## BUSINESS CONFERENCE 2025













## VOICES VISIONS VICTORIES

Echoing from kitchens to TV screens

from roadshows to reinventions

Ten Years Driven by Taste and Talent

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Curry didn't crumble. It came roaring back—with flavour, with flair, and with fearless reinvention.

A decade ago, the scent of crisis hung heavy over Britain's curry houses. Closures mounted, tastes shifted, and an entire way of dining seemed at risk. But walk into any of tonight's award-winning restaurants—alive with sizzling pans, laughing diners, and dishes that defy tradition while honouring it—and you'll taste the comeback. This isn't survival. This is a revolution.

The past ten years have been a masterclass in reinvention. When the world locked down, our kitchens pivoted to meal kits and gourmet deliveries. When staffing shortages bit, we embraced automation without losing the soul of service. When diners demanded healthier options, we answered with jackfruit biryanis and turmeric-infused tonics—proof that "authentic" doesn't mean frozen in time. And through it all, Catering Circle has been there: not just documenting the change, but fuelling it.

Tonight's *Restaurant Talent Show* winners are the living proof. Their secret? Agility. Audacity. And the understanding that curry's greatest strength has always been its ability to adapt—whether in the hold of a 16<sup>th</sup>-century spice trader's ship or on a Deliveroo rider's bike.

Each year, the Catering Circle expands its reach and its relevance, amplifying the voices that truly shape our food industry. This year, we spotlight the next generation—empowering young voices to lead, challenge convention, and reshape the industry with fresh thinking. The Catering Circle is doubling down on mentorship, innovation, and unity across generations.

As we launch Season 9: The Restaurant Startup Show 2026, we're doubling down on the future —we're building an arsenal for the battles ahead. Al-driven inventory systems to cut food waste. Virtual reality kitchen training to skill up staff faster. Lobbying for immigration policies that recognise chefs as vital workers. And yes, the return of something we'd almost forgotten: fun. But let's be clear: technology will never replace the magic of a chef's intuition or the warmth of a well-run dining room. It's about working smarter, so the human touch shines brighter.

So, here's to the next decade. May it be fiercer, freer, and more flavour-packed than the last. The critics whispered we'd lost our spice. Let them taste the future.

Towhid Shakeel
Publications Editor



Ahmed us Samad Chowdhury JP Chairman, Channel S Chief Adviser, Catering Circle

It is my great pleasure to welcome you all to the 7th Business Conference Gala Dinner and Restaurant Talent Show Awards 2025. Tonight, we celebrate the 10 outstanding winners of Season 8, who have demonstrated exceptional skill, creativity, and resilience in the restaurant industry.

For over ten years, Catering Circle and Channel S have provided a platform to support and uplift our catering community, helping businesses overcome challenges and embrace innovation. The British curry industry continues to evolve, and despite the hurdles we face, our passion, dedication, and unity remain stronger than ever.

As we look ahead to Season 9: The Restaurant Startup Show 2026, we anticipate an exciting new chapter where a group of promising young restaurators will compete in a Creative Start Up Competition, showcasing the next level of culinary innovation. This initiative reflects our commitment to growth, excellence, and the future of the industry.

Together, we will continue to preserve our heritage, adapt to modern trends, and drive success. Congratulations to all the winners and thank you for your steadfast support. Let us move forward with ambition and determination!



Md Abdul Hague Vice Chairman, Channel S Founder, Catering Circle

Dear guests and valued members,

Welcome to the 7<sup>th</sup> Business Conference Gala Dinner and Restaurant Talent Show Awards 2025 — a landmark occasion marking the 10th Anniversary of Catering Circle.

Founded in 2015 by Channel S (SKY 777) in response to the national curry crisis, Catering Circle has evolved into a vital platform for British Asian restaurateurs—championing growth, innovation, and collaboration across the UK.

Tonight, we honour ten outstanding winners from Season 8 of the Restaurant Talent Show, each demonstrating exceptional creativity, resilience, and entrepreneurial spirit.

Looking ahead, our focus must turn to the next generation. We're proud to announce the launch of Season 9: The Restaurant Startup Show, where a panel of investors (our very own dragons) will back bold new ideas—empowering young talent and shaping the future of hospitality.

Thank you for being part of this journey. Let's celebrate success, creativity, and a decade of excellence-together.

It is with great pride and joy that I extend my heartfelt congratulations to the incredible participants of Catering Circle's Season 8: The Restaurant Talent Show. Your passion, dedication, and innovation have truly set a new benchmark for the industry.

Tonight, we honour the 10 outstanding winners who will receive their well-deserved awards at the 7th Business Conference Gala Dinner 2025 and Restaurant Talent Show Awards. Your hard work and creativity continue to inspire the next generation of restaurateurs, ensuring that the UK's vibrant curry industry thrives.

I would like to express my deepest gratitude to our esteemed Judges, Sponsors, and the entire Catering Circle team for their firm commitment and support. Their dedication has played a vital role in making this season an extraordinary success.

Looking ahead, we are excited to launch Season 9: The Restaurant Startup Show 2026. This will be another thrilling journey of innovation, flavour, and excellence.

Let us continue to push boundaries, celebrate our culinary heritage, and work together to elevate the industry to new heights.



Mahee Ferdhaus Jalil Founder, Channel S

This year's Restaurant Talent Show has been an incredible journey, highlighting the dedication and creativity of our industry's finest. The winners and finalists have shown exceptional skill, innovation, and resilience, proving that the future of the UK's hospitality sector is in great hands.

A special thank you to our esteemed Judges, Sponsors, and the Channel S Production Team for their invaluable contributions. Your support has been instrumental in making this season a remarkable success, and we deeply appreciate your commitment to nurturing talent and celebrating excellence in the culinary world.

As we now prepare for Season 9: The Restaurant Startup Show 2026, we eagerly anticipate witnessing our young entrepreneurs take on an exciting new challenge—the Creative Start Up Competition, where they will showcase the next level of culinary mastery.

May your passion and creativity continue to inspire others, paving the way for a vibrant and dynamic future in the culinary arts. Together, let us embrace the opportunities ahead and strive for excellence, ensuring that our traditions and innovations resonate far and wide.

With warm regards and best wishes for your future endeavours.



Taz Choudhury CEO, Channel S

## **ABOUTUS**

Catering Circle (CC) is a dynamic collective of restaurant professionals, united by a shared mission: to shape the most empowering business landscape for our catering industry.

Now marking our 10-year milestone, we continue to serve as the voice of British Asian restaurants—meeting the diverse needs of this vibrant sector with tailored insights, trusted guidance, and exclusive opportunities.

Together, we champion better business and celebrate success. As a leading media platform with a vast UK audience, we remain the go-to hub for the industry we passionately serve.

Md Abdul Haque Founder



Ahmed us Samad Chowdhury JP Chief Advisor



Towhid Shakeel
Producer and
Brand Director



### **OUR MISSION**

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.

### **OUR OBJECTIVES**

The purpose of this platform is to bring business professionals within the catering industry together under one roof to:

- Address the catering crisis.
- Encourage growth and development
- Create a network
- Increase economic sustainability
- Tap into the power of technology
- Transform business goals into reality





#### **CATERING CIRCLE**

A DECADE OF CREATIVITY, TECHNOLOGY AND THE FUTURE OF HOSPITALITY

Young talent is shaping the future of hospitality, with fresh ideas and hold ventures.

66.

Tonight, Catering Circle celebrates ten years of innovation, resilience, and community. From street-food trends to Al-powered kitchens, the UK catering industry is changing fast — and Catering Circle remains at the forefront.

#### **Creative Dishes & Street-Food Culture**

Catering Circle's Restaurant Talent Shows and Restaurant Star Shows have spotlighted bold, healthy, and creative dishes—from "Mackerel 3 Ways" to "Kasundi Scallops." These creations go beyond the usual neighbourhood favourites, offering high-end plating and fresh ideas that stand out in a competitive market. While traditional dishes still hold nostalgic value, street-food concepts have evolved and now flourish in upscale venues. By blending global flavours with local flair, they've become a lunchtime favourite, attracting diverse crowds and redefining modern dining.

#### Al Humanoids & Smart Restaurant Tools

Technology is reshaping the dining experience, and restaurants are embracing it with speed and creativity:

- Al-powered kiosks and humanoid hosts streamline service and reduce wait times
- Intelligent marketing tools personalise outreach and boost engagement
- Smart software optimises stock control and delivery logistics
- Voice-activated systems enhance customer interaction and accessibility

Catering Circle connects caterers with tech innovators-ensuring members stay ahead of the curve in a rapidly evolving industry.

#### Season 8 Awards & 10-Year Gala Highlights

Tonight, Gala at Meridian Grand, London brought together over 600 caterers to celebrate:

- Season 8 Talent Show winners
- Launch of Success Story Book Vol. 4
- Panels on "What's Next for the Industry"
- 10th Anniversary Gala Dinner with dignitaries & special guests

#### Young Startups: Shaping the Future

Season 9: The Restaurant Startup Show (coming soon) will highlight exciting new businesses. Our investor panel - Catering Circle's own "dragons" - will support fresh ideas, helping young talent shape the future of hospitality.

Catering Circle continues to support creativity, sustainability, and opportunity. Join us as we celebrate ten years of progress and look forward to the future, together.

Last ten years, with each season, the series of Catering Circle live TV shows brought innovation to the forefront, showcasing entrepreneurs who dare to dream big and redefine the culinary landscape. This season promises to be no different, offering a platform for visionary chefs, restaurateurs, and food service innovators to turn their concepts into reality.

As we start this new journey, our focus remains steadfast on nurturing ideas that prioritise not just profitability but also sustainability and community impact. By fostering an environment where creativity thrives, we aim to inspire a new generation of leaders who will transform the hospitality industry with their passion and ingenuity.

Stay tuned as we unveil the stories behind the startups poised to make waves in the culinary world. Whether it's through ground-breaking technology, novel dining experiences, or innovative approaches to sustainability, these entrepreneurs are set to lead us into a future where hospitality is as much about heart as it is about food. Join us in celebrating the pioneers of today who are shaping the culinary landscape of tomorrow.

Md Abdul Haque Founder, Catering Circle



## **Credits and Acknowledgement**



#### EDITOR

**Towhid Shakeel** 

#### CREATIVE TEAM

M A Satter Mishu Qamarul Islam

#### ACKNOWLEDGEMENT

Md Abdul Haque

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Ahmed us Samad Chowdhury JP
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Mary Rahman
Mahbub Reza Chowdhury
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Helal Malik
Forhad Hussain Tipu
Ruhul Shamsuddin
Tofozzul Miah
Touris Ali
To everyone who contributed to the success
of this publication and event.

#### EVENT MANAGEMENT

Ahad Ahmed Md Issa Khan Rashed Thanks to all members of the Catering Circle Action Team and supporters behind the scenes.

#### PRINTER

**MR Printers** 

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### **BUSINESS CONFERENCE 2025**

#### PROGRAMME

| Doors open and registration                    | 4:45 pm |
|--|---------|
| Networking - Meridian Ballroom                 | 5:00 pm |
| Welcome drinks and canapés served              |         |
| Guests take seats in Conference Hall           | 7:00 pm |
| Business Conference commences:                 | 7:30 pm |
| Entertainment: Classical Music                 |         |
| Summary of Catering Circle Shows               |         |
| Restaurant Talent Show Awards                  |         |
| Panel Discussion: What's Next for the Industry |         |
| Final words from Channel S Management          |         |
|  |         |

Dinner 9:40 pm
Event Closes 11:00 pm

In 2015, ten national roadshows brought to light the challenges facing the curry industry. The following year, we hosted 12 live talk shows that focused on addressing the catering crisis. In 2017, we launched a series of 12 live Restaurant Talent Shows to showcase success stories, resulting in twelve winners. During Season 3 of The Restaurant Star Show, we identified one standout winner from the twelve winners of Season 2. In Season 4, we selected 10 winners from a pool of 80 participants in 2019. Despite the pandemic, we successfully aired two important seasons: the COVID-19 Special Show in 2020 and the Roadmap to Recovery in 2021. In Season 7 of the Restaurant Star Show, we crowned one star winner among the ten winners from Season 4. Finally, in Season 8 of the Restaurant Talent Show, we once again recognised ten winners.



Tonight we will celebrate these great talents and inspiring restaurateurs and move toward Season 9 of the Catering Circle Live TV Show Series: *The Restaurant Startup Show 2026*.

# presenter



## Robyn Dwyer

### International news anchor, moderator, and event host

As the host of the Business Conference Gala Dinner and Restaurant Talent Show Awards 2025, Robyn Dwyer brings elegance, energy, and international perspective to an unforgettable evening—celebrating excellence in business and culinary innovation with style and substance.

She is a seasoned international news anchor, moderator, and event host with over two decades of broadcasting excellence. Known for her commanding presence, incisive interviewing style, and signature warmth, Robyn brings a rare blend of gravitas and charm to every stage she steps onto.

She has presented for some of the world's most respected media organisations—including the BBC, ITN, Sky News, TalkTV, and CGTN—where she currently anchors live news programmes, documentaries, and global special reports. Her career has taken her across continents, from London to Paris, Sydney to Istanbul, and her fluency in French adds a cosmopolitan flair to her work.

Robyn's journalistic portfolio spans business, sustainability, energy, retail, and international affairs. She has interviewed industry titans such as Sir Richard Branson and the CEO of Citroën, and created a dedicated US election programme for TRT World, offering sharp insights into American politics. Her ability to distill complex issues into engaging narratives has made her a trusted voice for audiences worldwide.

Beyond the newsroom, Robyn is a sought-after moderator and host for high-level conferences, corporate galas, and policy forums. She has chaired discussions with political leaders, bankers, and global stakeholders—ensuring every conversation is inclusive, impactful, and expertly steered. Her broadcasting credits also include Classic FM, LBC, and Share Radio, where she has informed and entertained listeners on finance, current affairs, and global trends.

As the host of this prestigious gala, Robyn's warmth, wit, and poise will undoubtedly create an unforgettable evening, celebrating excellence in business and culinary talent. Her global expertise and engaging style make her the perfect choice to guide guests through this landmark event.

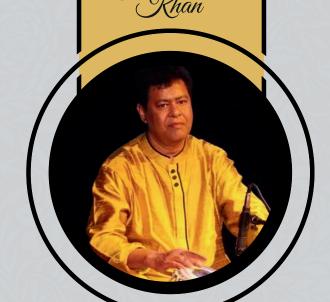
## artists

## surtal

#### PERFORMING ARTS

Surtaal is an elegant symphony of exceptional South Asian musical programmes, guided by the masterful hands of Ustad Yousuf Ali Khan - a renowned classical Tabla player and a seasoned instructor of Indian music in both the Local Education Authority and private schools. This organisation is devoted to elevating the art of musical performance to new heights, and they do so with a roster of artists of the highest caliber.

At Surtaal, they have gathered together a diverse ensemble of virtuosos, including instrumentalists of the sitar, sarod, and tabla, as well as singers of classical, traditional, folk, and modern songs, and dancers of many styles. With a wealth of experience working with local schools, organisations, workshops, and jazz orchestras, both in the UK and beyond, these talented performers have shared the stage with many renowned eastern and western musicians and singers. Their musical brilliance has echoed far and wide, from performances on radio and television to the proud privilege of playing for Queen Elizabeth II and King Charles.





Joshua Brandler Bass guitar & double bass, leader of the Re:Generation Band.



Ruijun Hu Dizi & Xiao, master of traditional Chinese bamboo flutes.



Louise Elliott Sax, flute player in Ed Kuepper's Laughing Clowns and The Saints.



Jonathan Mayer Acclaimed sitarist & composer blending Indian & Western traditions. Son of John Mayer.



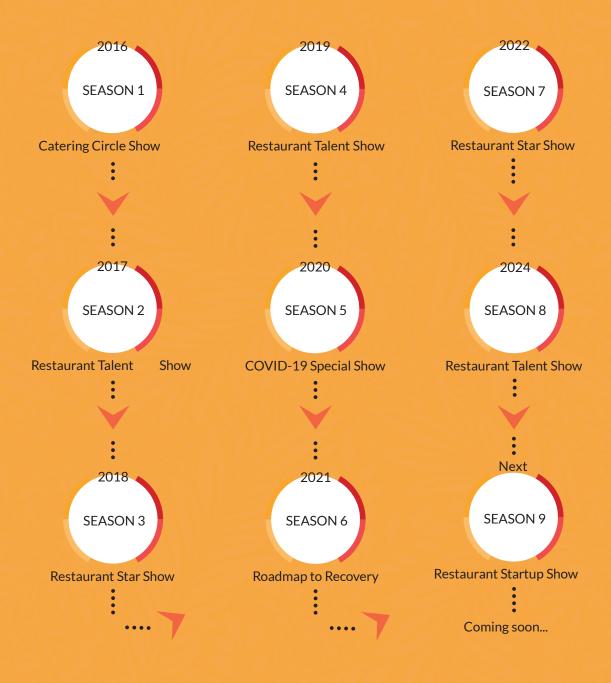
Akinkunmi Olagunju Percussionist & songwriter blending jazz, gospel, Afrobeat, and fusion.

## Catering Circle



#### **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 S (Sky 777).







# Timeline Season 8

#### TUE, 14 MAY

Ep 1. Menu Innovation & Pricing

#### TUE, 4 JUNE

Ep 2. Energy Saving & Sustainability

#### TUE, 2 JULY

Ep 3. New Technologies & AI

#### TUE, 16 JULY

Ep 4. Creative Chef

#### TUE, 6 AUG

Ep 5. Food Safety & Health Safety Issues

#### TUE, 20 AUG

Ep 6. Self-made Millionaire

#### TUE, 3 SEP

Ep 7. Competing with Online Companies

#### TUE, 17 SEP

Ep 8. PR, Marketing & Branding

#### TUE, 8 OCT

Ep 9. HR, Recruitment & Training

#### TUE, 22 OCT

Ep 10. Financial Planning

## CREDENTIALS SEASON 8, 2024

#### THE CATERING CIRCLE TALENT SHOW

#### **PRODUCER**

Towhid Shakeel

#### **VIDEO EDITING**

Tushar Hasan HM Mahadi

#### **VOICE ARTIST**

Abu Hena Kayes Minhaj Kibriyah Issa Khan Rashed

#### **VOICE ARTIST**

Andy Rowe

#### **ONLINE SWITCHING**

Ahad Ahmed MARS Shiplu

#### **TRANSMISSION**

Halimuzzaman Evan Masud Parvez GD Pappu

#### **CAMERA AND LIGHT**

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#### **Graphics And Web**

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#### **PHOTOGRAPHY**

K A Rahim Sablu

#### **IT SUPPORT**

Fuad Hasan

#### **EXECUTIVE PRODUCER**

Md Abdul Hague

#### **HOSTS**

Nadia Ali Tania Rahman Jassim Hussain

#### **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 Touris Ali

#### **ACKNOWLEDGEMENT**

Mahee Ferdhaus Jalil Taz Chowdhury Mahbub Reza Chowdhury Farhan Masud Khan

#### **GUEST MANAGEMENT**

Mabrur Ahmed Imran Shaon Milad Ahmed

#### PRESS & PR

**MRPR** 

#### **Menu Innovation and Pricing**



#### **KEY INSIGHTS**

- Culinary Creativity & Evolution: Participants skilfully merged traditional and modern dishes, highlighting their culinary heritage.
- Pricing & Financial Strategies: Discussed pricing models and cost-control measures like menu simplification and supplier relationships.
- Business Growth & Adaptation: Restaurateurs shared success stories of innovation and overcoming challenges.
- **Sustainability & Health:** Focused on eco-friendly packaging, health-conscious menus, and the demand for vegan options.
- Branding, Marketing & Digital Presence:
   Strategies included social media, local collaborations, and influencer marketing to enhance visibility.
- Mentorship & Skilled Staff: Importance of mentorship and staff training for quality service was highlighted.
- Community & Culture: Emphasised the relevance of cultural heritage in menu design for contemporary dining.

#### Host

Tania Rahman, Young Entrepreneur

#### **Panel Judges**

Ahmed us Samad Chowdhury JP, Chairman, Channel S Hulya Erdal, Chef Educator Syedur Rahman Ranu JP, President, BBCCI

#### **Special Judges**

Forhad Hussain Tipu, Executive Member, CC Shahriar Ahmed, General Secretary, BBCA Atique Chowdhury, Multi-Cuisine Operator Mujib Islam, Director, Lansbury Heritage Hotel

#### **Mentors**

Julal Syed, Restaurant Star of 2022 Ziaur Choudhrey, Restaurant Star of 2018

#### **Participants**

Farhan Hussain, Shelford Spice, Cambridge Mohammed Shoohan Choudhury, Nouvelle Lounge, St. Albans

Shah Amin, Delhi 6, South Shields Jaber Ahmed, Bombay Kitchen, Croxley Green Aktar Hussain, Lime Indian Takeaway, Newmarket



https://youtu.be/HauwUA-iQMs



# **CONGRATULATIONS**

**RESTAURAN** 

OF EPISODE 1

#### **FARHAN HUSSAIN**

OF SHELFORD SPICE, CAMBRIDGE

#### **SUCCESS STORY**

Farhan Hussain, owner of Shelford Spice, Cambridge, won for his Menu Innovation and Pricing Strategies, highlidgted live on Channel S television, Sky 777, on Tuesday, 14th of May 2024. His innovative approach has not only garnered attention but also set a new standard for creativity in the culinary world. Farhan's menu reflects a fusion of traditional flavours with modern twists, appealing to both seasoned gourmets and adventurous foodies. By carefully strategising pricing, he has made gourmet experiences accessible without compromising on quality. His success story serves as an inspiration to other professionals in the industry, demonstrating the impact of thoughtful innovation and strategic planning in achieving business excellence.

menu innovation & pricing





#### **KEY INSIGHTS**

- Energy Efficiency & Technology: Participants implemented energy-saving strategies such as LED lighting and solar panels to minimize costs and reduce their environmental footprint.
- Sustainable Operations: Practices such as recycling, zero-waste kitchens, and local ingredients were prioritised to support local economies.
- Alternative & Innovative Methods: Unique methods like live firewood cooking demonstrated alternative energy use in culinary operations.
- Cost Savings Through Sustainability: Ecofriendly solutions led to long-term savings in energy and waste management.
- Staff Training & Culture Change: Training and commitment to sustainability were vital for maintaining eco-friendly practices.
   Marketing & Digital Transformation: Digital marketing reduced waste and costs while expanding customer reach.
- Scalability & Industry Impact: Sustainable practices proved scalable and adaptable for various business sizes.

#### Host

Tania Rahman, Young Entrepreneur

#### **Panel Judges**

Md Abul Haque, Vice Chairman, Channel S Keith Best, Former Conservative MP Bajloor Rashid MBE, Former President, UKBCCI

#### **Special Judges**

Mohammed Abul Lais, Life Member, CC Abdul Bari, MD, Royal Regency Moslek Uddin, CEO, UK Curry Connect Shahriar Rizvi, BDM, Oxour Utility

#### **Mentors**

Abdul Kashim, Winner, Talent Show 2017 Naseem Talukdar ,Winner, Talent Show 2019

#### **Participants**

Atique Choudhury, Yum Yum Thai Restaurant, London Abidur Tarafder & Sufia Khan, Burnt Smokehouse, London

Mohammed Azhar Miah, Hampton Spice, Hounslow Mohammad Shahel Shah, Soba & Sushi, London



https://youtu.be/HauwUA-iQMs



# CONGRATULATIONS to Our WINNER

RESTAURANT TALENT SHOW AWARDS

OF EPISODE 2

#### **ATIQUE CHOUDHURY**

OWNER OF YUM YUM THAI RESTAURANT, LONDON

#### **SUCCESS STORY**

In Episode 2 of Catering Circle Season 8, the focus was on Energy Saving and Sustainability in the restaurant industry, which is facing rising costs and environmental pressures. Contestants showcased that sustainability is essential for the future of dining, with Atique Choudhury praised for his eco-friendly and financially beneficial practices. Participants presented innovative strategies to reduce energy consumption and waste, demonstrating that green practices are good for both the planet and business. The episode concluded with Atique Choudhury from Yum Yum Thai winning for his comprehensive energysaving solutions and commitment to sustainability.

energy saving & sustainability





#### **KEY INSIGHTS**

- Innovative Technology Use: Contestants showcased technology integration in catering, from automated cooking to HR tools.
- Data-Driven Operations: Importance of digital tools and AI for customer engagement and operational efficiency was emphasized.
- Cost Control & Efficiency: Adoption of predictive analytics and automation is key to reducing costs and improving efficiency.
- Digital Marketing & Customer Engagement:
   Effective social media use and loyalty programs enhance outreach and customer retention.
- Future-Proofing & Adaptation: Embracing innovations like Al and robotics helps restaurants remain competitive.
- Staff Training & Change Management:
   Ongoing training is crucial for successful technology implementation.

**Community Engagement:** Collaborations with local influencers boost visibility and customer relationships.

#### Host

Jassim Hussain, Young Entrepreneur

#### **Panel Judges**

Md Abul Haque, Vice Chairman, Channel S Amrit K Khera, CEO, Leo Tech Services Ltd Pasha Khandaker MBE, Former President, BCA

#### **Special Judges**

Sabbir Karim, Celebrity Chef Sultan Babar, Life Member, BBCA Abdul Bari, Managing Director, Royal Regency Shahed Uddin, Founder Director, Paytap

#### Mentors

Altaf Hussain, Executive Member, CC Forhad Hussain Tipu, Executive Member, CC

#### **Participants**

Mumitur Choudhury, Lalbagh, Cambridge Elahi Shah Amin, My Delhi, Newcastle Ataur Rahman Lyak, Rajdoot, Guildford Makdad Khan, Indian Diner, West Wickham Amarjot Singh, Sanjha, Southampton Abul Chowdhury, Olive Indian Group, St. Neots Khayrul Islam, Jomidar Lounge, Northampton



https://youtu.be/GzDdOFXSY5s?



## **CONGRATULATIONS** WINNER

OF EPISODE 3

#### **AMARJOT SINGH**

OWNER OF SANJHA, SOUTHAMPTON

#### **SUCCESS STORY**

Amarjot Singh won for his outstanding integration of new technologies, showcased live on Channel S (Sky 777) on 2 July. Amarjot's restaurant, Sanjha, has become a symbol of culinary excellence in Southampton, thanks to his pioneering approach. His dedication to innovation is evident in every aspect of the restaurant, from the use of EPOS system and AI in streamlining kitchen operations to the implementation of eco-friendly practices that reduce waste. The episode not only highlights the competitive nature of the catering industry but also serves as a platform for sharing critical insights into how technology can empower restaurateurs to enhance efficiency, reduce costs, and better meet the evolving needs of their customers. The contestants, along with the panel of experts, provide a comprehensive view of the industry landscape, preparing the way for the future of dining experiences. Amarjot's success serves as an inspiration for other restaurateurs, proving that with creativity and forwardthinking, the possibilities are truly endless.

energy saving & sustainability





#### **KEY INSIGHTS**

- **Diverse Culinary Innovation:** Blending traditional recipes with contemporary techniques highlights the dynamic nature of the culinary arts.
- **Health-Conscious Menus:** Focus on nutritious meals aligns with consumer preferences.
- Sustainability & Eco-Friendly Practices: Responsible sourcing and waste reduction attract eco-conscious customers.
- Marketing & Community Engagement: Innovative strategies strengthen local connections and brand recognition.
- Mentorship & Talent Development: Experienced mentors help refine culinary skills and address workforce gaps.
- Entrepreneurial Spirit & Resilience: Contestants demonstrate adaptability in overcoming hospitality challenges.
- **Customer-Centric Approach:** Feedback-driven improvements enhance dishes and foster loyalty.
- **Financial Strategy & Profitability:** Effective cost management is crucial for maintaining profit margins.
- Adapting to Trends: Balancing tradition with emerging food trends is vital in a competitive market.

#### Host

Jassim Hussain, Young Entrepreneur

#### **Panel Judges**

Ahmedus Samad Chowdhury JP, Chairman, Channel S

Dilara Khan, Founder & President BBCWE Tofozzul Miah, President, BBCA

#### **Special Judges**

Helal Malik, Executive Member, CC Sabbir Karim, Celebrity Chef Arup Dasgupta, Executive Chef Forhad Hussain Tipu, Executive Member, CC

#### **Mentors**

Ziaur Choudhrey, Restaurant Star of 2018 Ahmed Maaref, Nutrition Chef

#### **Participants**

Faz Ahmed, The Akash, Portsmouth Azad Chowdhury, The Wild Thyme, Chelmsford Gautam Thakuria, Talli Kitchen, Orpington, Kent Minhaz Miah, Maharani, Ipswich Sobur Khan MBE, Zafran, Southend-on-Sea



https://youtu.be/SVzidjYPJzE?



# CONGRATULATIONS To Core WINNER

RESTAURANT TALENT SHOW AWARDS

OF EPISODE 4

#### **FAZ AHMED**

OWNER OF THE AKASH, PORTSMOUTH

#### **SUCCESS STORY**

Faz Ahmed won the title of Creative Chef on Channel S's Catering Circle Live Show, Season 8, aired on July 16. The episode featured a competition addressing challenges in the catering industry, such as technology, costs, and menu innovation. Five contestants showcased their culinary creations, including Tandoori Trout and Naga Lamb Stew, evaluated by a panel of industry judges. The competition included three elimination rounds where contestants shared personal stories and emphasised authenticity, marketing strategies, and sustainability. Faz Ahmed was praised for his innovative dishes and communityfocused values.

The Catering Circle Live Show serves as a pivotal platform for chefs and industry professionals to share insights, learn from one another, and promote the vibrant culinary culture rooted in their communities. Through such culinary competitions, the industry can inspire innovation while honouring traditional cooking methods that tell unique stories.

creative chef



#### Food Safety & Health Safety Issues



#### KEY INSIGHTS

- Expert Evaluation: Judges assess contestants' knowledge with a focus on health and safety.
- **Diverse Strategies:** Contestants showcase various culinary approaches to food safety.
- Safety Protocols: Emphasis on hygiene, food handling, and Standard Operating Procedures (SOPs) for compliance.
- Training & Communication: Ongoing staff training is essential for hygiene standards and effective allergen communication.
- Five-Star Ratings: High food hygiene ratings drive customer trust, business growth, and serve as a marketing advantage.
- Cost Management: Strategies like inventory
  management and menu streamlining minimise waste
  and improve efficiency while ensuring safety.
- Insurance & Liability: Strong health and safety programs reduce liability risks and positively affect insurance premiums.
- Innovation & Sustainability: A focus on a quality menu enhances food safety, customer experience, and supports sustainability.

#### Host

Tania Rahman, Young Entrepreneur

#### **Panel Judges**

Md Abdul Haque, Vice Chairman, Channel S Raza Miah, Senior Environmental Health Practitioner Shahagir Bakht Faruk, Ex-President of BBCCI

#### **Special Judges**

Arlene auf der Mouer, Training Consultant Jan Knights, MD, Square Mile Insurance Abdul Haque Chowdhury, Health & Safety Trainer Waseem Sherwani, Training Consultant

#### **Mentors**

Ash Miah, Winner, Talent Show Awards Atik Rahman, Celebrity Chef

#### **Participants**

Azad Choudhury, The Wild Thyme, Chelmsford Jaber Ahmed, Bombay Kitchen, Croxley Green Nadeem Ahmed, Moonlight Tandoori, Harrow Moazzem Hussain, Blue Monsoon, Winslow Abdul Sayedh, Jahed Indian Dining, Birmingham Mukaddem Ahmed Chowdhury, Jahed Fine Indian Dining, Birmingham

Mohammed Shuaib, Black Restaurant, Birmingham



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## CONGRATULATIONS To Our WINNER



OF EPISODE 5

#### MOHAMMED SHUAIB

OWNER OF BLAC RESTAURANT, BIRMINGHAM

#### **SUCCESS STORY**

Mohammed Shuaib won for his strategic Food Safety and Health Safety initiatives in restaurant management, highlighted live on Channel S (Sky 777). The Show, hosted by Tanya Rahman, presents a competition focused on food health and safety in the restaurant industry. Contesta nts face challenges testing their knowledge of health protocols and hygiene standards, showcasing unique approaches to maintaining safety and training staff. Judges evaluate performances based on understanding vital food safety issues, with insights on hazard management and the significance of a five-star hygiene rating for customer confidence and business growth. The show highlights food health and safety's crucial role in the restaurant sector, providing valuable guidance for industry professionals and aspiring restaurateurs to create a safe dining experience.

food safety & health safety issues



#### **Self-made Millionaire**



#### **KEY INSIGHTS**

- Resilience & Drive: Contestants share stories of overcoming rising costs, competition, and COVID-19, showing passion, perseverance, and adaptability.
- Culinary Innovation: Creative menus, health-conscious options and unique dining concepts help meet changing customer tastes.
- Financial Savvy: Emphasis on cost control, smart investment, and tech-driven efficiency to balance spending and growth.
- Diversification & Expansion: Growth through new markets, catering, and franchise ventures supports long-term stability.
- Community Impact: Engagement through food banks, outreach, and charitable efforts highlights social responsibility.
- Mentorship & Future Talent: Seasoned restaurateurs guide the next generation, supporting young entrepreneurs.
- **Tech in Business:** Use of POS systems and inventory tools streamlines operations and aids expansion.
- Customer Retention: Strong service, personal touches, and digital engagement drive loyalty and repeat business.
- **Competitive Spirit:** The show promotes business excellence through refinement and innovation.

#### Host

Tania Rahman, Young Entrepreneur

#### **Panel Judges**

Md Abdul Haque, Vice Chairman, Channel S Bashir Ahmed, Ex-President, BBCCI, UK Tofozzul Miah, President, BBCA

#### **Special Judges**

Fajli Bibi MA, President, GCES Atiqur Rahman, Chartered Accountant Sufian Miah, Director, Sampan Group Mohammed Shab Uddin, CEO & MD, BBCGH

#### **Mentors**

Shathil Islam, Winner of Talent Show Awards Ruhul Shamsuddin, Executive Member, CC

#### **Participants**

Suhel Ahmed, Olive Naturally Indian, Shrewsbury Talha Odud, Radhuni, Kings Heath Ahmad Bader, Al-Bader Restaurant, Birmingham Mohamed Lakel, Tabule Kitchen, Birmingham Samir Ahmed, Miso Hospitality Group, Sussex Mohammed Sumon Chowdhury, Dalchini Spice, Shefford

Hasnain Siddiqui, Chai Green, Birmingham Shameem Ahmad, Onslow Balti Lounge, Shrewsbury



https://youtu.be/dBDTDp0TLqw?



# CONGRATULATIONS to Our WINDER



OF EPISODE 6

#### SAMIR AHMED

DIRECTOR OF MISO ASIA, CHICHESTER

#### **SUCCESS STORY**

Samir Ahmed triumphed by sharing his incredible journey from modest beginnings to successful entrepreneur. His impactful strategies for growth, cost management, and community contributions shone brightly on Channel S (Sky 777) on 20 Aug 2024.

The episode highlights the spirit of entrepreneurship in the food industry, showcasing contestants' stories that illustrate hard work, passion, and adaptability. It provides insights into the complexities of running a restaurant while emphasising the importance of articulating business strategies in a fast-paced environment. Ahmed's win exemplifies the power of innovation, community focus, and effective management, inspiring aspiring culinary entrepreneurs to pursue their dreams and make a positive impact.

self-made millionaire



#### **Competing with Online Companies**



#### **KEY INSIGHTS**

- Own Online Ordering Systems: Develop own platforms to cut out third-party fees and keep customer control.
- Direct Marketing & Engagement: Use social media, email, and SMS to connect, promote, and build loyalty.
- **Using Customer Data:** Analyse data for tailored offers, loyalty schemes, and retention.
- Knowing Customer Preferences: Understand why customers use apps; improve convenience and trust.
- Unique & Memorable Offers: Introducing distinctive products and creating memorable dining experiences help restaurants differentiate themselves and strengthen their brand identity.
- **Sustainable Practices:** Use eco packaging and uphold hygiene to attract conscious diners.
- Loyalty Schemes: Reward repeat business based on buying habits to boost direct sales.
- **Free Digital Tools:** Use free marketing tools and analytics to refine strategies cost-effectively.

#### Host

Nadia Ali, Channel S, BBC Asian Network

#### **Panel Judges**

Md Abdul Haque, Vice Chairman, Channel S Dr Shafi Ahmed, e-Commerce Expert Bajloor Rashid MBE, Former President, UKBCCI

#### **Special Judges**

Rimon Rahman, Director, Devoret Kamal Zaman, Technical Director, Symstar IT Mohammed Asadul Islam Emon, Executive, Nanosoft Tech Ltd Hossain Asfar Chowdhury, Sr. Consultant, Unisoft Solutions Ltd

#### **Mentors**

Mabrur Ahmed, Head of dineNET Forhad Hussain Tipu, Executive Member, CC

#### **Participants**

Abul Chowdhury, Olive Indian Group, St. Neots Masud Rana, La Boca Steakhouse, Doncaster Jilal Uddin, 3 Rooms, Chertsey Saif Islam, Sundar Rachana, Kent Farhan Sadique Khan, Bayleaf Takeaway, London



https://youtu.be/wzYlq3rLggl?



# CONGRATULATIONS TO OUT WINDER

RESTAURANT TALENT SHOW AWARDS

OF EPISODE 7

#### **JILAL UDDIN**

**OWNER OF 3 ROOMS, CHERTSEY** 

#### **SUCCESS STORY**

Jilal Uddin triumphed by showcasing how he built an in-house online ordering system, moved away from third-party platforms, and effectively reduced costs while retaining brand control. His winning strategies were featured live on Channel S (Sky 777) on 3 Sep 2024.

The episode reflects the food industry's changing landscape amid competition from large delivery services, emphasising the importance of brand control, innovative marketing, and customer engagement for restaurant resilience and sustainability. It also raises questions about the future of the restaurant industry, exploring additional strategies for competitiveness, the significance of alliances, and the impact of technology on consumer dining experiences.

Engaging with these issues can provide insights into the dining sector's challenges and opportunities.

competing with online companies





#### **KEY INSIGHTS**

- Storytelling & Emotional Connection: Build brand stories that create emotional bonds and lasting memories.
- Digital & Social Media Presence: Engage modern audiences via platforms like Instagram and TikTok.
- Al-Driven Marketing: Use Al for content and automation while keeping a human touch.
- Customer Feedback & Loyalty: Listen, adapt, and improve through regular customer input.
- Smart & Creative Promotion: Use themed nights and unique offers without big budgets.
- **Local Community Ties:** Collaborate with local events to boost visibility and trust.
- Thriving in Competition: Strong PR and marketing are key in a competitive market.
- **Creativity Over Cost:** Prioritise ideas and local connections over large spends.

#### Host

Nadia Ali, Channel S, BBC Asian Network

#### **Panel Judges**

Md Abdul Haque, Vice Chairman, Channel S Dr Sanawar Choudhury, Chartered Accountant Oli Khan MBE, President, BCA

#### **Special Judges**

Shahena Ali, Chef, Nutritionist, Food Writer Simon Tompkins, Cambridgeshire Food Writer Sabbir Karim, Celebrity Chef Mujib Islam, Director, Lansbury Heritage Hotel

#### **Mentors**

Helal Malik, Executive Member, Catering Circle Syed Shahrul Alom, Winner of Talent Show Awards

#### **Participants**

Shah Lalon Amin, Delhi 6, Sunderland City Azad Chowdhury, The Wild Thyme, Chelmsford Jakir Ahmed Chowdhury, Golpo, Cambridge Soyfuzzaman, Mr India, Sheerness, Kent Shajahan Miah + Salman Rashid, Dewok, Birmingham

Adonis Maniadakis, Mayan, Birmingham



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# CONGRATULATIONS To Cur WINNER

RESTAURANT TALENT SHOW AWARDS

OF EPISODE 8

#### **JAKIR AHMED CHOWDHURY**

DIRECTOR OF GOLPO RESTAURANT, CAMBRIDGE

### **SUCCESS STORY**

Jakir Ahmed Chowdhury captivated the audience with his innovative approach to PR, marketing, and branding. His insights into building a strong brand identity and leveraging digital marketing strategies stood out during the show, broadcast live on Channel S (Sky 777), on 17 Sep 2024.

The episode showcases a competition among six restaurants competing for awards at the 2025 Gala Dinner, with judges evaluating their marketing and branding strategies. It emphasises that modern restaurants must go beyond excellent cuisine to establish emotional connections with customers through storytelling and authenticity. Contestants share innovative marketing approaches, highlighting the importance of digital platforms like Instagram and TikTok. Key topics include customer feedback, online optimisation, and AI content generation, with a focus on customer loyalty, which leads to 64% higher spending. The episode concludes with five participants advancing, underscoring the need for ongoing innovation in restaurant marketing and branding.

pr, marketing & branding



#### HR, Recruitment and Training



#### **KEY INSIGHTS**

- Training & Development: Strong focus on health, safety, food hygiene, and language skills to build a flexible workforce.
- **Growing Talent Internally:** Promoting from within builds loyalty and embeds company values.
- Innovative HR Practices: Creative solutions like flexible shifts and team activities boost morale and output.
- Work-Life Balance: Supportive policies and flexible hours improve staff wellbeing.

**Digital HR Tools: T**ech aids recruitment, rota planning, and staff management for better efficiency.

- **Positive Workplace Culture:** Open dialogue and celebrating staff achievements strengthen engagement.
- **Smart Staffing:** Multitasking and efficient scheduling balance cost and satisfaction.
- **Inclusive Hiring:** Diverse teams enhance workplace culture and meet varied customer needs.
- Industry Collaboration: Contest inspires knowledgesharing and continuous improvement.
- **Recognising Excellence:** All participants celebrated for their passion and progress.

#### Host

Nadia Ali, Channel S, BBC Asian Network

#### **Panel Judges**

Ahmed us Samad Chowdhury, Chairman, Channel S Zoe Adjey, Lecturer, University of East London Md Lutfur Rahman, MD, WorkPermitCloud

#### **Special Judges**

Arlene auf der Mauer, Training Consultant Jamal Ahmed, Training Consultant Sheikh Afif al Jame, HR Officer, WrokPermitCloud Touris Ali, Executive Member, Catering Circle

#### **Mentors**

Tajwar Shelim, Winner of Talent Show Awards Shahriar Uddin, Winner of Talent Show Awards

#### **Participants**

Azad Choudhury, The Wild Thyme, Chelmsford Minhaz Miah, Maharani, Ipswich Amin Syed (Dulal), Taj Street Kitchen, Cambridge Mujib Rahman, Viceroy, Birmingham Jakarin Raza, Bellnech Tandoori, Bellnech



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## CONGRATULATIONS to Our WINNER

RESTAURANT TALENT SHOW AWARDS

OF EPISODE 9

### **MINHAZ MIAH**

DIRECTOR OF MAHARANI, IPSWICH

### **SUCCESS STORY**

Minhaz Miah triumphed by showcasing innovative HR strategies that tackled staffing issues and enhanced training processes. His insights on building a motivated team and fostering a positive workplace culture captivated the audience, featured live on Channel S (Sky 777) on 8 Oct 2024.

The discussion included successful restaurateurs focusing on staff management and development, emphasising themes like employee engagement, the necessity of training, flexible work policies, and technology in recruitment.

The insights highlighted the importance of a supportive culture that motivates beyond salary, the value of feedback and integrated management strategies, and flexible HR policies that promote work-life balance and continuous growth. Judges praised the innovative ideas and called for structured recruitment from diverse backgrounds to tackle industry challenges. They celebrated all participants for their contributions, highlighting collaboration and a positive workplace culture as essential for overcoming recruitment issues.

hr, recruitment & training



#### **Financial Planning**



#### **KEY INSIGHTS**

- Final Showdown: Five restaurants compete for the top prize, bringing excitement and high energy.
- **Smart Financial Planning:** Focus on budgeting, forecasting, and financial control as key to success.
- Real-World Money Tips: Practical use of accounts, stock control, and spotting hidden costs.
- Menu Psychology: Clever design and pricing based on customer habits boost profits.
- **Staying Flexible:** Adapting and having backup plans help tackle unexpected issues.
- Tech in Action: Using tech for sales tracking and cost control aids growth.
- **Staff Training Matters:** Upskilling teams improves service and boosts sales.
- Local Links: Engaging with the community builds loyalty and repeat business.
- **Healthy Rivalry:** Contestants raise standards through competition and shared learning.

#### Host

Nadia Ali, Channel S, BBC Asian Network

#### **Panel Judges**

Md Abdul Haque, Vice Chairman, Channel S Foysol Choudhury MBE, Member of the Scottish Parliament

Dr Sanawar Choudhury, Chartered Accountant

#### **Special Judges**

Jan Knights, MD, Square Mile Insurance Jamal Khan, Tax Partner, Curchill Tax Advisers Mohibur Rahman, Entrepreneur Mohammed Siddigur Rahman, Life Member, CC

#### **Mentors**

Sabbir Karim, Celebrity Chef Nurul Hussain Kadir, Winner, Talent Show Awards

#### **Participants**

Abul Chowdhury, Olive Indian Group, St. Neots Amin Syed (Dulal), Taj Street Kitchen, Cambridge Altaf Hossain, Kinara, Glasgow Soyfuzzaman, Mr India, Sheerness, Kent Sultan Pervez, The Spice, Surrey Ahmed Hussain, Elaichi & Belfoi, West Wales



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## CONGRATULATIONS to Our WINNER

RESTAURANT TALENT SHOW AWARDS

OF EPISODE 10

#### **SULTAN PERVEZ**

DIRECTOR OF THE SPICE, SURREY

### **SUCCESS STORY**

Sultan Pervez secured victory in the Financial Planning episode with his strategic expertise in budgeting, cash flow, and growth planning, showcased live on Channel S (Sky 777) on 22 Oct 2024.. An inspiring example of financial savvy in the restaurant industry!

The three-round format featured highenergy discussions on financial management, and the episode brought an intense showdown between Sultan Pervez of The Spice Restaurant in Surrey and Amin Syed of Taj Street Kitchen in Cambridge. Competing in "Financial Planning," both finalists presented their innovative strategies, leading to an exciting tie-breaker round. Sultan Pervez ultimately triumphed, earning his place among Season 8's top 10 winners.

The excitement builds as these top ten winners will then compete for the prestigious "Winner of Winners" title. This special award will kick off the next live series, the Star Show Awards, with a new challenge: creating an innovative signature dish to secure their place as a culinary icon.

## financial planning







## Timeline Season 7 Tue, 5 July Group 1 Tue, 2 Aug Group 2 Tue, 6 Sep Group 3 Tue, 4 Oct Semi Final Tue, 15 Nov Final

## CREDENTIALS SEASON 7, 2022

#### THE CATERING CIRCLE STAR SHOW

#### **PRODUCER**

Towhid Shakeel

#### **GRAPHICS AND WEB**

M A S Mishu Towhid Shakeel Abu Kamruzzaman (Rupok)

#### **OUTDOOR FILMING**

Mahbub Reza Chowdhury Minhaj Kibriyah

#### **VOICE ARTIST**

Andy Rowe

#### **VIDEO EDITING**

Kamrul Hassan

#### **ONLINE SWITCHING**

Kamrul Hasan Ahad Ahmed

#### **CAMERA AND LIGHT**

MARS Shiplu Md Abu Jubayer Bahar Uddin

#### **COMPLIANCE**

Halimuzzaman Evan

#### **TRANSMISSION**

Masud Parvez GD Pappu

#### IT SUPPORT

Fuad Hasan

#### **EXECUTIVE PRODUCER**

Md Abdul Haque

#### **HOSTS**

Nadia Ali Helal Malik

#### **CHIEF ADVISOR**

Ahmed Us Samad Chowdhury JP

#### **CC TEAM MEMBERS**

Altaf Hussain Helal Malik Forhad Hussain Tipu Ruhul Shamsuddin

#### ACKNOWLEDGEMENT

Mahee Ferdhaus Jalil Taz Chowdhury Farhan Masud Khan

#### **GUEST MANAGEMENT**

Olee Abdur Rahman Mabrur Ahmed Milad Ahmed Nurul Amin

#### TV REPORTING

Muhammed Jubair

#### PRESS & PR

MRPR

#### **PANEL JUDGES**

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

#### **SPECIAL JUDGES**

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

#### **MENTORS**

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



JULAL SYED Taj Tandoori



- Mixed Spice
- Turmeric
- Sea Salt and Cracked Black Pepper
- Mustard Oil and Vegetable Oil
- 1 Mackerel Fillet
- 1 Smoked Mackerel Fillet
- Maris Piper Potatoes
- Basmati Rice
- Dried Red Chilli
- Fresh Green chillies
- Fresh Coriander and Fresh Dill
- Panko Breadcrumbs
- Egg
- Spring Onions
- Pointed Sweet Pepper
- English Onion sliced and
- Red Onions chopped
- on the Vine Tomatoes
- Cherry Tomatoes
- Fenugreek Seeds
- Fresh Garlic
- Radish
- Cane Sugar
- Star Aniseed
- Butter and Lemon Juice



#### Mackerel Fillet (Maas Biran)

Marinate fillet with turmeric, mixed spices, black pepper, lemon juice & salt for 1 hour. Fry in mustard oil on high heat, then rest on residual heat for 1 min. In a separate pan, sauté garlic, onion & peppers in oil until soft, add 1 tbsp mixed spices, cook for 10 mins.

#### Fish Cake (Maas Bora)

Boil Maris Piper potatoes with salt (25 mins), mash with butter & seasoning. Mix in 1/3 smoked mackerel, green chillies, red chilli flakes, and coriander. Shape into patties.

#### Warm Rice & Smoked Mackerel Salad (Maas Baazi)

Cook basmati rice. Fry dried red chilli in oil, remove, then fry crumbled mackerel until aroma fades. Add spring onion, green chillies, red onion & coriander. Stir into rice and serve warm.

#### Tomato Soup (Khatta)

Sauté fenugreek seeds, onion, garlic in oil. Add turmeric & salt. Add chopped vine & cherry tomatoes, cook 10 mins, then add 500ml water. Simmer 10 mins, finish with fresh coriander.

#### Radish Purée

Cook 300g chopped radish with 2 tbsp water, 1 tbsp sugar & 1 star anise until soft. Remove star anise, blend to smooth purée. Chill.

#### **Glazed Lime**

Halve lime, dip cut side in sugar, and pan-fry until caramelised.



JASSIM HUSSAIN Shoreditch Fish & Chips, London



- Fresh Salmon and Squid
- Panko Crumbs. Smoked Paprika
- Mil Dip. Cornflour
- Sea Salt Crystals
- Butter (with buttermilk)
- Roasted Sesame Seeds
- Thai Sweet Chilli
- Extra Virgin Olive Oil Infused Garlic and Vinegar
- Salad Leaves Wild Rocket, Cherry Tomatoes. Shredded Carrots, Gherkin
- Grilled Sugar Snaps and Baby Corn

## INSTRUCTIONS

Sprinkle sea salt crystals over the salmon. Smoke the salmon in a smoker fed with burning Oak Wood for 30mins at 120-125 degrees. Salmon is cut into portions (getting 5 pieces each fillet); the whole salmon has 2 fillets totalling 10 chunky portions typically from a 4.5kg whole salmon.

Layer each portion onto 2 thin slices of butter with buttermilk and wrap in foil ready for griddle. Cut the squid into a ring shape, and into strips by gently slicing vertically and horizontally across the strips. Coat the squid ring in mil dip and cover in panko crumbs, with the strips coated in cornflour; extra virgin olive oil infused with garlic and add vinegar for seasoned salad dressing.

Pan-roast the sesame seeds for a few mins. Salad mix of leaves. wild rocket, cherry tomatoes - halved and wetted in sesame seeds, thinly shredded carrots, and thin slice whole gherkin. Dress the salad in the olive garlic vinegar mix.

Grill the salmon on the griddle approx. 6mins each side and slowly remove foil over time. Fry the squid in rapeseed oil for 3-4 mins. Grill sugar snaps and baby corn upon finishing the salmon using its juices. Sprinkle over the calamari with smoked paprika. Serve the calamari with Thai sweet chilli dip. Serve the salmon sprinkled off with roasted sesame seeds bedded on the seasoned salad.

Presentation is key - serve in baskets, plates, and miniature tin buckets.



TAJWAR SHELIM Viceroy of Windsor, Windsor

## **INGREDIENTS**

- Scallop (medium size) 4 Pcs
- Black Sesame Seeds half teaspoon
- Salt to taste
- Black Pepper one pinch
- Lemon half teaspoon
- Cooking Oil 20 ml
- Chopped Ginger Garlic 1 AP spoon
- Brocolli 125 gm (4 pcs)
- Cherry Tomato 2 pcs
- Half a cup of Yellow Mustard Seeds (soak it for 3-5 hrs)
- Turmeric Powder 1 pinch
- Green Chilly 1 (finely chopped)
- Chopped Red onion 50 gm
- Black Cavie for garnish
- Fresh Orange juice half cup

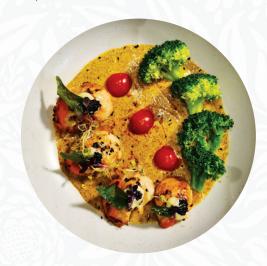


Soak the mustard seeds for two to three hours in a bowl of water.

Take all mustard seeds, chopped ginger garlic, green chilies, and salt in a mixing jar. Pulse it 2-3 times to get a coarse powder. Add 1/4 cup water and pulse it again to get a smooth paste.

Prepare a smooth medium-thick sauce in a pan by tempering oil with chopped red onion, turmeric powder, and fresh orange juice.

Take another non-sticky fry pan for grilling the scallops.





SYED SHAHRUL ALOM India India Whitton, Hounslow



- King Prawns Size U5
- Half an Onion Finely Chopped
- 1 Garlic Sliced
- 2 TSB Olive Oil
- 1 Tomato finely Chopped and Diced
- 1/4 Green Pepper Finely Chopped and Diced
- 1/4 Red Pepper Finely Chopped and Diced
- 1/2 TSBP Methi Patha (DRY Fenugreek Leaves)
- 1 Finely Chopped Green Chillies
- 1 TSBP Turmeric Powder
- 1 TSBP Curry Powder
- Coriander Finely Chopped
- 1/2 TSBP of Tomato Paste
- Red Onion sliced for garnish
- Half a lemon sliced in half for garnish
- A leaf of lettuce for garnish



Slice the whole King Prawn from the middle down to split it in half leaving the top tail intact. Heat a pan on medium heat place the king prawns shell down on the pan let the shell turn golden brown turn the king prawns over and cook the meat for 1 minute then leave it aside.

Heat a pan on medium heat add olive oil then add your onion and half the sliced garlic once the onion and garlic have turned golden brown add your spices & vegetables. Add 1TSBP of turmeric powder, curry powder, 1/2TSBP of Methi Patha and tomato paste then add the green and red pepper let that marinade add half a cup of water.

Add your king prawns back into the sauce turn the heat up slightly and stir the king prawns. Allow the sauce to thicken whilst you marinade the king prawns into the sauce garnish. If you would like to spice the dish up add some chopped green chillies then finish it off with sprinkling some coriander. Once the sauce has thickened & reduced you are ready to plate.



ABDUL MUMIT JAKARIA Mahdi Lounge, Rye



- Fresh Spring Chicken Fillet 140-160g
- 1 Tablespoon Turmeric
- 1 Tablespoon Peri Peri Seasoning
- Sea Salt to taste
- 1 Tablespoon Mint sauce
- 1 Tablespoon Fenugreek
- 1/2 Tablespoon Dried red chillies
- 1/2 Tablespoon Lemon Juice
- 1 Egg | 3 Tablespoon Breadcrumbs
- 3 Tablespoon Olive Oil
- 1 Tablespoon Fresh Garlic
- 2/3 Piece Curry Leaves | Half Diced Onion
- 2 Slit Green Chilli | 1/2 Green/Red Pepper
- 1/2 Tablespoon Lime Juice
- 1 Tablespoon Sweet Chilli Sauce
- 1 Tablespoon Garlic Mayonnaise
- 1 Tablespoon Dark Soy Sauce
- 1 Tablespoon Tandoori Paste
- 8 Pieces Organic Fine Green Beans
- 1 Tablespoon Fresh Coriander
- 1 Tablespoon Spring Onions
- 50g Steamed Rice
- Homemade Salad
- 1 Radish

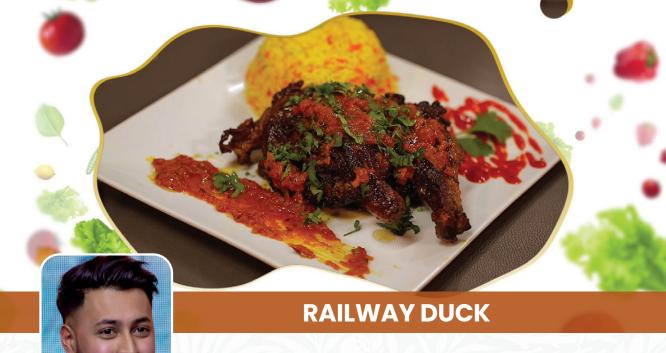


Delicately cut the fresh chicken into round thin slices. Season with the following items: turmeric, Peri Peri seasoning, sea salt, mint sauce, fenugreek, dried red chillies, and lemon. Once marination is complete, coat the chicken in egg and gently press against the chicken with breadcrumbs. Then place in the oven at 90 degrees for approximately 6-8 minutes. In the meantime, the sauce can be prepared.

Heat olive oil at the smoking point, then reduce the heat and add the following ingredients in ascending order: Fresh Garlic, Curry Leaves, Sea Salt, Diced Onions, Fresh Green Chilli, and Green/Red Peppers. Now allow the mixture to cook for 3-4 minutes on slow heat. In the next stage, add the following items to the mixture: Sweet Chilli Sauce, Garlic Mayonnaise, Dark Soy Sauce, Tandoori Paste, and Lime. Continue to stir and allow a further 2-3 minutes until the sauce thickens.

Steam Fine Green Beans until soft (approximately 2-3 minutes). The satay sauce, chicken and fine green beans are now ready, carefully slice the chicken into strips and apply to the sauce.

Gently serve fine green beans onto a plate and place chicken on top of the greens. Sprinkle fresh Coriander and Spring onions to add Aroma and flavour. Serve with fresh plain steamed rice and garnish with salad and thinly sliced radish.



SHAHRIAR UDDIN
Paanchi Indian Street Kitchen



- Duck
- Avocado Oil
- Himalayun Salt
- Red Chilli Flake
- Chaat Masala
- Tomato Ketchup
- Cinnamon Stick
- Youghurt
- Chilli Flake
- Mixed Spices
- Curry Powder
- Turmeric
- Zeera
- Paprika



- Marinate the Duck with spices for 30 minutes.
- Marinate made of: Chilli Flake, Mixed Spices, Chaat Masala and Youghurt.
- Heat pan with slow heat with 2 tablespoon of avocado oil.
- Cook duck with skin on side for 7.5 minutes.
- Cook reverse side of the duck for seven and a half minutes.





NURUL HUSSAIN KADIR Moghul, Kent



- Scottish Salmon Fillets, (230g) diced three pieces
- 5 green Chills, half of green Pepper
- Fresh bunch Mint 40g,
- Fresh bunch Coriander 40g
- Ginger and Garlic, tea spoon of minced
- Dry Methi leaves, One tablespoon
- Mint sauce, one teaspoon
- Coconut milk, 200ml
- Coconut cream. half tablespoon
- Mustard oil, one tablespoon
- Goram masala powder, one third of teaspoon
- Zeera powder, half teaspoon
- Dhania powder, half teaspoon
- Holdi powder, half teaspoon
- One red onion, chopped
- Pointed Sweet Pepper
- English Onion sliced
- Red Onions chopped
- Red salt, one teaspoon



Marinating the salmon fillets with these ingredients will add a delicious taste to the dish. After seasoning the salmon with mustard oil, cumin, and cardamom, skewer it in a Tandoori oven for 7-8 minutes at 135 degrees.

In a small blender, blend in the onions, green bell peppers, and other vegetables until a smooth sauce is created. Finally, add all of the ingredients to a pot on the stove and bring to a simmer. Cook over low heat for about 15 minutes, stirring occasionally, to prevent burning at the bottom.

Crush the garlic cloves in the frying pan with olive oil, and heat until they are light golden brown. Stir fry the fresh spinach for 10 to 12 seconds until it turns green.

Cover the serving plate with enough green sauce from the stockpot. Skewer the salmon and place it on top of the sauce. Garnish with stir-fried spinach and pomegranate seeds. Finish with dill leaves. The salmon Hari Saagwala is ready to be served.



NASEEM TALUKDAR Rajastan Royal, Bristol



- Two pieces of butternut squash
- Two tea spoon of veg cooking oil
- Pinch of salt
- Pinch of mixed powder
- 1/3 Can of chick peas
- Shredded coconut 200g
- Chopped onions 45g
- Coconut milk 20ml
- Few pieces of coriander, red or green capcicum for ornaments

## **INSTRUCTIONS**

- Succulent slices of locally sourced butternut squash, carefully selected and cut into hearty, burger-sized portions for a wholesome base.
- Gently pan-fried over low heat, allowing the natural sweetness to caramelise and the edges to crisp to golden perfection.
- Expertly seasoned with tangy tamarind, adding a bold, zesty kick that balances the squash's smooth, mellow flavour.
- Generously topped with a rich, velvety coconut sauce, infused with aromatic spices for a creamy, tropical twist.
- Finished with a vibrant garnish of tender chickpeas, adding texture, protein, and a satisfying, nutty crunch to every bite.



MOHAMMAD KAMRUZZAMAN The Star, Surrey



- Jack fruit (fresh or tinned)
- Olive oil
- Red onion, garlic, ginger
- Coconut milk
- Tomato puree
- Haldi powder, dhania powder
- Chilli powder
- Salt
- Honey
- Curry leaves, mixed pepper
- Pomegranate and coriander for decoration

## INSTRUCTIONS

- Boil fruit for an hour until soft, then set aside.
- In a pan, add olive oil (1 tablespoon), garlic, and ginger and sauté.
- Add onions until golden brown and then add curry leaves, mixed pepper, turmeric powder, coriander powder, and chili powder.
- Stir for three minutes, then add tomato puree and salt.
- Cook for five minutes, then add coconut milk and jackfruit. Cook for eight minutes, finally add honey and cook for five more minutes.
- Serve with pomegranate, coriander, and zebra rice.





2022



JULAL SYED

(Jaj (Jandoori) 022







JASSIM HUSSAIN
Shoreditch Fish & Chips



TAJWAR SHELIM

Officeroy of Offindsor, Offindsor





## Timeline [Season 6] Tue, 3 Aug Beyond The Pandemic Tue, 17 Aug Financial Planning Tue, 7 Sep Post Brexit Issues Tue, 21 Sep Job Creation And Recruitment Tue, 5 Oct Health Safety And Food Safety Issues Tue, 19 Oct Technology Tue, 02 Nov Healthy Food And New Concepts Tue, 16 Nov Marketing And Branding

## CREDENTIALS SEASON 6, 2021

#### THE ROADMAP TO RECOVERY

#### **PRODUCER**

Towhid Shakeel

#### **EXECUTIVE PRODUCER**

Md Abdul Hague

#### **GRAPHICS AND WEB**

Abdus Satter Mishu Towhid Shakeel Abu Kamruzzaman (Rupok)

#### **HOSTS**

Nadia Ali Tania Rahman Aki Rahman

#### **VIDEO EDITING**

Kamrul Hassan

#### **CHIEF ADVISOR**

Ahmed Us Samad Chowdhury JP

#### **ONLINE SWITCHING**

Ahad Ahmed MARS Shiplu

#### **CC TEAM MEMBERS**

Altaf Hussain Tofozzul Miah Helal Malik Forhad Hussain Tipu Ruhul Shamsuddin

#### **CAMERA AND LIGHT**

MARS Shiplu Morshed Alam Md Abu Jubayer

#### **ACKNOWLEDGEMENT**

Mahee Ferdhaus Jalil Taz Chowdhury Farhan Masud Khan

#### **TRANSMISSION**

Halimuzzaman Evan Masud Parvez

#### **GUEST MANAGEMENT**

Olee Abdur Rahman Mabrur Ahmed Milad Ahmed

#### **IT SUPPORT**

Milad Ahmed

#### PRESS & PR

MRPR



### **Beyond the Pandemic**

#### Host

Nadia Ali

#### **Guests**

Ahmed us Samad Chowdhury Chairman, Channel S Television

Dayashankar Sharma Michelin-plate Chef

Helal M alik

Executive Member, Catering Circle

Ruhul Shamsuddin

Executive Member, Catering Circle

Foysol Choudhury MBE

Member of Scottish Parliament

Dawn Gribble

CEO and Founder, Virtual Solutions

Ana Miah

Life Member of Catering Circle

As the world continues to grapple with the unprecedented challenges posed by the ongoing COVID-19 pandemic, the restaurant industry finds itself at a crossroads. Despite the many obstacles that have emerged over the past year, there is reason for optimism. Indeed, adversity often serves as the crucible in which innovative solutions are forged.

Against this backdrop, Catering Circle invites you to partake in a thought-provoking episode that explores the myriad ways in which restaurants and takeaways are preparing for a post-pandemic future. Drawing upon the insights of seasoned industry experts, this compelling discussion offers insights into two key themes: Fighting the Pandemic and Building Trust and Safety.

Join us as we delve into the front lines of the struggle to adapt to an ever-changing landscape, and discover how the restaurant industry is rising to meet this moment with creativity, ingenuity, and unwavering determination.



Watch this episode from YouTube

https://youtu.be/TBzxFrkKYOk



## **Financial Planning**

#### Host

Tania Rahman

#### Guests

#### Md Abdul Haque

Vice Chairman, Channel S Television

#### Atia 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

Surviving the pandemic as a restaurant owner is an uphill task that requires careful financial planning. In this enlightening episode, seasoned experts share their insights on how to navigate the murky waters of the post-pandemic era. By implementing the following cost-saving measures under the guidance of a professional financial advisor, restaurant owners can steer their businesses towards stability:

Negotiate for a payment holiday on loans or tax payments.

- Ask landlords to consider a payment plan or monthly upfront payments rather than quarterly.
- Discuss extended credit terms with suppliers.
- Claim subsidies and benefits offered by the government.
- Offer team members an unscheduled holiday to help alleviate the burden.
- Reduce leadership pay for a period as airlines have done.
- Minimize variable costs by reducing operating hours to core trading periods.
- Shorten the menu by removing items with a short shelf life or low margin to reduce stock holding.
- Produce more in-house items that are typically bought ready-made with additional labor hours. Delay capital expenditure projects.

Join us as we discuss practical solutions to help restaurants navigate the financial storm and emerge stronger from it.



Watch this episode from YouTube

https://youtu.be/edfmiy1iXtE



#### **Post Brexit Issues**

#### Host

Tania Rahman

#### **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, KBox Global

Samson Sohail

Sales Director, Cobra Beer Partnership Ltd

Catering Circle delves into the current post-Brexit landscape of the restaurant industry, and explores the strategies necessary to restore and rebuild the cherished British Curry Heritage. With the ongoing pandemic compounding the situation, there can be no going back to the status quo. The need of the hour is to adapt to the new reality, plan ahead, and maximize opportunities to stay afloat.

In this episode, experts offer valuable insights into the issues and opportunities that businesses are facing in the post-Brexit world. They discuss survival strategies that can be employed, and share their top recovery tips to help restaurants and takeaways navigate the challenges of the current environment.

Don't miss this illuminating conversation on how to prepare for a post-pandemic and post-Brexit future. Tune in to learn the key strategies to ensure your food business remains relevant and resilient in these unprecedented times.



Watch this episode from YouTube

https://youtu.be/j1M\_gvSO-IU



#### **Job Creation and Recruitment**

#### Host

Aki Rahman

#### **Guests**

#### Md Abdul Haque

Vice Chairman, Channel S

#### Keith Best

Former Conservative MP

#### Joe Adjey

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

#### Saniav Kataria

Apprenticeships and Traineeships Manager

#### Shyam Selvaraj

Business Support Manager, City Legal Services

#### Altaf Hussain

Executive Member, Catering Circle

In this episode of Catering Circle's Season 6: Roadmap to Recovery, the focus is on job creation, recruitment, retaining staff, and HR policies in the post-COVID period for the restaurant industry.

With the impact of the pandemic and Brexit, the younger generation is diversifying the workforce, and attracting and retaining them is discussed. The research reveals that due to pandemic and immigration barriers, 1.3 million overseas migrants have left the UK. Employers are seeing staff return to the hospitality industry from other sectors. Candidates are seeking more flexible hours, and there is a poor perception of the industry among parents and students. Brits call for more government support, including tax relief and cash grants, to help businesses recover.

Hiring the right people in hospitality is essential, and the Home Office needs to understand the skill required to work in a restaurant. The episode provides operational and marketing strategies that align with job candidates' values and offer solutions to the challenges facing the industry.



Watch this episode from YouTube

https://youtu.be/Lt4TGtfbwho



#### **Health Safety and Food Safety Issues**

#### Host

Nadia Ali

#### **Guests**

#### Md Abdul Haque

Vice Chairman, Channel S

#### 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

Nearly two years have passed, the world is still grappling with the pandemic, and it is imperative that we be more prepared for the unexpected changes that may come our way. For businesses worldwide, safety has taken centre stage, and keeping our people healthy, our services efficient, and our products protected is now a top priority. The pandemic has heightened awareness of hygiene compliance and personal responsibility.

In this episode of Catering Circle's Season 6: Roadmap to Recovery, restaurateurs are urged to adapt to the changes brought on by COVID-19, take appropriate safety measures, and comply with government regulations. A COVID-19 risk assessment must be carried out on their premises, and they should ensure that the following key controls are in place: taking orders and delivering or collecting food, maintaining hand hygiene, implementing cleaning and hygiene procedures, promoting communication between all parties to ensure safe working, reducing risk for customers and visitors by maintaining social distancing, and following government guidelines on staying alert and safe.



Watch this episode from YouTube

https://youtu.be/HcRiIYBDC2Y



### **Technology**

#### Host

Nadia Ali

#### **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

Technology is revolutionising the post-pandemic restaurant sector. This show's guests offer various suggestions:

- Use Advanced Technologies and up-to-date website
- There are 3 Major Trends for the Post-COVID World
  - Massive Adoption of own online ordering system
  - Automation jumps from the front of the house to the kitchen and beyond, and
  - Prevention Measures
- Having an online presence for your restaurant is more important than ever.
- Trade safely with ORDER ONLINE.
- Contactless order fulfillment can make the process safer, faster, and overall, more enjoyable for the customer.
- Be compliant with the Government food delivery and takeaway guidance
- Take control of your business with your own branded online ordering system featuring Responsive Site, Mobile App Site, Integrated with EPOS System, etc.
- Kick Out Third-Party Online Giants and Save Money
- Do your own marketing for online orders.



Watch this episode from YouTube

https://youtu.be/fZFJReJ2Ros



#### **Healthy Food and New Concepts**

#### Host

Tania Rahman

#### **Guests**

Ahmed us Samad Chowdhury JP

Chairman, Channel S

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

As we emerge into the 'new normal' of a post-pandemic era, what food trends will stick? Catering Circle has identified a number of factors that will drive long-term restaurant market growth. These factors include:

- the constant adoption of advanced technologies to streamline operations, enhance customer experiences, and increase revenues.
- Additionally, there is growing popularity of online food delivery and the expansion of delivery networks, including cloud kitchens.
- Ethical considerations and healthy and sustainable eating trends are also driving market growth.

Brands are focusing on ensuring customers are safe, providing healthy, high-quality menu items with reduced waste, and offering diet-friendly options such as keto, vegan, or vegetarian. Small plates are also gaining popularity and soy protein is being embraced for better immunity. Food-to-go products are split into two categories: those made for home workers and those made for office workers, with responsibly sourced and certified ingredients, including non-GMO and plant-based protein diet.



Watch this episode from YouTube

https://youtu.be/8kBGJKawMAk



## **Marketing and Branding**

#### Host

Nadia Ali

#### Guests

Mahee Ferdhaus Jalil

Founder, Channel S.

Pasha Khandaker

Ex-President, BCA

Sarah Ali Choudhury

Indian Food Expert, Columnist

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

As the world continues to navigate through uncertain times, it has become vital for restaurants to market their food in a way that reassures customers of their safety and offers a gratifying experience. In the face of the ongoing COVID-19 pandemic, restaurants must carefully blend safety recautions, attractive deals, and effective targeting to ensure a positive return on investment.

To assist restaurants and takeaways in finding the right answers and advice tailored to our current situation, this episode features a panel of experts discussing some useful marketing strategies, including

- COVID-19 Marketing Ideas,
- Digital Marketing Ideas, and
- SMART Marketing Ideas.

By incorporating these ideas into their marketing plans, restaurants can ensure they are effectively reaching their target audience, highlighting their safety measures, and offering a unique and delightful dining experience.



Watch this episode from YouTube

https://youtu.be/fZFJReJ2Ros





# Timeline Season 5

TUE, 15 SEP

Financial Planning

TUE, 29 SEP

Health and Safety

TUE, 13 OCT

Order Online

**TUE, 27 OCT** 

Technology

**TUE, 17 NOV** 

Marketing and Branding

# CREDENTIALS SEASON 5, 2020

#### THE CATERING CIRCLE SPECIAL SHOW

#### **PRODUCER**

Towhid Shakeel

#### **GRAPHICS AND WEB**

M A S Mishu Towhid Shakeel Abu Kamruzzaman (Rupok)

#### **VOICE ARTIST**

Andy Rowe

#### **VIDEO EDITING**

MARS Shiplu

#### **ONLINE SWITCHING**

Ahad Ahmed MARS Shiplu

#### **CAMERA AND LIGHT**

Abu Jubayer Morshed Alam Jamshed

### BROADCAST & COMPLIANCE

Halimuzzaman Evan

#### **TRANSMISSION**

Masud Parvez

#### IT SUPPORT

Milad Ahmed

#### **EXECUTIVE PRODUCER**

Md Abdul Hague

#### HOSTS

Mohi Sami Uddin Aki Rahman Tania Rahman

#### **CHIEF ADVISOR**

Ahmed Us Samad Chowdhury JP

#### CC TEAM MEMBERS

Altaf Hussain Tofozzul Miah Helal Malik Forhad Hussain Tipu Ruhul Shamsuddin

#### **ACKNOWLEDGEMENT**

Mahee Ferdhaus Jalil Taz Chowdhury Farhan Masud Khan

#### **GUEST MANAGEMENT**

Olee Abdur Rahman Mabrur Ahmed Milad Ahmed

#### PRESS & PR

MRPR



The COVID-19 pandemic is taking a huge hit on the hospitality industry, and restaurants are struggling to stay afloat. Turning to takeout and delivery can make up for some lost revenue, but in the long term, that may not be enough to stay in business. Creative operators are going beyond these platforms, fighting back with innovative ideas that are generating revenues. Catering Circle want to explore and share these ideas on how restaurants are responding to the crisis.















Mohi Sami Uddin 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



https://youtu.be/20rSsjIvU8Y





#### **Health Safety and Food Safety Issues**

This episode focuses on government safety measures and food hygiene protocols for caterers, emphasizing adherence to Food Safety Management Systems (FSMS) based on HACCP principles. It highlights the importance of reviewing HACCP procedures post-COVID-19 and shares guidance from the FSA for food businesses on adapting and reopening. Key recommendations include frequent washing and sanitizing of surfaces, utensils, and regular hand washing and glove changes for restaurant workers to prevent COVID-19 transmission.

#### Host

Aki Rahman Presenter, Winner, Talent Show Awards 2017

#### **Guests**

Ahmed Samad Chowdhury JP Chairman, Channel S 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

Ash Miah, Winner, Talent Show Awards 2017









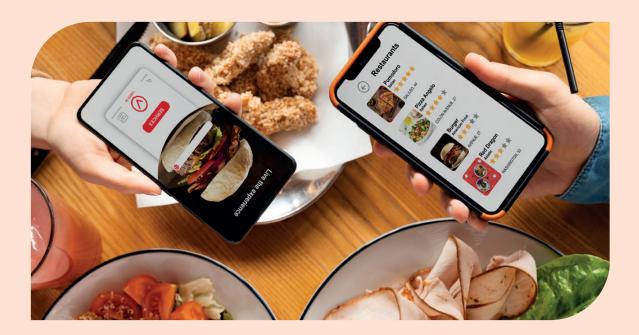






https://youtu.be/PU\_0goS73zs





#### **Order Online**

This episode explores how an online restaurant ordering system aids in preventing COVID-19 spread amid challenges faced by the hospitality industry. It highlights key aspects like:

- Hands-off ordering
- Contactless payments
- Ordering from afar
- Customers satisfaction
- Future challenges

#### Host

Mohi Sami Uddin 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















https://youtu.be/PGXyuQLazx0





#### **Technology**

This episode examines the impact of technology and the pandemic on the restaurant industry, focusing on trends for post-COVID-19 recovery, such as:

- Increased online ordering
- Greater automation
- Enhanced safety measures (sanitisation, contactless payments)

Restaurants should adopt modern kitchen appliances and reassess menus and delivery services. IT leaders must ensure POS security and PII protection, while data science will be vital for profitability. Continuous data monitoring is necessary to establish a new operational baseline.

#### Host

Tania Rahman Young Entrepreneur

#### **Guests**

Md Abdul Haque, Vice Chair, Channel S Television David Livening, Founder, 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, Talent Show 2020 Abdul Bari, MD, The Royal Regency Altaf Hussain, Executive Member, Catering Circle















https://youtu.be/CZg-gPLQ8WM





#### **Marketing and Branding**

In this episode, Catering Circle discusses Successful Restaurant Marketing Strategies during and after the COVID-19 Pandemic. Restaurants must combine appealing photography, special offers, and quality menus with assurances of safety in dining areas. Key to success is balancing public safety measures with strategic marketing and targeted efficiency. Topics covered include COVID-19 marketing ideas, digital marketing strategies, and SMART marketing concepts for restaurants and takeaways.

#### Host

Aki Rahman 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, Star Show 2018
Foysol Choudhury MBE, President, GBRS
Helal Malik, Executive Member, Catering Circle
Tofozzul Miah, Executive Member, Catering Circle
Altaf Hussain, Executive Member, Catering Circle
Mujib Islam, Director, Lansbury Heritage Hotel
Shareena Ali, Chartered Marketeer
Faz Ahmed, Owner of The Akash Portsmouth















https://youtu.be/ZAuRoUo4uKI









# Timeline Season 4

#### TUE, 18 JUNE

Ep 1. Menu Pricing and Cost Management

#### TUE, 2 JULY

Ep 2. Embracing New Technologies

#### TUE, 16 JULY

Ep 3. Healthy Food & New Concepts

#### TUE, 6 AUG

Ep 4. Food Safety & Health Safety Issues

#### TUE, 20 AUG

Ep 5. Attracting, Engaging & Retaining Females

#### TUE, 3 SEP

Ep 6. Attracting the Younger generation

#### TUE, 17 SEP

Ep 7. Competing with Online Companies

#### TUE, 1 OCT

Ep 8. PR Marketing and Branding

#### TUE, 15 OCT

Ep 9. Immigration, Staff Crisis and Recruitment

#### TUE, 5 NOV

Ep 10. Financial Planning

# CREDENTIALS SEASON 4, 2019

#### THE CATERING CIRCLE TALENT SHOW

#### **PRODUCER**

Towhid Shakeel

#### **GRAPHICS AND WEB**

M A S Mishu Towhid Shakeel M Alamgir

Abu Kamruzzaman (Rupok)

#### **VOICE ARTIST**

Andy Rowe

#### **VIDEO EDITING**

Kamrul Hassan MARS Shiplu

#### **ONLINE SWITCHING**

Ahad Ahmed

#### **CAMERA AND LIGHT**

MARS Shiplu Md Abu Jubayer Bahar Uddin

#### **TRANSMISSION**

Halimuzzaman Evan

#### **IT SUPPORT**

Fuad Hasan

#### **EXECUTIVE PRODUCER**

Md Abdul Hague

#### **HOSTS**

Nadia Ali

#### CHIEF ADVISOR

Ahmed Us Samad Chowdhury JP

#### **CC TEAM MEMBERS**

Altaf Hussain Helal Malik Forhad Hussain Tipu Ruhul Shamsuddin

#### **ACKNOWLEDGEMENT**

Mahee Ferdhaus Jalil Taz Chowdhury Farhan Masud Khan

#### **GUEST MANAGEMENT**

Olee Abdur Rahman Mabrur Ahmed Milad Ahmed Nurul Amin

#### TV REPORTING

Muhammed Jubair

#### PRESS & PR

**MRPR** 

#### **Menu Pricing and Cost Management**







#### Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

#### **Panel Judges**

Mahee Ferdhaus Jalil, Founder, Channel S 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

#### **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

#### Mentors

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

## EPISODE 2

#### **Embracing New Technologies**

# Offinner







#### 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

#### **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 & Chips, London Aktar Hussain, Amma's Kitchen, London Tuhin Ahmad, The Lancer, Suffolk

#### Mentors

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

#### **Healthy Food Options and New Concepts**







#### Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

#### **Panel Judges**

Ahmed us Samad Chowdhury JP, Chairman, Channel S Ian Dunn, Director, ID Development Training Ltd Bajloor Rashid MBE, Ex-President, UKBCCI

#### **Special Judges**

Dr Zaki Rezwana Anwar, Community Activist Waseem Sherwani Sudha Saha, Celebrity Chef Shah Hussain

#### **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

#### **Mentors**

Tofozzul Miah, Winner, Restaurant Talent Show 2017 Ruhul Shamsuddin, Executive Member, Catering Circle

## EPISODE 4

#### **Food Safety and Health Safety Issues**

# Offinner







#### Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

#### **Panel Judges**

Md Abdul Haque, Vice Chairman, Channel S Jamie Mountford Shahagir Bakht Faruk

#### **Special Judges**

Raza Miah, Senior Local Authority Officer, Birmingham Oli Khan, Secretary General, BCA Jan Knights, MD, Square Mile Insurance Services Jamal Ahmed, MD, Hamlets Training Centre

#### **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

#### Mentors

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

#### **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, Celebrity Chef, Restaurateur, Cookbook Author Nikkita Mulchandani, MD, Meridian Grand London

#### **Special Judges**

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

#### **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

#### Mentors

Shareena Ali, Chartered Marketer Tofozzul Miah, Winner, Restaurant Talent Show 2017

## 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, Former Conservative MP

#### **Special Judges**

Meghna Minara Uddin, Consultant and Senior Youth Worker Abdul Haque Habib, MD, London Training Centre Dr Siraj Ali, Life Member, Catering Circle Motin Mia, Life 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

#### Mentors

Ahmed Maaref, Nutrition Chef Ruhul Shamsuddin, Executive Member, Catering Circle

#### **Competing with Online Companies**







#### Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

#### **Panel Judges**

Md Abdul Haque, Vice Chairman, Channel S Dawn Gribble, CEO and Founder, Virtual Solutions Foysal Choudhury MBE, President, Guild of Bangladeshi Restaurateurs

#### **Special Judges**

Abdul Khalid, Director, Onerion Ltd Ruhul Shamsuddin, Executive Member, Catering Circle Faruk Miah MBE, Educator, Project Manager Amy Chowdhury, Activist and Social Worker

#### **Participants**

Emran Ahmed, Longford Balti, Coventry, Naseem Talukdar, Rajastan Royal, Bristol Sajjad Rahman, Taste of India, Sheerness Muhammad Sohail, Soha's Royal Cuisine, Birmingham Babul Hussain, Four Pillars Tandoori, Milton Keynes Azad Hussain, Koloshi Restaurant and Bar, Cheltenham

#### Mentors

Zafar Sunna, BDM, dineNET Forhad Hussain Tipu, Executive Member, Catering Circle

## 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, MD, Royal Regency Waseem Sherwani, Director, Welcome Skills Abdul Haque Habib, MD, London Training Centre Sabbir Karim, Celebrity Chef

#### **Participants**

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

#### Mentors

Shareena Ali, Chartered Marketer Aki Rahman, Winner, Restaurant Talent Show 2017

#### **Immigration, Staff Crisis and Recruitment**







#### Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

#### **Panel Judges**

Ahmed us Samad Chowdhury JP, Chairman, Channel S Paul Scully MP, Member of Parliament, Sutton and Cheam Eafor Ali, Former President of BBCA

#### **Special Judges**

Dr Zaki Rezwana Anwar, Community Activist Hans Raj Ram, CEO, Goldsar Chefs Ana Miah, Life Member, Catering Circle Taj Uddin Shah, Senior Solicitor & Barrister

#### **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, Kippling's Tandoori, London Shamsul Alam Khan, Haldi, Portsmouth Romel Miah, Day of the Raj, Mill Hill

#### Mentors

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

## EPISODE 10

#### **Financial Planning**







#### Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

#### **Panel Judges**

Md Abdul Haque, Vice Chairman, Channel S Lina Bourdon, Chair, Diversity Policy Unit, FSB Enam Ali MBE, Founder, British Curry Awards

#### **Special Judges**

Atique Choudhury, Multi-Cuisine Operator Ben Smith, Regional Manager, ExtraWindows Abdul Haque Habib, MD. London Training Centre Abdul Bari, MD, Royal Regency

#### **Participants**

Sheike Mohammad Zakaria, The Little Bangla, Oldbury Mohammad Shardul Miah, Ruchi, South End on Sea Mirza Baig, Shampan 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

#### **Mentors**

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







# Timeline Season 3



TUE, 4 JULY

Group 1



TUE, 8 AUG

Group 2



TUE, 45 SEP

Group 3



TUE, 3 OCT

Semi Final



TUE, 7 NOV

Final



# CREDENTIALS SEASON 3, 2018

#### THE CATERING CIRCLE STAR SHOW

#### **PRODUCER**

Towhid Shakeel

#### **GRAPHICS AND WEB**

Abdus Satter Mishu Towhid Shakeel Abu Kamruzzaman (Rupok)

#### **OUTDOOR FILMING**

Abdus Satter Mishu Towhid Shakeel Abu Kamruzzaman (Rupok)

#### **VOICE ARTIST**

Andy Rowe

#### **VIDEO EDITING**

Kamrul Hassan MARS Shiplu

#### **ONLINE SWITCHING**

Kamrul Hasan Ahad Ahmed

#### **CAMERA AND LIGHT**

MARS Shiplu Md Abu Jubayer Bahar Uddin

#### **TRANSMISSION**

Halimuzzaman Evan

#### **IT SUPPORT**

Fuad Hasan

#### **EXECUTIVE PRODUCER**

Md Abdul Hague

#### **HOSTS**

Nadia Ali Helal Malik

#### **CHIEF ADVISOR**

Ahmed Us Samad Chowdhury JP

#### CC TEAM MEMBERS

Altaf Hussain Helal Malik Forhad Hussain Tipu Ruhul Shamsuddin

#### **ACKNOWLEDGEMENT**

Mahee Ferdhaus Jalil Taz Chowdhury Farhan Masud Khan

#### **GUEST MANAGEMENT**

Olee Abdur Rahman Mabrur Ahmed Milad Ahmed Nurul Amin

#### **TV REPORTING**

Muhammed Jubair

#### PRESS & PR

MRPR

#### **PANEL JUDGES**

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

#### **SPECIAL JUDGES**

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

#### **MENTORS**

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

# Anardana CHICKEN



SAFWAAN CHOUDHURY Royston Tandoori

## **INGREDIENTS**

- Chicken breast, Natural Yogurt
- Dry Tandoori Spice Rub
- Fresh Coriander
- Iranian pomegranate sauce
- Iranian pomegranate sauce
- Anardana (dried pomegranate seed powder)
- Mixed spice, Himalayan pink salt
- Diced onions, Chopped green chillies
- Fresh coriander, Olive oil
- Natural yoghurt
- Rosewater
- Iranian pomegranate sauce
- Pomegranate seeds (fresh or frozen)





- Butterfly the chicken breast. Allow 5 minutes for marination. Mix the natural yogurt with the Tandoori spice, and marinate the chicken in this mix. Add a dash of Iranian pomegranate sauce before shallow-frying the chicken on Tawa. Cook chicken breast thoroughly and finish with coriander.
- Fry the onions until golden, add mixed spice, Anardana (dried pomegranate seed powder), and a small amount of Himalayan pink salt. Allow the mix to fry and add some Iranian pomegranate sauce and gravy. Before finishing, add chopped green chilies and fresh coriander to add aroma and flavour.
- Simply combine natural yogurt, some pomegranate seeds, rosewater, and pomegranate sauce to create a smooth, naturally pink garnish. This sauce should be sweet, sour & fragrant.
- Decorate with pomegranate seeds and coriander. Serve with rice and garnish.

# Battakh



TOFOZZUL MIAH Bayleaf Restaurant N20

## **INGREDIENTS**

- 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



## **INSTRUCTIONS**

- Trim duck breast leaving the skin on Score duck skin and place on a tray, Season with sea salt and crushed tellicherry black pepper, Place tray in a self-cooking combi oven, inserting prove at 68°C on Pan Fry setting. This will take roughly 8-10 minutes to cook. Meanwhile, the sauce will be prepared
- Heat mustard oil to the smoking point, then lower the heat and add mustard seeds to the 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 them 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



ASH MIAH Cinnamon Spice

## **MOREDIENTS**

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





- Prepare the following: chopped onion, garlic, tomatoes, green peppers, lettuce, carrots, coriander, lime, and 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 it every 40 seconds so it cooks to perfection.
- Cook it for 4-5 mins.
- Cook the rice with vegetables and stir-fry it for around 2-4 mins on a commercial cooker.
- Prepare the salad in Mediterranean style:
   Tomato, lettuce, cabbage, olive oil, cucumber, and radish with salad dressing
- Decorate the plate.
- Serve in style with a complimentary Mango Lassi Drink.

# Feast of NAWAB



FAHAD ISLAM The School of Spice



- 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





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

# Jalali CHICKEN



ADNAN HUSSAIN Cafe Masala



- Boneless chicken
- Green harbal sauce (mint, parsley, garlic, greenchilli, green pepper, basil)
- Mixed curry powder
- Garlic and ginger paste
- Methi leaves
- Tomato puree
- Onion, fresh tomato
- · Salt, youghurt
- Pilau rice
- Plate Decoration:
  - Tammarind sauce
  - Mint sauce. Peri peri sauce
  - Fresh green salad tomato, red onion,
  - cucumber, lemon
  - Paan (betel leaf)





- Breast of chicken marinated and cooked in a clay oven until tender (15 mins).
- Heat pan, and pour 1 teaspoon of olive oil, 1/2 teaspoon garlic paste as well as ginger paste, and chopped onion.
- Add 1 teaspoon of mixed curry powder, and 2 tablespoons of tomato puree, and cook on slow heat.
- Add 3 tablespoons of handmade herbal paste, stir for 3 minutes, let simmer for blending of all components.
- Can use chicken stock to TASB (thick chicken gravy).
- Now add cooked chicken to the pan as well as fresh tomato and roasted methi leaves.
- 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



**FAHAD ISLAM** The School of Spice



- 2 fillet seabass. 4/6 tiger prawns. 3 cherry tomatoes cut in half
- Fresh lemon juice, half onion, a tablespoon tomato puree, and a pinch of salt
- Teaspoon sugar, half cafe lime leaves, cornflour, tablespoon mixed powder
- A hint of chilli powder. teaspoon ginger andgarlic paste
- Sprinkles of Ghee on the Rice
- Cooked steamed basmati rice fit in a rice dish. 1 slice of lemon
- Sprinkle with coriander. large spoon of onion
- Bunch of fresh spinach and clove garlic chopped
- Two tablespoons of vegetable oil Plate Decoration: mint leave, radish, carrot, watercress





- Four elements of cooking bring the dish together:
  - Fillet of seabass, marinated with mixed powder and fresh lemon juice and then panfried for 6 minutes coated in cornflour. Skin side first and turned over after 3 minutes.
- When seabass is frying, prepare the sauce by cooking onion, garlic, and ginger paste with salt, tomato puree, mixed powders, and a pinch of chilli powder. Cook for 3 minutes with four or six tiger prawns, two cherry tomatoes, and a large spoon of onion gravy. Then add a teaspoon of sugar and a squirt of lemon juice. Cook for a little longer until the sauce is fairly dry and leave to a side.
- Toss steamed rice in a hot wok with ghee, lemon slices, and coriander leaves. Cook for a few minutes. Place the rice in a small ramekin provide.
- In a frying pan, heat vegetable oil and cook garlic until golden. Add fresh spinach and cook for less than a minute until wilted.

# Salmon ASPRA



ABDUL KASHIM Chilli Bar and Kitchen



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





- Marinade for Salmon
   In a bowl, mix half a cup of olive oil, half
   a teaspoon of sea salt, half a teaspoon of
   Garam Massala, half a teaspoon of mustard,
   half a teaspoon of mint paste, 1/4 teaspoon
   of chilli powder,1/4 teaspoon of turmeric and
   half of the fresh lemon Juice.
   Mix into a paste and coat the Salmon and
   place into Chiller for 15 minutes...
- For Asparagus
   In a hot pan pour olive oil, add asparagus
   and stir for 2 minutes, add garlic, turmeric,
   ground black pepper, and chilli flakes.

   Stirring for 5 minuets, serve with Salmon.

# Slow Roasted OX CHEEK



ZIAUR CHOUDHURY Montaz



- 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





- Marinade the ox cheek in the ingredients above and leave overnight if possible.
- Preheat oven to 280 degrees for 30 minutes.
- Put ox cheek in the 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, and butter.
- Cook for 5 minutes.

#### Aloobartha:

- 2 medium potato roast or boil.
- Skin off and mash.
- · Red onion, spring onion, mustard, mustard seed, curry leaf, salt

# Sunset on the SEAFRONT



MOHI SAMI UDDIN Shafiques Restaurant

## **MATERIAL STATE**

- Sea Bass x 2 | 4red/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



### INSTRUCTIONS

- Pickle the beetroot Chop thinly, sith sliced carrot, vinegar (2tbsp), Himalyayan 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 poiling 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.

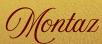




2018



ZIAUR CHOUDHURY









TOFOZZUL MIAH

Bayleaf Restaurant NO 20



ABDUL KASHIM Chilli Bar & Litchen





# Timeline Season 2

#### TUE, 9 MAY

Ep 1. Menu Pricing and Cost Management

#### TUE, 23 MAY

Ep 2. Unity and Collaboration

#### TUE, 4 JULY

Ep 3. Embracing New Technologies

#### TUE, 18 JULY

Ep 4. Healthy Food & New Concepts

#### TUE, 1 AUG

Ep 5. Food & Health Safety Issues

#### TUE, 15 AUG

Ep 6. Attracting the Younger generation

#### TUE, 5 SEP

Ep 7. Competing with Online Companies

#### TUE, 19 SEP

Ep 8. PR Marketing and Branding

#### TUE, 3 OCT

Ep 9. Immigration, Staff Crisis and Recruitment

#### TUE, 17 OCT

Ep 10. Competition and Sustainability

#### TUE, 7 NOV

Ep 11. Financial Planning

#### **TUE, 21 NOV**

Ep 12. Business Compliance and Training

# CREDENTIALS SEASON 1, 2017

#### THE CATERING CIRCLE TALENT SHOW

#### **PRODUCER**

Towhid Shakeel

#### **GRAPHICS AND WEB**

M A S Mishu Towhid Shakeel M Alamgir Abu Kamruzzaman (Rupok)

#### **VOICE ARTIST**

Andy Rowe

#### **VIDEO EDITING**

Abu Hena Kayes Kamrul Hassan MARS Shiplu

#### **ONLINE SWITCHING**

Kamrul Hasan Ahad Ahmed

#### CAMERA AND LIGHT

MARS Shiplu Md Abu Jubayer Bahar Uddin

#### **TRANSMISSION**

Halimuzzaman Evan Reza

#### **IT SUPPORT**

Zafar Sunnah Fuad Hasan

#### **EXECUTIVE PRODUCER**

Md Abdul Haque

#### **HOSTS**

Nadia Ali

#### **CHIEF ADVISOR**

Ahmed Us Samad Chowdhury JP

#### **CC TEAM MEMBERS**

Altaf Hussain Helal Malik Forhad Hussain Tipu Ruhul Shamsuddin

#### **ACKNOWLEDGEMENT**

Mahee Ferdhaus Jalil Taz Chowdhury Farhan Masud Khan

#### **GUEST MANAGEMENT**

Tanim Chowdhury Olee Abdur Rahman Mabrur Ahmed Milad Ahmed Nurul Amin

#### TV REPORTING

Muhammed Jubair

#### PRESS & PR

MRPR

#### **Menu Pricing and Cost Management**







#### Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

#### **Panel Judges**

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

#### **Special Judges**

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

#### **Participants**

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

# EPISODE 2

#### Menu Pricing and Cost Management







#### 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**

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

#### **Embracing New Technologies**







#### Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

#### **Panel Judges**

Md Abdul Haque, Vice Chairman, Channel S 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 Concepts**

# Offinner





#### 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

#### **Food Safety and Health Safety Issues**







#### Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

#### **Panel Judges**

Md Abdul Haque, Vice Chairman, Channel S Helen Statham, Operations Manager, FWSLTS, 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, Former Press and Publications Secretary, BBCA
Mohib Uddin Chowdhury, Senior Vice President of BBCCI
Raza Miah, Senior Food safety and licensing officer
Arup Dasgupta, Executive Chef of Holiday Inn
Jamal Ahmed, MD, Hamlets Training Centre
Abdul Bari, MD, The Royal Regency

#### **Participants**

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

# EPISODE 6

#### **Attracting the Younger Generation**

# Offinner





#### 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 Dilara Khan, Founder President, BBCWE

#### **Special Judges**

Jamal Uddin Mokoddus, Senior vice Chair, BCA
Shahriar Ahmed, Vice President, BBCA
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

#### **Competing with Online Companies**







#### Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

#### **Panel Judges**

Md Abdul Haque, Vice Chairman, Channel S Amrit K Khera, Digital Marketing Expert Eafor Ali, Ex-President, BBCA

#### **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

# Offinner







#### Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

#### **Panel Judges**

Ahmed us Samad Chowdhury JP, Chairman, Channel S 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

#### **Immigration, Staff Crisis and Recruitment**







#### Host

Nadia Ali

Presenter, Channel S and BBC Asian Network

#### **Panel Judges**

Md Abdul Haque, Vice Chairman, Channel S 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 Anwar Babul Miah, Lawyer
Ruhul Shamsuddin, Executive Member, Catering Circle
Abdul Bari, CEO, Royal Regency

#### **Participants**

Liton Hussain and Jamal Hussain, Shamrat, Maidstone, Kent 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 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 Restaurent, Essex Abul Hussain, Saffron Indian Diner, Kent Julal Syed, Taj Tandoori, Cambridge Hydor Hussain, Curry Garden, Essex

#### **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 Adam Hussain, Basil Spice, Basildon 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 Helen Walbey, Policy Chair for Health and Diversity, FSB Enam Ali MBE, Founder, British Curry Awards

#### **Special Judges**

Rehanuz Zaman, Environmental Health Officer
Arlene auf der Mauer, Training Consultant
Maria Ahmed, YouTube Celebrity
Shahena Ali, Chef, Nutritionist, Food Writer
Fahmina Chowdhury, BDM, Meridian Grand London
Ian Dun, Director, ID Development Training
Dr M G Moula, Entrepreneur
Jamal Ahmed, MD, Hamlets Training Centre

#### **Participants**

Aziz Miah, Red Indian Restaurant, Hertfordshire Dilwar Hussain, Raj of India, Hertfordshire Md Akbar Hussain, Yuva, Hertfordshire Nasir Uddin, Riyadz, Essex Zakaria Chowdhury, Mughal Knight, Suffolk





# Timeline Season 1

#### TUE, 9 MAY

Ep 1. Menu Pricing and Cost Management

#### TUE, 23 MAY

Ep 2. Unity and Collaboration

#### TUE, 4 JULY

Ep 3. Embracing New Technologies

#### TUE, 18 JULY

Ep 4. Healthy Food & New Concepts

#### TUE, 1 AUG

Ep 5. Food & Health Safety Issues

#### TUE, 15 AUG

Ep 6. Attracting the Younger generation

#### TUE, 5 SEP

Ep 7. Competing with Online Companies

#### **TUE, 19 SEP**

Ep 8. PR Marketing and Branding

#### TUE, 3 OCT

Ep 9. Immigration, Staff Crisis and Recruitment

#### **TUE, 17 OCT**

Ep 10. Competition and Sustainability

#### TUE, 7 NOV

Ep 11. Financial Planning

#### TUE, 21 NOV

Ep 12. Business Compliance and Training

# CREDENTIALS SEASON 1, 2016

#### THE CATERING CIRCLE TALK SHOW

#### **PRODUCER**

Towhid Shakeel

#### **GRAPHICS AND WEB**

M A S Mishu Towhid Shakeel M Alamgir Abu Kamruzzaman (Rupok)

#### **VOICE ARTIST**

Andy Rowe Rez Kabir

#### **VIDEO EDITING**

Abu Hena Kayes Kamrul Hassan GD Pappu

#### **ONLINE SWITCHING**

Kamrul Hasan Ahad Ahmed

#### **CAMERA AND LIGHT**

Issa Khan Rashed MARS Shiplu Md Abu Jubayer Shah Alam

#### **TRANSMISSION**

Halimuzzaman Evan Sarwar

#### **IT SUPPORT**

Zafar Sunnah Fuad Hasan

#### **EXECUTIVE PRODUCER**

Md Abdul Haque

#### **HOSTS**

Mahee Ferdhaus Jalil Ahmed us Samad Chowdhury JP

#### **CHIEF ADVISOR**

Ahmed Us Samad Chowdhury JP

#### **CC TEAM MEMBERS**

Altaf Hussain Helal Malik Forhad Hussain Tipu Ruhul Shamsuddin

#### **ACKNOWLEDGEMENT**

Mahee Ferdhaus Jalil Taz Chowdhury Mahbub Reza Chowdhury Farhan Masud Khan

#### **GUEST MANAGEMENT**

Tanim Chowdhury Olee Abdur Rahman Rejab Uddin Nurul Amin

#### TV REPORTING

Muhammed Jubair Kamal Mehedi

#### PRESS & PR

**MRPR** 

## Menu Pricing and Cost Management

Valuable insights on managing your food costs and menu planning.

#### Solutions

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

# EPISODE 2

## **Unity and Collaboration**

Finding common ground - Collaborating within the team to share learning and create an atmosphere of unity.

#### Solutions

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

# **Embracing New Technologies**

Understanding and embracing technological innovations.

#### Solutions

- Use appropriate Epos System.
- Use digital menu (apps, boards).
- Engage on social media. Build a local following, post photos and special offer, stay
- Set up a website. Invest in your restaurant
- 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

Adopting innovative menus featuring healthy foods.

#### Solutions

- Innovative Healthy Menu Planning customise the 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, and 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 a variety of ingredients, colours, flavour, textures, portions, presentations, and prices.
- Bring new concepts like lunchtime trade, street food, stone cooking (Hot Rock), and 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, and 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.

# Recognised Respected Rewarded

Maintaining strict Health and Safety rules and regulations.

#### Solutions

To achieve a 5-star rated food business, consider the following key points:

- Complete the Safer Food, Better Business (SFBB) folder and conduct daily opening and closing checks.
- Attend Food Safety Training and be aware of hazards.
- Understand the Environmental Health
  Officer's role and possible actions based
  on risks Emergency Prohibition, Hygiene
  Improvement Notices, Formal Samples,
  Inspection handwritten reports, or letters.
- Monitor food safety standards through checklists and audits.
- Maintain adequate Employers Liability Insurance (Health and Safety).
- Ensure trained staff serve food free from physical, chemical, allergenic, and microbiological hazards.
- Implement a lawful HACCP system to attain
   5 stars from the local Council.
- Be mindful of the 4 hazards related to the 5Ps: Premises, Persons, Pets, Pests, and Products.
- Follow the 5Cs: Cleaning and Disinfection, Cooking, Cross Contamination, Chilling, and Caring Management.

## EPISODE 6

# Attracting the Younger generation

Retain restaurant staff and attract young generation into the sector.

#### Solutions

To attract and retain employees and younger generations, consider the following key strategies:

- Change attitudes by fostering engagement, empowerment, and trust among employees.
- Create a diverse and flexible work environment with competitive wages and job security.
- Adjust training and management systems as needed for all staff levels.
- Use high-quality products and prioritise customer service and social responsibility.
- Attract younger generations (YGs) by offering internships, training, and personal growth opportunities.
- Implement fun incentives like outings and workplace competitions, emphasising the importance of brand image.
- · For younger customers:
  - Understand their preferences and provide personalised experiences.
  - Reward and create a rich dining atmosphere.
  - Offer healthier, customisable food options quickly.
  - Focus on value rather than just price.
  - Embrace technology and update your online presence.

# **Competing with Online** Companies

Encourage businesses to take control of your own online ordering systems.

#### Solutions

To enhance online ordering for your restaurant:

- · Use your own system for online orders and marketing.
- Avoid third-party platforms by going "Off
- · Capture customer contact information for email marketing.
- · Develop a targeted marketing plan with a consistent message.
- Utilise tech tools like ePoS systems, accounting software, and CRM applications for data visualisation.
- Leverage social media and apps, particularly Facebook, to attract new customers.
- Offer incentives for ordering from your website, such as discounts or loyalty coupons.
- Ensure your online ordering system includes customer feedback options and e-coupons.
- Maintain accurate search engine listings; utilise Google's free local listing and keyword advertising.
- Use phone messages to inform customers about online ordering availability.

## EPISODE 8

## PR Marketing and Branding

Finding out how we can re-brand the catering sector and showcase some good examples of successful businesses.

#### Solutions

To effectively promote your restaurant, consider these key strategies:

- Formalise brand standards (mission statement, logo, graphics, guidelines).
- Develop a marketing plan, starting small and expanding over six months to a year.
- · Create a menu that serves as a guide, using appealing photos and engaging text.
- · Build emotional connections through quality food, great service, and a unique identity.
- · Utilise PR and social media for engagement and exposure.
- · Highlight local angles or celebrities for community interest.
- · Issue press releases for significant restaurant updates.
- Foster customer relationships by training staff to prioritise customer satisfaction.
- Ensure a responsive website for all devices.
- Start an email database and implement a customer loyalty programme with rewards and special events.
- Prepare an electronic media kit for journalists, including a press release and introductory letter.

# Immigration, Staff Crisis and Recruitment

Finding out sustainable solutions to these issues.

#### Solutions

Key strategies for addressing challenges in the community and market include:

- Lobbying for a reduced wage threshold for chefs and easing immigration.
- Advocating for work permits and temporary NI numbers for undocumented individuals.
- Allowing chefs to work for multiple restaurants.
- Utilising technology to lower labour costs (e.g., EPOS, online ordering).
- Training non-Asians and innovating with new business concepts and fusion food.
- Offering internships with training, flexibility, and opportunities for growth.
- Fostering a positive work culture focused on employee engagement and empowerment.
- Recruiting through Job Centre Plus,
   Gumtree, and social media, with support from Learn Direct.
- Building trust, integrity, and collaboration within teams.
- Reviewing wages, benefits, appraisals, and job security measures.
- Inspiring staff and establishing a strong management structure.
- Prioritising high-quality products, excellent customer service, and social responsibility.

# EPISODE 10

# Competition and Sustainability

Competition within the catering industry and the survival of the curry houses.

#### Solutions

Key strategies for copetition and sustainability withing the catering industry include:

- Set menu prices wisely, using effective pricing, marketing promotions, and social media strategies, along with customer feedback.
- Identify, target, and retain customers by understanding their needs and what to sell.
- Build employee loyalty through quality products, excellent service, and social responsibility.
- Define your brand and focus on selling benefits rather than features.
- Communicate with customers to identify their needs, empower them, and exceed their expectations.
- Utilise an EPOS system to boost revenue, manage restaurant CRM, and track employee productivity.
- Enhance loyalty and gift card programs by encouraging customer participation and providing online balance checks.
- Use the EPOS system for menu engineering and waste reduction strategies.
- Redesign your restaurant for improved efficiency.
- Foster relationships with suppliers and leverage your restaurant's network position.

# **Financial Planning**

Exploring a comprehensive, professional and convincing financial section.

#### Solutions

Key tips for restaurant success include:

- Learn from others' mistakes and understand business operations.
- Develop a sustainability strategy based on current conditions.
- Be passionate and knowledgeable in marketing, HR, finance, and law.
- Identify your Unique Sales Position and prioritize excellent service.
- · Maintain a current and solid budget.
- Carefully design and regularly update your menu, removing non-selling items.
- Keep start-up costs low with a realistic business plan.
- Conduct weekly inventories to manage revenue, waste, and theft.
- Analyse sales and costs through weekly reporting to improve cash flow.
- Use an integrated EPOS system to enhance food management and maximise profits.

## EPISODE 12

# Business Compliance and Training

Legal issues affecting the catering sector.

#### Solutions

To ensure a successful food business, consider these key points:

- Dedicate time and effort to business policies and procedures.
- Comply with the Food Safety Act of 1990, General Food Hygiene Regulations, and EU directives.
- Obtain adequate Public Liability Insurance for accidents involving staff or customers.
- Secure Contents Restaurant Insurance for your policy.
- Acquire a Food Hygiene Certificate to ensure customer satisfaction.
- Complete the Safer Food, Better Business (SFBB) folder and conduct daily checks.
- Follow HACCP (Hazard Analysis Critical Control Point) guidelines and aim for a 5-star rating from the local Council.
- Ensure all food handlers, from porters to proprietors, receive necessary food safety training.
- Provide at least Level 2 Food Safety in Catering training for staff.
- Trained staff must ensure food is free from physical, chemical, allergenic, and microbiological hazards.

# LATEST UK IMMIGRATION ALERT SPONSOR LICENCES & VISAS AT RISK

Government is CANCELLING many Sponsor Licences & Visas

Home Office compliance visits targeting Asian hospitality

Major staff losses about to hit 1000s of restaurants.

## Why?

Much of sponsorship in mismanagement and misuse, thereby EASY TARGET for REDUCING immigration

# Why?

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At Purple-i Technologies our customers are at the centre of everything we do. We listen and respond to their changing needs and help them achieve their business objectives to deliver business software designed to generate revenue, reduce costs, provide efficiencies and improve reporting.





# **EXPERIENCE**

With over 10 years' experience in delivering software solutions throughout the UK and Europe, Purple-i Solutions plays a major role in enabling organisations to achieve their financial and Business strategies. Our business is driven by the collective talent and commitment of professionals working to successfully deliver improved business process by examining "current processes" and providing recommendations on improvement.

# RESTAURANT MANAGEMENT SYSTEM

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Purple-I RMS empowers your business with an Electronic Point-of-Sale (EPOS) system that provides a total management solution for the restaurant and retail industry. A quick changing and unpredictable marketplace requires a system that is versatile, responsive and flexible to support and manage your day-to-day business tasks. Unlike other EPOS systems our solutions are designed specifically for restaurants and retail outlets to meet these unique business models and provide advanced security measures to protect your profits.

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- i) Improve business efficiency and productivity
- i) Take control, run targeted promotions
- i) Reduced Paperwork
- i) Reduce fraud and shrinkage
- i) Better cash control
- i) Improve stock management
- i) Build intelligence to grow profits
- i) Fast and accurate reports anywhere anytime
- i) Improve customer loyalty and retention
- i) Build a list of your customers











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# RETAIL MANAGEMENT SYSTEM



**EPOS Solutions for Retail** 



Our retail EPOS solution uses the latest technology in database architecture and GUI design, enhancing user experience and data security. RMS Retail software brings an unrivalled service for independent retailers enabling fast and accurate checkout and streamlined back office processes. Our solution is specifically designed for the retail business, to meet your unique business model. Our experienced consultants will help you through the decision making process to choose and customize a system that is right for your business.

#### **BENEFITS**

#### Increased control over your entire business

Our comprehensive administrative tools and built-in system security gives you full control of all employee access, stock list and customer database.

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#### Stable POS architecture

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- i) Reduce cost of using marketing companies which charge a commission on sales. Use dineNET to take orders from existing customers and only use marketing companies for new customers.
- *i)* Save on printing and distributing menus as customers can view your up to date menu and offers online.
- *i)* Using dineNET you will be able to create your own customer database.
- i) Using dineNET you can increase customer loyalty.
- *i)* Using dineNET will give you the online presence you need to take advantage of the increasing demand for online services.

#### All Packages Include

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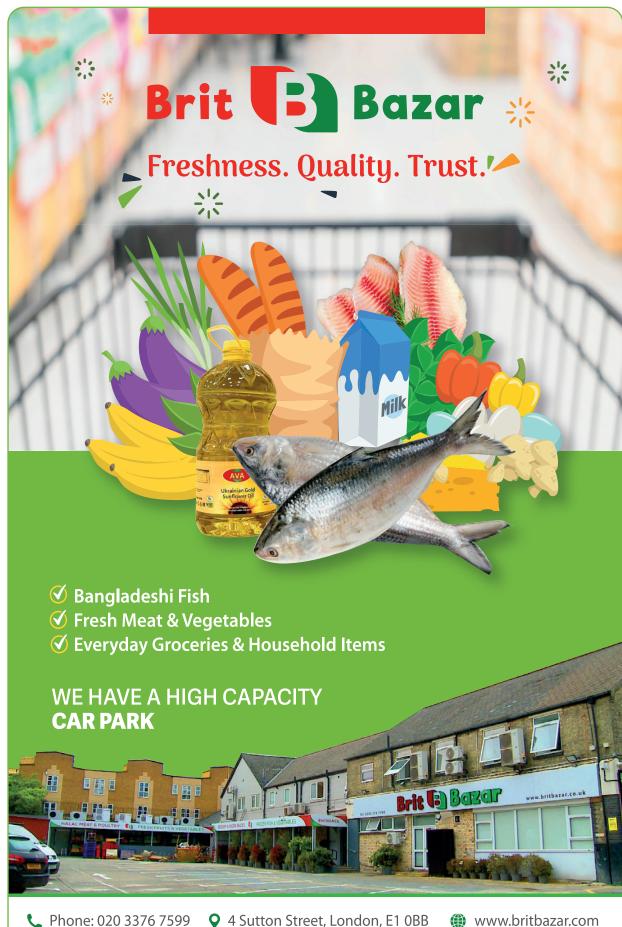
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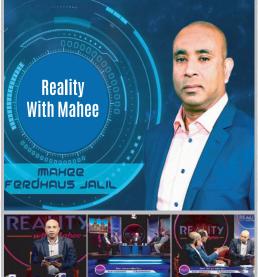


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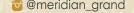
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#### Meridian Grand Catering – Where Taste Meets Elegance

From show-stopping canapés to classic favourites with a twist, our dishes please both the palate and the eyes.

Our **Shapla Package** includes a **bespoke Taal for the Bride and Groom's head table**, plus a stunning range of freshly prepared, innovative dishes to wow your guests.

All food is cooked fresh on-site using only the finest ingredients.

For a culinary experience that impresses every time... choose Meridian Grand Catering.

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# Abdul Karim (1863–1909) The Queen's Munshi — The Curry Catalyst

Timeline: 1887-1901

In the fragrant folds of British culinary history, one figure stands both regal and radical — Abdul Karim, Queen Victoria's beloved Indian attendant and teacher. From the gilded halls of Windsor to the quiet grace of Frogmore Cottage, he brought not only language and loyalty, but the bold, spiced soul of Indian cuisine.

It was Karim who stirred the first royal curry, awakening Victorian palates with daal, pilau, and the perfume of cloves. His influence reached the highest table in the land — and from there, into the heart of British food culture.

From servant to sovereign confidant, from curry to crown—the Munshi's legacy simmers still.

