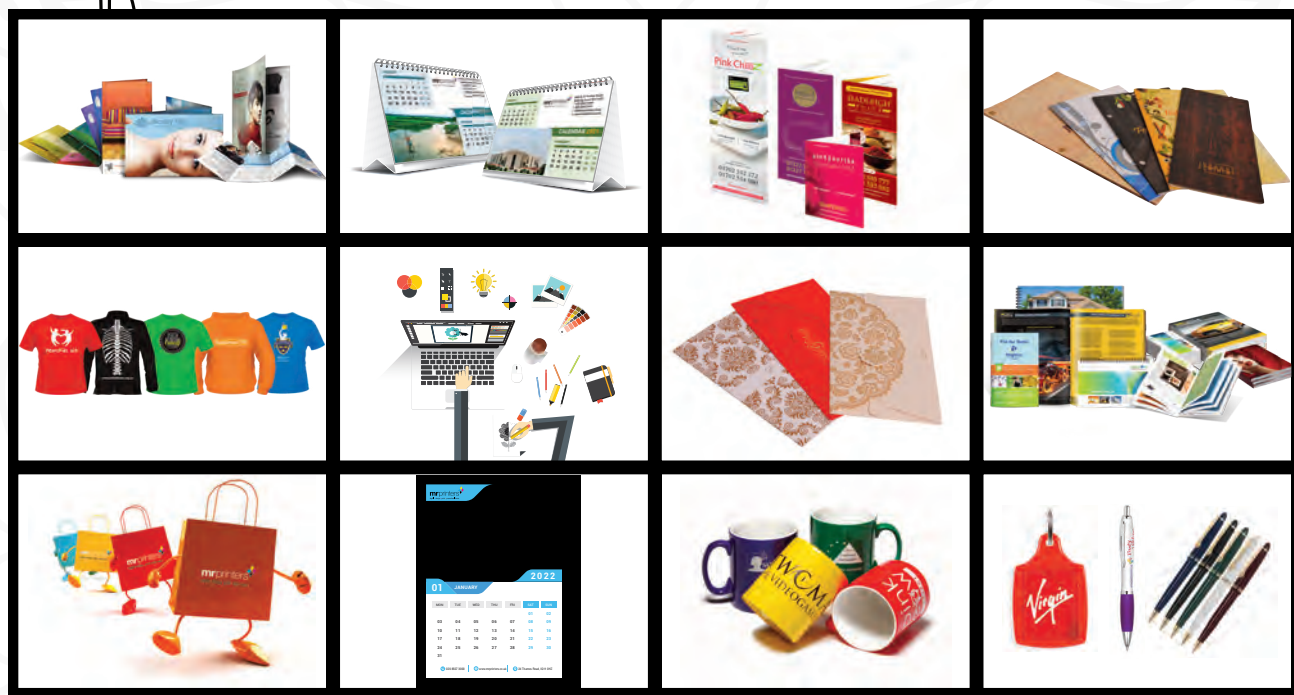
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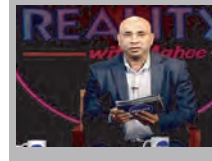
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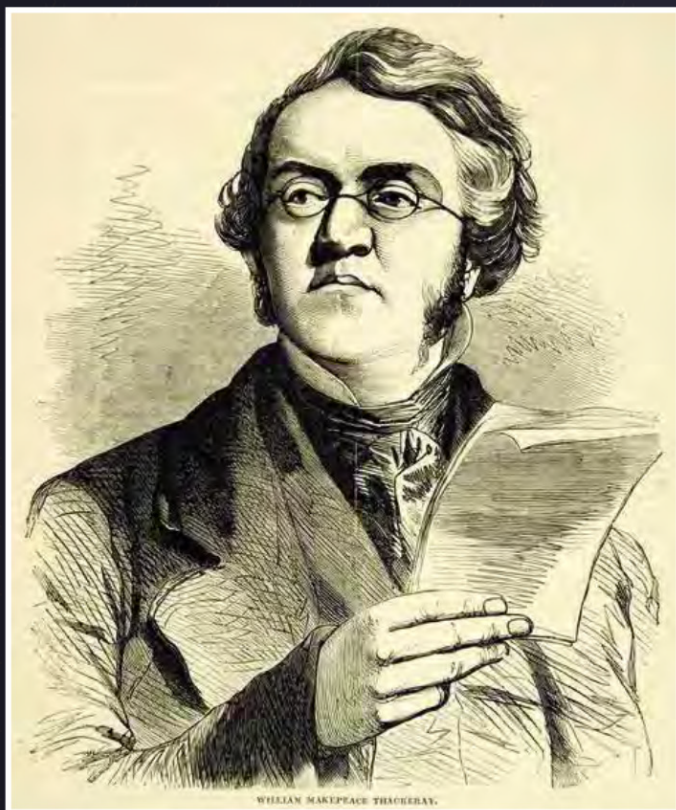


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In 1846, William Makepeace Thackeray wrote a 'Poem to Curry' in his 'Kitchen Melodies'.



## Curry

Three pounds of veal my darling girl prepares,  
And chops it nicely into little squares;  
Five onions next prunes the little minx  
(The biggest are the best, her Samiwel thinks),  
And Epping butter nearly half a pound,  
And stews them in a pan until they're brown'd.  
What's next my dexterous little girl will do?  
She pops the meat into the savoury stew,  
With curry-powder table-spoonfuls three,  
And milk a pint (the richest that may be),  
And, when the dish has stewed for half an hour,  
A lemon's ready juice she'll o'er it pour.  
Then, bless her! Then she gives the luscious pot  
A very gentle boil - and serves quite hot.  
PS - Beef, mutton, rabbit, if you wish,  
Lobsters, or prawns, or any kind fish,  
Are fit to make a CURRY. 'Tis, when done,  
A dish for Emperors to feed upon.