



Solutions to
the Catering Crisis
Business Conference 2017



Tuesday 28th March | Meridian Grand London
www.cateringcircle.co.uk



**Her Majesty
the Queen**



BUCKINGHAM PALACE

I have been asked to thank you for your kind letter to The Queen on behalf of the staff at Catering Circle on the occasion of your second Business Conference, which is being held on 28th March at the Meridian Grand, London.

Her Majesty was interested to be reminded of the work of Catering Circle and appreciated your thoughtfulness in writing as you did. The Queen, in return, sends her good wishes to all those who will be present for a memorable gathering.

Yours Sincerely

A handwritten signature in blue ink that reads "Chris Sandamas".

**Christopher Sandamas
Chief Clerk to The Queen**



Minister for Tourism
Tracey Crouch MP



Department
for Culture
Media & Sport

Thank you for your correspondence of 23 February to the Prime Minister, the Rt Hon Theresa May, inviting her to the Catering Circle Business Conference 2017. Your letter had been passed to the Department for Culture, Media and Sport and I am replying as the Minister for Tourism, a brief which encompasses the hospitality sector.

While sadly neither I nor the Prime Minister will be able to attend the conference in person, I would like to pass on my gratitude to you in advance of the event. We welcome and support the work of the Catering Circle in developing the industry further and showcasing the catering profession in the UK.

The culinary arts, and the popularity of South Asian cuisine, are showcased across the country every day in our restaurants, pubs and hotels. They are therefore a huge part of our rich and diverse culture and are highly significant to our tourism industry.

Developing the right skills and attracting the best and brightest into our hospitality and tourism sector is a key part of our Tourism Action Plan, and we are working across Government to boost these areas, which includes supporting apprenticeships.

I wish you all the best in hosting the Catering Circle Business Conference 2017 and hope the day is a great success.

With best wishes,

A handwritten signature in blue ink, reading 'Tracey Crouch'.

Tracey Crouch MP
Minister for Tourism



Labour Leader
Jeremy Corbyn MP



HOUSE OF COMMONS

I am delighted to send a message of support to the Catering Circle and to the 600 Bangladeshi catering industry leaders at your event today.

The curry industry contributes an immense amount to the UK economy, creating thousands of jobs. I congratulate all of you on the very valuable work that you do.

I would like to send you very best wishes and every success for your event.

Yours Sincerely,

Jayne Fisher
Stakeholder Manager | Office of Jeremy Corbyn MP



Bangladesh High Commissioner
Md Nazmul Quaunine



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

I am happy to learn that the "Catering Circle Team" is continuing their good work in projecting the immense potentials of the Catering and Curry Industry and related sectors.

The United Kingdom has been passing through a challenging time to shape up its economy in post Brexit period. The over £4.5 billion industry needs to be supported at this crucial time for their needs for skilled and semi-skilled manpower, particularly, Chefs and related staff. The British-Bangladeshi diaspora has been contributing over the years to build this Curry Sector in the United Kingdom and now the Sector needs to be modernised with the support of financing, training and skilled manpower. Bangladesh High Commission closely works with the UK Government, UK Parliament and business community to improve this sector.

I wish the initiative all the success.

Md. Nazmul Quaunine



The Hon Baroness Uddin



The British Curry Industry is our pride, a significant pillar of our economy. It has transformed British pallet throughout the last five decades with dedication, innovation and hard graft as it marches onward to maintain and support a well trained workforce fit for this age.

I salute the transformative leadership of the Catering Circle and its endeavors to construct a cohesive force and a recognised professional network as we all navigate a post Brexit Britain.

I wish the Catering Circle every success.

The Hon Baroness Uddin



Member of Parliament
Paul Scully MP



HOUSE OF COMMONS

I am delighted to offer a message of support to the Catering Industry and the Catering Circle Business Conference 2017.

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

I believe the innovative approach taken by Catering Circle is well tailored to deal with the many issues currently facing the industry. I know there have been roadshows, focus groups and consultations across the UK in 2016 and that industry experts and community leaders have been extensively engaged. I fully expect this excellent work to continue and for the Catering Circle Business Conference 2017 to be a massive success.

Best wishes

Paul Scully MP
Sutton and Cheam



Member of Parliament
Rushanara Ali MP



HOUSE OF COMMONS

I am delighted to provide a message of support for Catering Circle ahead of their second Catering Circle Business Conference 2017: Innovative Solutions to Catering Crisis.

I understand Catering Circle is a dedicated media platform (in partnership with Channel S TV) for the catering industry, which strives to improve approximately 15,000 Indian/Bangladeshi cuisines nationwide. Their aim is to promote the very best of South Asian cuisine and to kick-start those in unemployment with training and the skill-set to find work within the industry.

I am pleased to hear that the platform also wants to focus on the younger generation to encourage them to become entrepreneurs and give them the opportunity to learn more about the running of the Indian/Bangladeshi restaurant trade to become the business leaders of the future.

I congratulate Catering Circle on a very successful live TV talk show series called The Catering Circle Show, and wish them every success with their 2017 Business Conference.

With warmest wishes,

Rushanara Ali MP
Bethnal Green and Bow

The Antidote to Fear is Action!

Alarming reports of the curry crisis are constantly appearing in the news. Our curry houses, where all walks of society come together to meet, socialise and dine are facing one of the gloomiest chapters of its entire history. Now the curry flavour has lost 'favour' with its diners... failing to attract them to walk through the doors. Sadly it is only a handful of restaurants that are proving successful in this critical time, while the majority are struggling to pull through the uphill battles they are facing.

The counter to this very real fear is to give restaurateurs tools to change things in their own businesses that they can apply immediately and to keep the tone very positive. This is the secret of the success of different approaches taken by Catering Circle over the last three years - round tables in cities, road shows in regions and a series of live talk shows on Channel 5 television. Thus we are aiming to reverse that gloomy reality by showcasing success stories and aiding those now in crisis.

Catering Circle TV Show is part of the solution. *The Show* offers people a large number of ways to engage in changing their business realities and lives. Many individuals are very frustrated, feeling they have no power to move the larger decline towards sustainability and survival. But since there are real solutions as we have found in twelve live talk shows last year, what individuals do can make a big difference.

We are at the very exciting beginning of a transformation to sustainable forms of business action and living that have the promise of abundance for all the people in the sector and a revitalisation of curry culture in the UK. *The Catering Circle Show* and its Business Conferences are an invitation for all curry-house owners and their stakeholders to bring this exciting and evolutionary change into their own lives in ways that are best for them. *Catering Circle* is timely because British Bangladeshis are being very hard-hit financially. *Catering Circle* will show people the many things they can do right now as well as give them tools to increase positive change in their future.

Tonight we move towards talking about the solutions and success stories and launch the *Season Two* of the *Show* series, *Catering Circle In Focus*. One of the principal foci of tonight's Conference is on the impact of Brexit on Britain's great curry industry. The Bangladesh Caterers Association and many curry house owners backed Brexit in 2016, in the positive hope that exiting the EU would bring more favourable terms for south Asian immigrants. Now we will be looking to the government for their help and support ensuring a relaxation of immigration rules. To hold the politicians to account, restaurateurs, community and business leaders in the curry sector should now unite.

Catering Circle's second London Business Conference is the result of a collective effort of some great people, colleagues, clients, sponsors and all the stakeholders that make it memorable from stage and screen. We pay tribute to everyone.



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London Business Conference 2017

Tuesday, 28th March 2017

Solutions to the Catering Crisis

In 2015 we conducted a National Roadshow which found the top twelve burning issues affecting the catering industry. In 2016 we produced a year of live TV shows where we found the top solutions.

Tonight we will summarise those solutions and move towards the success stories with Season 2: *Catering Circle In Focus*. We will talk to those restaurants that are using effective solutions.

Programme

4:45pm	Doors open and Registration
5.00pm	Welcome Drinks and Canapés served
5.30pm	Networking - Meridian Ballroom
7.30pm	Business Conference commences: Summary of Solutions from Season 1 Success stories from conference audience Report: Focus on Brexit with MPs and Industry Leaders Final words from Channel S Management
9:00pm	Dinner
11.00pm	Event Closes



Meet the Presenter



Shadia Syed was born, brought up and educated in London. She studied at the renowned public school James Allen's Girls' School in Dulwich, from where she went to Imperial College of Science, Technology and Medicine, and graduated with a BSc(Hons) degree in Mathematics. Subsequently she became a student member of the Institute of Actuaries in Oxford, and is pursuing her professional studies. Shadia is an Associate of the Royal College of Science.

Shadia has been in the media world since she was a child, having sung solo songs on an LP when she was seven years old, performed in front of HM Queen Elizabeth II, sung at the Royal Albert Hall, Royal Festival Hall, the European Parliament and various other esteemed venues. She won a gold medal for her excellence in Speech and Drama.

As a broadcast journalist, Shadia has worked on major television channels in the UK and in Bangladesh, both on and off camera. She is well known as a senior English-language news anchor for ATN Bangla, and as a programme presenter and producer. She was Editor of Dia ASIANA, Bangladesh's franchise of UK's ASIANA magazine. Shadia is a guest Radio Jockey for Colours FM 101.6 in Bangladesh. She has interviewed some of the biggest names in show business and politics for television, radio and the magazine, both in the UK and in Bangladesh.

Shadia regularly hosts and presents some of the biggest events in the UK, Bangladesh and Europe. She has taken part in over twenty quiz shows on television in the UK, and works as a quiz show deviser and consultant.

Shadia is also a media and communications consultant and a political analyst. In Bangladesh she worked for the National Democratic Institute (NDI), where she was responsible for the organisation's high-profile projects and seminars focusing on democracy. She continues this work as a political consultant. Shadia has worked as a Consular Warden at the British High Commission in Dhaka.

Meet **the Artist**



Afreena is an artist and producer from Manchester, and her artistic practice uses autobiography to explore what it means to be a second-generation immigrant in contemporary Britain.

She sits on the board of internationally-renowned theatre - Contact, and is member of the management committee at Ananna, a Manchester charity supporting women predominantly from Bangladeshi backgrounds.

Afreena is currently touring her one-woman show, Daughters of the Curry Revolution - which interrogates what it means to be her father's daughter in an increasingly anti-immigrant environment.



Ahmed us Samad Chowdhury JP
Chairman, Channel S TV

.. find effective solutions to save this beloved industry...

Channel S TV and *The Catering Circle* have galvanised the business community to get to the heart of the Curry crisis issues and find effective solutions to save this industry. Up to 90% of the curry houses in the UK are owned by Sylheti people - originating from Bangladesh and tonight's conference will hear from leaders within the catering industry who have been lobbying government to ease strict immigration rules and invest in more UK training for chefs and staff - a promise made to us by the Brexit Leave campaign which curry houses wholeheartedly supported.

Through Channel S's support we have been able to reach out into the heart of the Bangladeshi catering community and with Brexit we want to continue to lobby the government to help this important industry in the future.

...Technology is revolutionising the curry industry...

Having completed our regional and national mapping research our second conference this year will explore a range of solutions that are already taking effect in businesses. We will hear from restaurateurs who have taken our suggestions and advice on board and see twelve months on - how their story has developed. By coming together as a community and network of businesses we have learnt how to save costs, survive in a highly competitive market in an attempt to counter the tragic economic stalemate we find ourselves in. A small number of restaurants are currently profitable but the majority are struggling to survive and thus we are aiming to reverse that by showcasing success stories and enlightening those currently in crisis.



Md Abdul Haque
Vice Chairman, Channel S TV



Mahee Ferdhaus Jalil
Founder, Channel S TV

...focus on the success stories...

I am very honoured to welcome you to the second Catering Circle business conference entitled *Solutions to the Catering Circle*.

We have spent over a year collating research into the burning issues through our *Season One* episodes and the regional roadshow where we have connected with grassroots communities and talked to key influencers in the regional sector. A year on - it is now time to take action. The conference will focus on the success stories within the industry and identify those value added measures that have been most effective within businesses.

We face a major crisis in the catering community and Channel S can play its part in ensuring that the history of the catering industry is preserved and that we work towards its longevity.

...Channel S has always been committed to the community's best interests...

By establishing a national media platform and working with the community the Catering Circle with Channel S, has been able to address a multitude of issues, find solutions and focus on positive results. We have dealt with the Curry crisis head on and adopted a holistic approach in scoping out tangible actions.

I am delighted that we have had a positive response to *Season One's* TV programming and this has been a crucial space for caterers to come together to voice their concerns, listening to others and taking guidance and steer as to ways they can improve their businesses.

Channel S has played a critical role in stimulating and invigorating the catering community to take prompt action.



Taz Choudhury
Managing Director, Channel S TV

Catering Circle

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

Our Goals

- Revitalise the industry to be deemed 'fit for purpose'
- Promote, support and encourage Total Quality Management and Training
- Strengthen Branding and PR in order to appeal to the younger generation
- Develop leadership within the industry
- Create robust relationships with banking industry
- Continue engagement with Ministers, MPs and political leaders
- Become global catering leaders – sharing best practice with others

Our Objectives

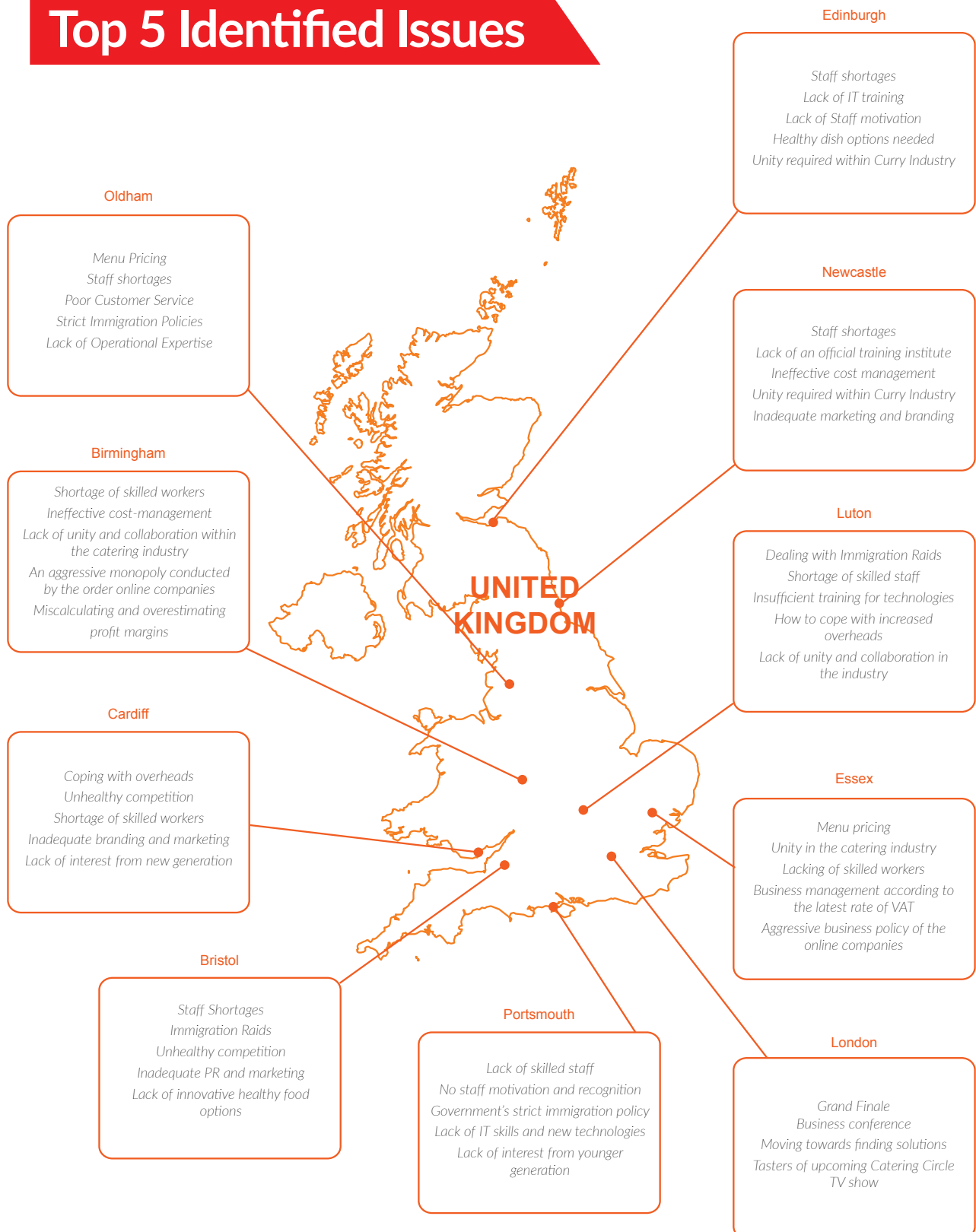
The purpose of this platform is to bring business professionals within the catering industry together under one roof to:

- 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

The Catering Circle held a roadshow in every major city in the UK in 2015 to better understand first hand the issues being faced and listen to our peers within the industry

Regional Roadshows

Top 5 Identified Issues



From UK Roadshow Tour To TV Programme

Roadshows



Over the last one year, more than half-a million British Bangladeshi audience in the United Kingdom and more than a million viewers across Europe watched news and video clips of ten Roadshows arranged by the Catering Circle on Channel S – Sky 814.

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

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

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

TV Programme

Season 1



Next Season

About the Show

Season 2 will consist of 12 episodes on Channel S TV Sky 814, in the presence of live audience.

Title: *The Catering Circle In Focus*

Genre: Live Talk Show with supporting video clips

Schedule: Fortnightly, Tuesday at 8:30 pm with two repeats of each episode

Duration: 1 hour 30 minutes

Commencing Day: Tuesday, 25th April 2017

An overview of **Channel S**

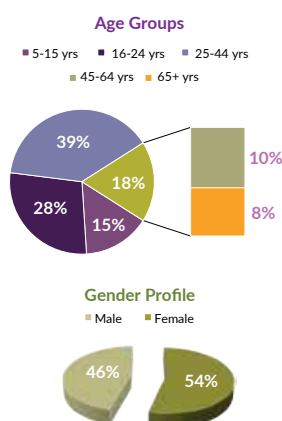
- The number one and most favourite among seven British Bangla televisions *
- Fastest growing free-to-view Asian television channel in the UK *
- Broadcasting 24 hours a day
- Bi-lingual, in English and Bangla
- More than 500,000 Bangladeshi viewers in the UK and more than a million in Europe
- Delivers news, talk shows, music, sports and entertainment with a British Asian outlook
- 45% programmes are produced in the UK
- Since inception in 2004 Channel S has been a consistent leader in television's most prestigious competitions in its own community

Popular Business Shows

Spice House
Channel S Awards
Business to Business
Money Matters
Reality with Mahee
Business Links
Bits n Bytes
3G Boss

With other Asian viewers, 70,000 Bengali households are watching Channel S, and within this the average Bengali household is of around 4.8 people, as stated by the Government Statistics Office.

More than 500,000 Bangladeshi viewers in the UK and a million in Europe.



*The Institute of Practitioners in Advertising (IPA) approved UK Bangladeshi multichannel TV audience survey June 2013, carried out by BDRC Continental.



**CATERING
CIRCLE**

The **Catering Circle** Show
Episode Highlights
Season 1
2016

Broadcast on



Channel 5
SKY 814
www.chsuk.tv

The **Catering Circle** Show

Credentials

Executive Producer

Md Abdul Haque

Producer

Towhid Shakeel

Hosts

Mahee Ferdhous Jalil
Ahmed Us Samad Chowdhury JP

Co-hosts

Nadia Ali
Helal Malik
Ruhul Shamsuddin

Chief Advisor

Ahmed Us Samad Chowdhury JP

CC Executive Team Members

Md Abdul Haque
Towhid Shakeel
Altaf Hussain
Helal Malik
Forhad Hussain Tipu
Ruhul Shamsuddin
Anwar Ahmed Murad

CC New Generation Team Members

Tania Rahman
Naz Chowdhury
Safwan Choudhury

Acknowledgement

Taz Chowdhury
Mahbub Reza Chowdhury
Farhan Masud Khan

Press and PR

MRPR

Graphics and Web

MAS Mishu
M Alamgir
Kamruzzaman Rupok
Shafi Ahmed

Voice Artist

Rez Kabir
Andy Rowe

Video Editing

Abu Hena Kayes
Kamrul Hassan
G D Pappu

Online Switching

Ahad Ahmed

Camera and Light

Issa Khan Rashed
Md Abu Jubayer
Shiplu
Shah Alam

Transmission

Evan
Soroar

TV Reporting

Muhammed Jubair
Kamal Mehedi

Guest Management

Tanim Chowdhury
Olee Abdur Rahman
Rejab Uddin
Nurul Amin

19 April 2016

Get your Menu right!
Cost management, range of dishes and design are fundamental when producing your restaurant's menu

Host

Mahee Ferdhaus Jalil, Founder, CHS TV

Co-host

Nadia Ali, Radio and TV Presenter

Panelists

Binod Baral, Consultant Chef

Arif Hussain, Banker and Restaurateur

Dr Sanawar Chowdhury, Chartered Accountant

Md Moinul Hussain, Multi-Cuisine Operator

Tipu Rahman, Celebrity Chef

Jamal Khan, Chartered Accountant

Oliver Ranson, Pricing expert

Md Abdul Haque, IT Specialist

Special Guests

Md Muzakkir Ali, MD, The Curry Centre Restaurant

Cedric Salvadorai, Commercial Director, Berkeley and Wharf

Roushon Ahmed, Raj Pavilion

Ruhul Shamsuddin, MD, Merchant Restaurant

Junue Meah, MD, Spice of India

Moidul Hussain, MD, Moidul's Restaurant

TOP 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%)
- ❖ $\text{Raw Food Cost of Item} \div \text{Desired Food Cost Percentage} = \text{Price}$
- ❖ 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 your cost of sales through more 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

17 May 2016

***Finding Common Ground.
Collaborating within the
sector to share learning and
create an atmosphere
of unity***

Host

Ahmed us Samad Chowdhury JP, Chairman, CHS TV

Co-host

Helal Malik, Catering Circle Executive Member

Panelists

Keith Best, Former MP

Dr Wali Tasar Uddin, Community Activist

Forhad Hussain Tipu, CC Core Member

Ana Miah, Businessman

Syed A Quaiyum Kaiser, General Secretary, GSC

Zaki Rezwana Anwar, Community Activist

Jamal Uddin Mokoddus, Businessman

Faizur Rahman Choudhury MBE, Community Activist

Special Guests

Fazla Rabbi Chowdhury, Restaurant Owner

Syedur Rahman (Syed), Multi-Cuisine Operator

Shalek Miah, Restaurant Supplier

Cllr Ayesha Chowdhury, London Borough of Newham

TOP SOLUTIONS

- ❧ Organisation members must take the lead to change the leaders or direction when necessary.
- ❧ Establish a credible collective body / an 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 an energy and momentum, immensely greater than when done individually, with feedback, reciprocity, and education
- ❧ Build community environment 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

31 May 2016

Adopting and understanding the significance of technological innovations and incorporating these for the restaurant industry

Host

Mahee Ferdhaus Jalil, Founder, CHS TV

Co-host

Nadia Ali, Radio and TV Presenter

Panelists

Tanim Chowdhury, BDM, Purple i Technologies

Ruman Karim, Catering Circle, Portsmouth

M A Munim (Salik), CEO, ChefOnline

Ken Hansen, MD, BritPay

Abdul Khaled, MD, Onerion Media Group

Sonny Ahmed, Restaurateur

Abdul Bari, MD, The Royal Regency

Md Abdul Haque, IT Specialist

Special Guests

Forhad Hussain Tipu, Restaurateur

Mohib Uddin, Restaurateur

Afzal Hamza, Restaurateur

Hassan Sheraz, Payment Service Provider

Anis Chowdhury, Restaurateur

















Kamrul Hussain, Restaurateur

Md Muzakir Ali, Restaurateur

Faizal Haque, Restaurateur

Shetab Hoque, Restaurateur

TOP SOLUTIONS

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

19 July 2016

*Embracing new concepts
with healthy food options
and innovating menus for
the ever-changing,
consumer market*

Host

Mahee Ferdhaus Jalil, Founder, CHS TV

Co-host

Helal Malik, Catering Circle Executive Member

Panelists

Abdul Hoque Habib, MD, London Training Centre

Dr M A Awal, Physician

Altaf Hussain, Catering Circle Executive Member

Md Moinul Hussain, Multi-Cuisine Operator

Shahena Ali, Chef, Nutritionist, Food Writer

Syed Ishtiaq Ahmed, Multi-Cuisine Operator

Syed Akhtar, Nutritionist

Oliver Ranson, Pricing and Branding Expert

Special Guests

Shiraj Ali, Restaurant Owner

Nicholas Blenkinsop, Customer

Tariq K. Ghauri, Customer

TOP SOLUTIONS

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

02 August 2016

Maintaining strict Health and Safety rules and regulations as well as being in line with Trading Legislations

Host

Ahmed us Samad Chowdhury JP, Chairman, CHS TV

Co-host

Helal Malik, Catering Circle Executive Member

Panelists

Iqbal Jamil Shah, Principal, KW Associates

Arlene Mauer, Training Consultant.

Shahagir Bakth Faruk, Former Trainer and Ex President, BBCCI

Abdul Hoque Habib, MD, London Training Centre

Arlene Mauer, Training Consultant

Atikur Rahman, Chef Consultant

Raza Miah, Food Safety and Licensing Officer

Abdul Haque Chowdhury, Health and Safety Trainer

Special Guests

Touris Ali, Restaurateur

Ali Azam, Restaurateur

Altaf Hussain, Catering Circle Member

TOP SOLUTIONS

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

16 August 2016

Attracting the younger generation into business is crucial as well as developing regular training programmes and investing in current staff

Host

Mahee Ferdhaus Jalil, Founder, CHS TV

Co-host

Nadia Ali, Radio and TV Presenter

Panelists

Tania Rahman, Co-Founder, Chit Chaat Chai

Rez Kabir, Mentor, Actor and Storyteller

Ami Chowdhury, Social Worker, YMCA

Ian Dunn, Director and Principal Tutor

Abdal Ullah, Founder, BB Power and Inspiration

Safwaan Choudhury, Young Businessman

Special Guests

Rumel Kamaly, Young Businessman

Promit Anwar, Young Economist

Zuhel Ashuk, Businessman

Mohammed A Haque, Restaurateur

TOP SOLUTIONS

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

06 September 2016

Encouraging businesses to take control of their own ordering systems to avoid usage of online companies and avoid unnecessary fees

Host

Ahmed us Samad Chowdhury JP, Chairman, CHS TV

Co-host

Helal Malik, Catering Circle Executive Member

Panelists

Shafi Ahmed, Senior Software Engineer

Tanim Chowdhury, Business Development Consultant, DineNET

Sultan Babor, Press and Publication Secretary, BBKA

Atique Alahi, Director, Ordering Direct

M A Munim (Salik), CEO, ChefOnline

Forhad Hussain Tipu, Catering Circle Member

David Cranley, Co-Founder, Shortcut

MD Abdul Haque, IT Specialist

Special Guests

Mithon Choudhury, Restaurateur

Md Muhibur Rahman, Restaurateur

Tahmul Hussain, Restaurateur

Usman Gani, Restaurateur

TOP SOLUTIONS

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

20 September 2016

Formulating creative and strategic PR and Marketing Campaigns

Host

Mahee Ferdhaus Jalil, Founder, CHS TV

Co-host

Nadia Ali, Radio and TV presenter

Panelists

Helen Hokin, Managing Partner, Golborne Nash PR

Rej Haque, PR Consultant and Event Producer

Hiron Miah, Restaurant Branding Consultant

Shareena Ali, Intl PR Director, Atlantis Hotel Dubai

Abdul Khaled, MD, Onerion Media

Abdul Shahed, Marketing Director, Chef Online

Ruhul Shamsuddin, Catering Circle Member

Special Guests

Naz Chowdhury, MD, Temple Lounge














Mohammed Abul Lais, MD, Eurasia Food Service

Shafiul Alom, Restaurateur

Suhel Ahmed, Director, Tower Tandoori

Tariq K. Ghauri, Customer

TOP SOLUTIONS

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

04 October 2016

Lobbying Government to ease Immigration rules to access international chef whilst also investing in home grown talent

Host

Ahmed us Samad Chowdhury JP, Chairman, CHS TV

Co-host

Helal Malik, Catering Circle Executive Member

Panelists

Julian Voigt, Director, Curry Recipe Academy
 Foyso Choudhury MBE, President, GBR, Scotland
 Bajloor Rashid MBE, President, UKBCCI
 Hans Raj Ram, CEO, Goldstar Chefs
 Priya Chowdhury, Restaurant Entrepreneur
 Manjit Lall, HR Business Partner
 Eafor Ali, President, BBKA
 A K M Quamruzzaman, Barrister

Special Guests

Syed Anisul Hussain, Restaurateur
 A Karim Nazim, Restaurateur
 Khaled Miah Olid, Restaurateur

TOP SOLUTIONS

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

18 October 2016

*Dealing with Competition
within the sector as well as
other cuisine*

Host

Ahmed us Samad Chowdhury JP, Chairman, CHS TV

Co-host

Ruhul Shamsuddin, Catering Circle Executive Member

Panelists

Professor David Foskett MBE, Head of London School of Hospitality and Tourism

Kulsum Hussein, Director, Welcome Skills

Oliver Ranson, Pricing and Branding Expert

Shareena Ali, PR and Marketing Consultant

Mohammed Monchab Ali, Community Activist

Ana Miah, Businessman

Special Guests

Juber Ahmed Dawra, Restaurateur

Misbah Uddin, Restaurateur

Kamrul Hussain Munna, Restaurateur

Anwar Ahmed Murad, Restaurateur

TOP SOLUTIONS

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

01 November 2016

Prepare a comprehensive, professional and manageable financial cost analysis to incorporate into your restaurant business plan.

Host

Mahee Ferdhaus Jalil, Founder, CHS TV

Co-host

Ruhul Shamsuddin
Catering Circle Executive Member

Panelists

Taz Hossain, Business Consultant
Dr Sanawar Choudhury, Chartered Accountant
Atique Choudhury, Multi-cuisine Operator
Arif Hussain, Banker and Restaurateur
Sultan Babar, Press and Publication Secretary, BBKA
Shahriar Ahmed, Vice President, BBKA
Altaf Hussain, CC Core Member

Special Guests

Abdul Haque Chowdhury (Foisal)
Health and Safety Trainer
Muzahid Chowdhury, Restaurateur
Ashraf Hussain Mukul, Restaurateur
Ali Abdur Rofe, Restaurateur

TOP SOLUTIONS

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

15 November 2016

Ensure you are business compliant....get the right paperwork and adhere to correct procedures.

Host

Mahee Ferdhaus Jalil, Founder, CHS TV

Co-host

Helal Malik, Ruhul Shamsuddin
Catering Circle Executive Members

Panelists

Pasha Khandaker, President, BCA
Oli Khan, Senior Vice President, BCA
Shagir Bakth Faruk, Course Director,
Ex President, BBCCI
Ian Dunn, Director and Principal Tutor,
ID Development Training Ltd
Abdul Hoque Habib, MD, London Training Centre
Sonny Ahmed, Restaurateur
Waseem Sherwani, Director, Welcome Skills

Special Guests

Shiraj Ali, Restaurant Owner
Nicholas Blenkinsop, Customer
Tariq K. Ghauri, Customer

TOP SOLUTIONS

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



How can the microcosm of solutions help the industry as a whole

MD ABDUL HAQUE , EXECUTIVE PRODUCER, CATERING CIRCLE SHOW

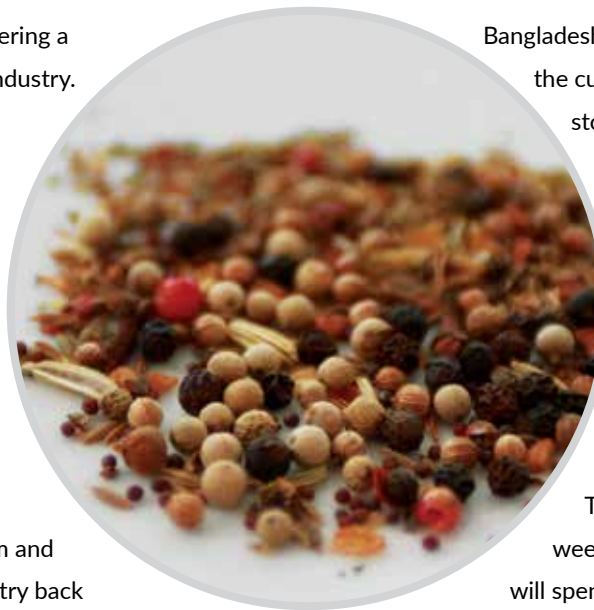
Since 2015, we have been encountering a threat like no other to the Curry Industry. Whilst the curry industry has developed into a huge economic positive for the country and a £4.5 billion industry, the last few years has seen an unprecedented number of restaurants closing than ever. Having identified the burning issues through our National roadshow The Catering Circle has taken action as opposed to waiting for miracles to happen. This time around, we want to look in depth at the immediate short term and long term solutions to help get this industry back on its feet.

Solutions we have already explored through our TV series have helped empower restaurateurs and instil confidence. Measures such as bespoke online ordering services, new concepts in Indian cooking, employment of international staff and health and training courses providing much needed information on wastage and how to save costs.

Making our businesses a success means positive economic and cultural outcomes for the Bangladeshi community and the industry has taken the first steps to boost and revive itself. Channel 5 TV (SKY 814) Season 2: The Catering Circle In Focus will look at success stories with the objective to bring these microcosm of case studies to the wider catering industry.

WHY IS THE CURRY INDUSTRY SO IMPORTANT?

British Bangladeshis have been at the forefront of contributing to British society by creating this vibrant industry. Curry has become one of Britain's most loved cuisines. With many



Bangladeshis arriving in Britain in the 1950s, the curry house was the first stepping stone to building their future and that of their children in Britain. It now stands as a symbol of pride in their history and heritage. Currently it boasts a huge industry generating around £4.5 billion for the economy. There are over 12,000 outlets in the UK. 18 tonnes of Chicken Tikka Masala are consumed every week and on average a British adult will spend £1260 a year on curry.

WHAT SOLUTIONS HAVE BEEN IDENTIFIED WITHIN THE CATERING INDUSTRY?

- **Menu Innovation:** Restaurants added healthy and signature dishes with higher prices - customers responded positively, business is now making more gross profit.
- Developing **new cooking concepts**.
- **Cost Saving and Staff Solution:** investing in digital technology, EPOS system and orders going through to kitchen via iPads.
- A high number of restaurants have been able to exclude commission based order online services from their business model **creating their own branded e-commerce order online site**.
- Completing **Health and Safety training courses** - saving costs on wastage, boosting kitchen staff confidence as well as improving food hygiene training scores.

Focus on Pricing by **UNLOCKING YOUR** INNER RETAILER



When you are pricing menus in your curry house, do some fieldwork in your local supermarket and high street shops to get inspiration about how products and services are priced outside of the restaurant industry. Pricing is the art of selling the right product to the right customer at the right time and when done well increases revenue at almost no cost.

Cost-based pricing is obsolete

Traditionally restaurants have priced on a “cost-plus” basis, taking the cost of ingredients, a chef’s time, gas etc... and marking up. But this method is somewhat old fashioned and exploring other avenues can help increase revenue and reduce waste. You will have seen how supermarkets sell bread at a discount as closing time approaches. The supermarkets discount because it is better to get something rather than nothing. The restaurant equivalent is pricing below average cost (but not the marginal cost of ingredients and energy). So many restaurant costs are fixed, including rent, council tax, lighting, heating, wages and equipment. You should recover these during periods of high demand and offer some products below average cost to get people into the restaurant when there are surplus tables.

Pricing is all about willingness to pay

Understanding what your customers are willing to pay is the way to think beyond cost-based pricing. To some extent this will be influenced by the competition and if other local eateries charge more than you then increasing prices is a no-brainer, even if the

OLIVER RANSON, PRICING EXPERT

other local restaurants are not curry houses. How can you gauge what customers are willing to pay apart from looking at other restaurants? Try increasing the prices of some of the menu items that have medium popularity and see if customers stop ordering these items. If they do not, you can probably increase other prices too. The supermarkets regularly adjust their prices and there is no reason for restaurants not to do the same.

Pricing is also about product bundling...

Supermarkets often offer meal packages, offering a discount when certain items are sold together and you can too. Putting together packages of products and pricing them is a good way of increasing your share of the customer’s wallet. Packaging “banquet” style meals can encourage people to spend a little more and pay for what they might not otherwise order. Daily special menus can achieve the same result. A customer paying £15 for a starter, main course and pudding is probably more profitable than a customer paying £10 for just a main course, especially when your restaurant is not crowded.



...and pricing is about loyalty too

Sometimes it pays to give away things for free or give discounts to regular customers, especially those who come when the restaurant is less busy or order many items from the menu. Supermarket loyalty schemes are designed with this in mind. Loyalty can be managed formally with cards, stamps and points offering clearly defined rewards, or informally with a manager offering a free drink, pudding or other item to a regular customer.

10 WAYS TO ATTRACT THE YOUNG TO YOUR RESTAURANT

SHAREENA ALI, PR AND MARKETING CONSULTANT



1.

Attracting the younger generation to your restaurant is no easy task, but the rewards are worth the effort when you consider their annual buying power.

Restaurants are increasingly targeting this age group by doing this like adding new menu options, updating restaurant furniture and changing marketing strategies to focus on social media. These spenders settle for nothing but the best, so restaurateurs will need to be prepared to raise their game to compete with ever increasing dining options.

2.

Customisation

This age group is drawn to the ability to design their own dishes, allowing for a


unique restaurant experience. Offering a variety of options gives diners the opportunity to select meals that suit their lifestyles and tastebuds. Think build-your-own burger bars or pizzas with different crust flavours, sauces and toppings. Allowing customisation means customers can create what they want, when they want it. This is particularly important because with this generation, one size definitely will not fit all. Keep a close eye on food trends to consider for your restaurant.

3.

Be easy to do business with

Ensure your website is mobile friendly which will make reservations and finding information quick and easy on smartphones.

This generation have a short attention span and will switch to your completion if you are hard to do



business with, so response time is also critical. They are online 24/7, so check your social media channels and emails a few times a day.

4.

Camera-ready food

The rise of technology has allowed us to share anything with anyone in the world at any given time. And what do most people choose to share? A picture of their meal. But only if it looks good with an Instagram filter. So while presentation has always been important, you may want to take some shots yourself when preparing dishes to make sure they're the kind of thing that'll get at least, like, 50 likes.


5.

Social media hashtags

The quickest way to make sure your younger customers are promoting your restaurant on social media is by making it easy for them. Put your Twitter, Instagram and other social media handles clearly on every menu, along with any creative hashtags you might want to include.

6.

Relaxing atmosphere



Younger customers are looking for a place where they can relax, unwind, and enjoy great food. To create that atmosphere, you want an open space that encourages guests to gather. Shared restaurant tables allow diners to communicate while they eat, so it's important that you keep in mind how you arrange your restaurant furniture.

They want to hang out with their friends and tend to travel in packs, so adding longer tables with lots of restaurant chairs will allow them to eat in large groups. It's about creating a warm, inviting place where your guests can do more than grab a quick bite. Music is also important, remember the younger generation like a lively environment, traditional Indian music won't be as popular as the current music they are listening to.

7.

Social conscience

The younger generation care about high quality food and natural ingredients, so they want to hear words like fresh ingredients, locally grown, fair trade, and organic. Include gluten-free, vegetarian, and vegan options.

8.

Affordable

Affordable dining is important, so you don't want to alienate the price conscious diners who are looking to balance quality food with a budget. It's all about giving your diners options and an *a la carté* pricing structure helps. Customisation also allows for layers to your pricing by charging for extra items. While budgets might be tight now, their income levels are on the rise. It's important to attract them at a younger age so you can maintain them as loyal customers and reap the rewards as they start spending more.

9.

Globally inspired cuisine

The younger generation want the genuine experience, so your food will need to look, feel, and taste like the authentic dish. They also love fusion, so don't be afraid to offer something new and unique in your restaurant.

10.

Tell a story

To the younger generation, a restaurant isn't just a place to eat. It's like a friend you go and visit. And who wants a boring friend? Your brand distinguishes your restaurant from its competitors, so make brand building a priority and strength of your business. The more they have to say about your restaurant, the more they'll talk about it to their friends, and the more they will drive people to eat with you. Just remember, brand is not just about logo and colours, it's also about the behaviour of the staff, if you want to build loyalty, be known for your warmth and friendliness, if you are upmarket, be known for offering a luxury experience.

The most important thing is to show that you understand your customers and cater to their wants and needs. If you can do that, then the young that visit your restaurant will eat, drink and be merry.



SMALL THINGS THAT MAKE RESTAURANTS GREAT



DR. SANAWAR CHOUDHARY, CHARTERED ACCOUNTANT



The Catering Circle has energised the Curry Industry by innovating ideas, challenging perceptions, transforming menus and providing real solutions to real problems. I look forward to the second season of the Catering Circle, supported by its large and active team throughout the UK to build a platform for all. For this article, I reflect on the small things, beyond scintillating food that makes an average restaurant into a great one.

Most businesses will rely on regular customers, that eat out regularly, know the owner by the first name and expect the same level of service, quality and taste again and again. Occasionally, a new customer will try something different, and if you can keep hold of them, then they will become regular. Of course, food has always got to be fresh, sizzling and mouthwatering. But, often, survey after survey shows that

customers look for more basic things in a restaurant, things that most people overlook, or think are not important. I go to restaurants throughout the world, serving English, Italian, Turkish, Indian, Bangladeshi, Chinese and Thai cuisine. Here are my 10 signs, beyond the quality of food, that you are a great Restaurant:

1.

The bathroom is clean. I'm putting this first because to me, it's such a useful way to judge a restaurant's attention to detail. Also how clean they're cooking in the kitchen.

Sure, there are restaurants with wonderful food that are still worth going to that have filthy bathrooms... but that's a different thing altogether. I'm talking about special occasion restaurants in this post and if you're coughing up big



money for a special night out and the restaurant has a dirty bathroom? Chances are you chose poorly.

2.

A server comes over quickly.

Nothing irks me more than sitting down at a nice restaurant, excited to begin the meal, and then waiting and waiting and waiting and waiting for someone to come over. I understand that servers are busy people, but the better restaurants seat you according to a server's busy-ness. If a server just had a table seated in their section, you shouldn't be seated right after that table. So if you're waiting forever just to get a "hello, welcome to dinner" you may be in trouble.

3.

The items on the menu are in season. If it's winter and they're offering up an heirloom tomato salad? You should worry. Same with fresh corn. And asparagus.

If you see asparagus on a restaurant menu and it's not spring? You're not in a good restaurant. Check whether the restaurant uses local groceries.

4.

You can hear the other people at your table. Sound design is actually something that restaurateurs consider as they plan a room.

Some even spend money on sound proofing to help with acoustics. A big part of this has to do with how many tables are crammed in there: the higher the prices on the menu, the less tables they have to turn a night, the more space they can put between them, the quieter the room. So it's fair for you to judge a restaurant based on sound—if you're spending a fortune and you can't hear anyone, you're being gouged.

5.

The servers are knowledgeable and authentic. You can tell pretty quickly when you ask a server a question about an item on the menu if they're genuinely excited

about the food at this particular restaurant or if they're delivering a rehearsed speech. The telltale sign is when, in the middle of describing a special, they consult their notebook. What this indicates is that the server probably wasn't even allowed to try this dish; so how could they be expected to remember it? At the best restaurants, servers have a deep familiarity with the menu because they actually get to eat the food.

6.

The restaurant is accommodating, within reason. This is a thorny subject, because chefs hate it when customers ask for sauce

on the side or a salad with no dressing. I think restaurants should be accommodating within reason. If you're allergic to nuts, they should agree not to put nuts in your salad. If you're a vegetarian and you want to know what your options are, that's entirely fair. I think it comes down to tone: if you thoughtfully make a special request, the restaurant should be thoughtful in return. If a server snaps at you that "the chef doesn't honour any special requests," there's a nicer way to say that and you should spend your money elsewhere.

8.

Healthy options. More and more people choose healthy options, go for fish as opposed to red meat, chicken as opposed to beef, salad as opposed to rice. And there are

so many rice to choose from. So I like restaurants that innovate this range of food throughout their menu, from starters to specials to desserts.

7.

The food all comes out at once.

Has this happened to you: you're out to dinner with a group, everyone gets their plate except for one person. And that person's waiting and waiting and he or she is telling everyone "just eat" but nobody wants to start eating because they feel bad? That shouldn't happen and doesn't happen at a good restaurant.

9.

The plates are cleared quickly but not too quickly. Again, another delicate subject. I don't like it when servers take away one person's plate while someone else is still

eating. That makes the person who's still eating feel bad. Also, it makes you feel like you're being rushed out the door. On the flip side, when you're sitting there with dirty plates in front of you for a long while, you can start to feel neglected. So the clearing of plates, and how that's handled, is a good way to judge a restaurant.

10.

The little details add up. At one restaurant I visited recently, they used to send you home with a muffin for you to eat for breakfast the next day. (Maybe they still

do!). At another, before your meal, you were toured through the kitchen and introduced to the chef). These little gestures add up to a complete picture that often separates the truly wonderful restaurants from the just OK restaurants. So if a restaurant sends over a little plate of chocolate truffles at the end of a meal, even after dessert, you know you're being taken care of...and that this is a restaurant you'll want to come back to again and again.





DO NOT WASH CHICKEN BEFORE COOKING!

ABDUL HOQUE HABIB, ACIEH BSC (HONS)



Do not wash your chicken before cooking it, according to advice from the government's Food Standards Agency. Why? During washing of the chicken water is splashed out thereby cross-contaminates all the items in the surrounding area with bacteria called *campylobacter*. This bacterium is responsible for 280,000 food poisoning cases, 100 deaths and costs the UK £900m every year. Cook your chicken properly in order to make it safe to eat.

At a time when the number of curry houses going out of business is very high, the phrase "survival of the fittest" is very timely. If a food business wants to survive, thrive and sustain in this fiercely competitive marketplace, four fundamental principles of a food business got to be on the priority list. These principles are tasty food, excellent customer service, a clever marketing strategy including adapting to new technology and

food safety. This article's focus will be on food safety principle. Food safety is the only principle amongst these four principles that is a legal requirement and is capable of causing maximum damage to a business including deaths.

Food safety offences are the primary causes of business closure by enforcement officers; fines and imprisonment; damaged reputation; loss of business and sometime deaths due to food poisoning. Yet, food safety is the most ignored and least prioritised area in a lot of businesses. The importance of food safety to customers is more important now than ever before since the introduction of Food Hygiene Rating Scheme. This government-led initiative has developed into a nationally trusted and reliable brand, instantly recognised by consumers and is seen as a benchmark for food safety. Hence, having a five-star rated business is very important for better business.



Top 10 tips to get a 5-star

1. Complete your 'Safer Food, Better Business' folder every day; this is a legal requirement
2. Train all staff on food safety; the law requires all food handlers must have sufficient knowledge of food safety
3. Do not leave any cooked food, dairy products and ready-to-eat food in room temperature for more than 90 minutes; bacteria will contaminate your food and cause food poisoning
4. Keep your hand-wash basin clean with hot and cold water, antibacterial liquid and tissue
5. Never keep raw meat, chicken, fish close to any other food; to avoid cross-contamination
6. Keep all equipment/areas cleaned, disinfected and well maintained
7. Keep records of fridge/freezer temperature
8. Cook/reheat everything thoroughly
9. Keep your business mice/cockroaches free
10. Always co-operate positively with your health officers; they're your helpers, not adversaries.



A final tip: Rice

We all love eating fresh rice and hate eating old re-heated rice. The simple reason for this is that fresh rice tastes much better and it's safer too. On the contrary, old re-heated rice is both tasteless and dangerous as bacteria can cause food poisoning. Introduction of a policy to sell fresh rice every day, will help your business to grow faster. Safer and Tastier Food means Better Business!



HEALTHY FOOD OPTIONS AND ADOPTING NEW CONCEPTS

SHAHENA ALI, NUTRITIONIST AND HEALTHY FOOD WRITER

The UK's appetite for healthy food, drinks and snacks is growing at a fast rate, boosted by rising demand for free-from foods, vegetarian and vegan alternatives, high protein foods, and new crazes such as dishes cooked in Coconut oil or for example, Turmeric laden dishes for their health benefits. Despite increasing consumption rates of unhealthy fast food, young people, and the older baby boomer generation report trying to avoid eating unhealthy when eating out. This indicates a market with untapped potential when it comes to offering healthier options in the catering industry.

This rise in healthy eating has paved the way for a new type of food business catering for the health-conscious consumer. Customers becoming interested in this trend range from the mid-twenties female Millennial consumers in particular, to the growing group of Baby Boomers and Gen Xers who will continue to play a role in comprising higher numbers participating in popular dining and also, in dictating trends, due to their higher disposable incomes.

HEALTHY EATING PREFERENCES EVOLVING

As consumers in developed markets look to lead healthier lifestyles, naturally they have come to expect more from the food they consume when dining out, increasingly demanding healthier menu offerings and new health-orientated food service concepts. These same health trends common to developed markets have become more pervasive in emerging markets, emblematic of a truly global trend. New health-orientated chains have sprouted in emerging markets in 2015, and are evolving in developed markets." (Euromonitor, 2016) The switch to healthier Indian food is a natural progression; people are much more aware about their health, and the customer food choices in restaurants reflects this. The restaurant menu therefore has to evolve in order to capture the new market and to keep the current customer base loyal. Using creative concepts, such as the simple and quick-to-prepare Indian Street Food or Fusion food, and fresh and natural ingredients, with emphasis on fun branding, convincing messaging such as "guilt-free snacking" and "low-calorie indulgence", combined with an ethical conscience, the Indian restaurant industry can sustain leaner times of business, such as during the post-lunch hour quieter periods in the afternoon, with these new concepts and menu ideas.

For years, there has been a long-standing, commonly held belief

that

Indian

cuisine is 'heavy' alongside the 'unhealthy' image of Indian food. However, the Indian wholefood trend is hitting the mainstream now. The standard Indian restaurant menu can contain a core range of a few traditional dishes and yet chefs can give them a healthy twist e.g. fresh chutneys, superfood ingredients and a host of vibrant salads, all mixed with Indian flavours. A focus on the fact that nearly a quarter of the top antioxidant-rich foods available to us are, can in fact be regarded as a USP (unique selling point).

CONSUMERS ARE LOCALISING PREFERENCES

Complementing this global interest in healthier eating is a growing desire for new flavours and ingredients. Restaurateurs are finding space to experiment with new concepts, grabbing the attention of younger generations of consumers with new, healthier takes on traditional local cuisine through high quality sourcing, highlighting local flavours that increase the value of the dining experience. As health trends become more global, consumers are actually looking more inward, inspiring a new set of local concepts." (Euromonitor, 2016)

Taking this into account, restaurants must focus on emphasising to the customer, the health benefits, of spices and ingredients used in Indian dishes; but they can also focus on starting to create a small core range of traditional, yet lighter, options for the menu, such as vegetarian dishes or seafood dishes that have been either lightly pan fried, grilled, poached or cooked without(or using alternatives to), high levels of oil, salt, sugar or cream. It is important to realise that these changes to the menu offerings need not come at a great expense to the restaurant business, but instead, can be implemented easily and quickly because of the fact that they are simpler dishes, requiring less time and labour as well as fewer, and less expensive, ingredients to prepare them.





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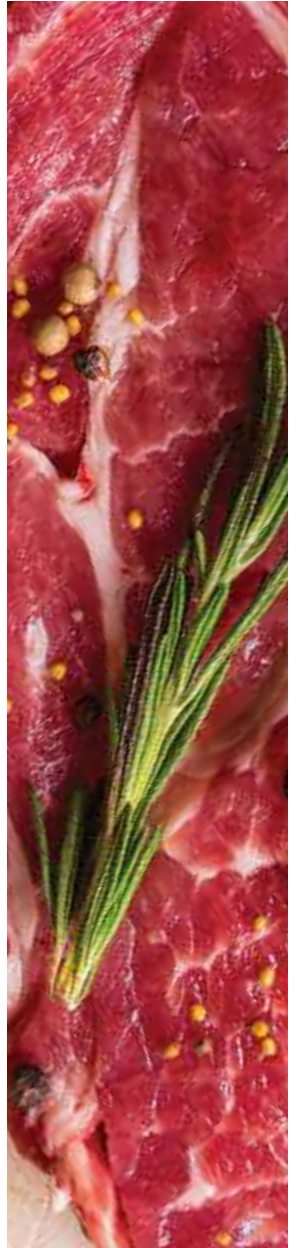


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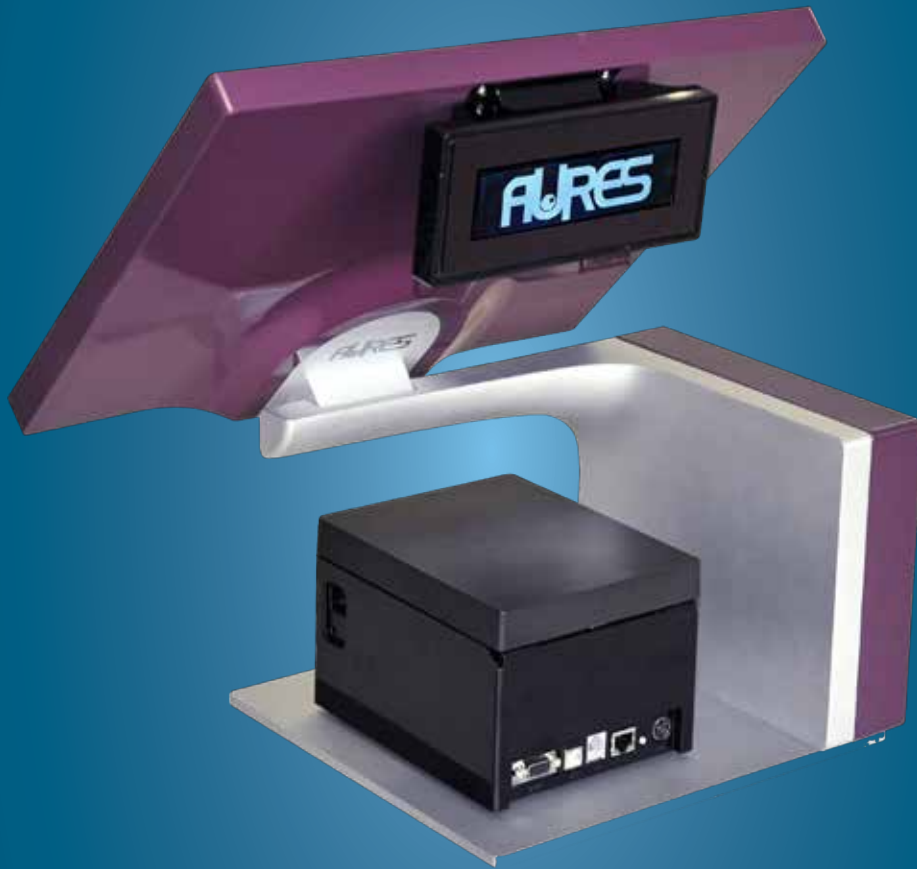
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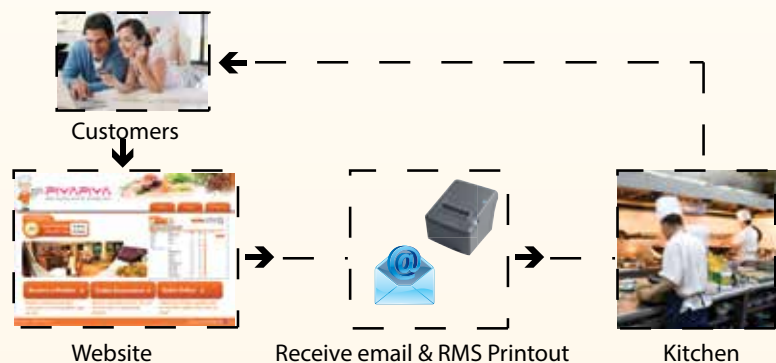
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