

Asian RESTAURATEUR

A publication for the UK's Asian catering industry

£3.25 / AUTUMN 2018

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Asian RESTAURATEUR

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Spicing up the Nation!

WELCOME

2019 is around the corner now with only a few months of 2018 remaining, this year has gone really fast. Thank you to all of our contributors and supporters who offered and given a helping hand to bring this publication together this autumn!

Brexit deadline is very close, which will have a lasting effect on our industry. The question is will our sector staffing issue be addressed, will Brexit put off European workers coming to the UK. Our guess is the government are still not fully aware of the consequences of the leave vote or of the lack of staff in this industry and how close it is to breaking point! Often people say why not employ people from other industry sectors or migrated from other cultures however even that labour supply is becoming scarce. Asian cuisine is still being discovered by many customers and regular customers still want to see a Chinese person in a Chinese takeaway or a Bengali waiter in a Bangladeshi restaurant, whose been serving them for years or by a family member of the owner!

There are still businesses in our industry letting the sector down when it comes

to health and hygiene, some are still putting their customers at risk and creating doubts in the public's mind about our cuisine! We need to get this right!

In 30 years we have seen so many changes in the catering industry, but we all need to keep learning and improving both our offering on the menu and the service. The change could be adding a new dish to your menu or ingredient, offering dishes for such diets as vegan and gluten free is a real must!

Keep an eye on our website for news, updates, and offers!

Best wishes.



Rosena Alim
Editor



Mike Ahmed
Publisher

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SEE PAGE 14 FOR MORE INFO

THE DECLINE OF CHINESE CHEFS

UK's first chinese food diploma launched to produce 'home grown' talent



TOPICS INCLUDE:

- The Origin and Development of Chinese Food Culture
- How to Prepare and Cook Chinese cold dishes
- How to prepare and cook Chinese hot dishes
- History and skills for making Chinese pastries
- History and skills required for Chinese dough modelling.
- Development of skills for cutting, shaping and presentation
- Awareness of the importance of seasonal and regional variations.

Fears of a demise of the Chinese restaurant industry due to a lack of chefs has led to the launch of the first fully regulated Chinese-specific catering course in the UK.

Backed by the Chinese Cuisine Association and Tianjin Food Group, the new Chinese Culinary Arts course, which starts next month, will look to secure the industry's future by producing 'home grown' Chinese chefs in the UK.

CHINESE INDUSTRY TODAY!

Most Chinese chefs for the UK's 2,700 Chinese restaurants are recruited from overseas with owners using recruitment agents to find chefs willing to relocate. The recruitment process for Chinese chefs hinders the sector as it is time consuming and costly

KEY FACTS OF THE COURSE

- Starting Autumn 2018
- For current and aspiring chefs
- Online Learning
- Practical assessments
- Awarding a Level 3 Qualification
- A Diploma in Culinary Arts
- Save businesses £15,000 recruiting a chef from China
- Course follows LuBan work shop Principles
- Supported by Master Chefs Based in China

Overcoming significant UK government red tape, is preventing the recruitment of chefs for Chinese takeaways, which accounts for 75% of Chinese food purchases in the UK.

Chinese restaurants and takeaway owners are feeling the economic pinch and are facing the risk of closure because they cannot afford the costs of recruiting from abroad.

This course, the first significant step from external Chinese organisations, aims to alleviate that by ensuring a stream of Chinese chefs trained in the art of Chinese food – at a much lower cost.

It is envisaged this will re-energise the industry as a showcase for Chinese food and provide the stimulus for new business opportunities.

Managed by Coventry-based PAM Education and run in conjunction with Chichester College Group and Tianjin Second School of Cuisine Food Group.

Russell Grocott, PAM Education founder and director, said: "Our work has escalated from what started as the design of an education programme into a mission to reintroduce authentic Chinese Culinary Arts across the UK.

Julie Kapsalis, Managing Director (Commercial) for the Chichester College Group, said: "We are delighted to launch this brand new course, in a unique, online learning format.

"The project has great potential for students and tutors at Crawley College

and in China to learn from each other and to develop new skills".

For more info see the course website or www.chineseculinaryart.co.uk Applicants can contact Jo Chappel, Head of Learning (Service Industries) of Crawley College on **01293 442466** or by emailing on jchappel@crawley.ac.uk

The Asian catering industry as a whole in the past 10 years has had a massive decline in a skilled labour force, in a number of ways, firstly, a decline in the migrating labour from the Asian subcontinent due to the government's huddles that companies need to face in order to gain a visa for potential workers. Secondly domestic labour from second and third generation family members are not joining the family business. Thirdly workers are actually leaving the catering trade to other sectors such as taxi cabbage! An injection in skilled labour is needed otherwise the high street Chinese, Bangladeshi, Indian, Pakistani local eatery is going to be a thing of the past!

STREET WOK!

A new wok on the market!



Let's face it Restaurateur "Street Food", is the rage and is here to stay in Britain! Most of us are still probably in our conventional kitchens and haven't joined the circuit of festivals and markets! Now that summer is over street food doesn't stop there, bonfire and many Christmas markets is where your business could get involved in and earn an extra stream of income. For outdoor cooking you will need the right equipment have a look at this new portable 'StreetWok LP20' from CINDERS BARBECUES Ltd introduces new technology to an ancient method of cooking, solving problems of noise and skill levels inherent in traditional wok burners.

Asian flavours are bursting out of kitchens and into vibrant Street Market catering, where convenience is critical to success. They predict the compact power of their new product will also enable popular stir-fry cooking to find its way into beer gardens next to the ubiquitous barbecue and onto hotel patios as the themed component of a memorable occasion.

The StreetWok uses LPG Gas you don't to hook up to mains gas simply use LP20 packs 16kW of controllable punch into a portable appliance weighing only 17kg. The weight gives the base a firm feeling when cooking on the appliance, giving chefs the confidence for strong stirring and strong power heat. For more information go to www.cindersbarbecues.co.uk



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DAG style



images © The World's 50 Best Restaurants

What greater inspiration can you have than from the World Best Restaurants!

As Restaurateurs we should all be continually improving our offering and accept criticism which we can learn from. Often looking at our peers and what they offer can change our judgement and offering on our menu, by way of ingredients, style, flavors and initiatives. These restaurants in the world's top 50, have a lot of competition and offer some of the best career development opportunities by just looking at what they are offering, what the restaurants are serving and how they market this, and best of all the businesses are charging a premium to their customers to enjoy the experience! We have chosen some winners from the top 50!

HOW IT WORKS

The World's 50 Best Restaurants list is compiled from the votes of The World's 50 Best Restaurants Academy. Is divided into regions of the world, with a chairperson in each region appointed for their knowledge of their part of the restaurant world. These chairs each select a voting panel, who cast a total of over 10,000 votes. The Academy is comprised of over 1000 members, each selected for their expert opinion of the international restaurant scene.

THE
WORLD'S BEST
RESTAURANTS
17

DEN
TOKYO, JAPAN
Japanese cuisine with quality, creativity and a warm welcome (plus an ant or two!)



Rather than sticking to the elegant, refined but often impersonal traditions of high-end kaiseki cuisine, Hasegawa offers an elevated, deeply personal take on Japanese home cooking. He draws on diverse influences, both home-grown and gleaned on overseas trips, but always based around prime ingredients from ocean, pasture and forest.

THE
WORLD'S BEST
RESTAURANTS
05

GAGGAN
BANGKOK,
THAILAND
*A colourful,
emoji-led feast
from Asia's
unstoppable
chef*



For the last four years in a row, Gaggan has been voted No.1 in Asia's 50 Best Restaurants, testament to the constant innovation and improvement at this ever-evolving hub of creativity. El Bulli-influenced chef Gaggan Anand serves up a menu of 25 or more courses of rapid-fire small bites, many of which are eaten with the hands.

THE
WORLD'S BEST
RESTAURANTS
31

ARZAK
SAN SEBASTIAN,
SPAIN
*Modern Basque
cuisine from
the family who
helped found the
movement*



Arzak's artistic offerings are divided between multiple tasting menus and an à la carte option. Expect unsung flavour combinations like roasted pigeon with vanilla and kimchi, and sometimes whimsical service pieces: a wheel of Vietnamese chocolate may hit the table atop a skateboard.

THE
WORLD'S BEST
RESTAURANTS
07

MAIDA
LIMA, PERU
*Lima's culinary
wizard fuses
Japanese and
Peruvian cuisine
to mind-blowing
effect*

Chef Micha's Nikkei Experience menu is a journey through Peruvian-Japanese fusion cuisine, with an emphasis on seafood. There is succulent cod marinated in miso with crispy nuts, nigiri sushi, sea urchin rice, 50-hour beef short rib and even tofu cheesecake ice cream. Everything sings with flavour, zing and the natural bright colours that come from Peru's produce. There's also a separate sushi counter and menu for everyday or business diners.

For more inspiration go to
www.theworlds50best.com



ORGANIC

WHAT'S ALL THE FUSS ABOUT?

Organic means food as it should. That means fewer pesticides, no artificial colours and preservatives, always free range, no routine use of antibiotics and no GM ingredients.

Organic has bitten the nation, there's no denying it. According to The Soil Association Certification's 2018 Organic Market Report, the annual report on the state of the organic sector, the organic market is bigger than ever before, now worth £2.2bn. In food service, organic food and drink has risen 10.2% over the last year.

Despite all the positive growth, organic still only accounts for around 1.5% of the overall UK food and drink market. So, what does this mean when we head out to eat? And what does it mean for restaurateurs thinking of adding organic to their menu?

THE BENEFITS TO RESTAURANTS GOING ORGANIC

Soil Association conducted an 'Eating Out' survey in 2018 and the results showed that organic is overwhelmingly on the brain when people go out to eat.

A staggering **50%** of people asked would be more likely to choose a restaurant that highlights its ethical or sustainable credentials and **43%** think a restaurant or café will be better than others if they see organic on the menu or drinks list.

47% of those surveyed thought that there aren't enough restaurants that serve ethically or sustainably sourced dishes.

And even for people who don't necessarily know what organic means (those surveyed were not recruited based on understanding of organic), the perception is clearly positive. A third (36%) would be more likely to eat at a restaurant or café described as organic.

IF YOU'RE ORGANIC, SHOUT ABOUT IT

One of the more interesting results of the survey is that eateries are not being clear enough that they serve organic.

Two thirds (**67%**) of respondents found it hard to tell if a restaurant or café sells organic food or drink and nearly three quarters (**72%**) said that it's difficult to tell if a restaurant is serving ethically or sustainably sourced dishes.

ORGANIC AS PREMIUM

Organic is regularly associated with premium, and cost can be a hurdle for chefs when considering changing their sourcing, but this shouldn't be off-putting to restaurateurs - **39%** of those surveyed said that they'd be happy to pay a little more for a meal or drink if it was made from organic ingredients. A similar number (**41%**) said a dish described as organic makes it more appealing, so there's clearly a perception that organic means premium quality and something worth paying a little more for.

"ORGANIC SERVED HERE - HELPING YOU STAND OUT FROM THE CROWD"

Organic Served Here is an award scheme which recognises and raises awareness about the commitment of restaurants serving organic food. It's the only award of its kind in the UK.

The award is a simple, high-profile and good value way to ensure customers know and appreciate the lengths your

restaurant goes to in sourcing high-quality organic ingredients that are produced to the highest standards of care and animal welfare, with minimum impact on the environment.

*Sarah Jupp
Business Development Manager
Soil Association Certification*

Applying for the Organic Served Here award is simple and good value.

To join our small and exclusive group of trailblazing award-holders: visit www.soilassociation.org/organicservedhere.

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GET YOUR RESTAURANT READY FOR CHRISTMAS & NEW YEAR!

For many Restaurateurs the winter festive season is the busiest and most profitable, with Christmas parties from offices, families and friends.

When it comes to Christmas our best piece of advice is that it's never too early to start planning.

In fact, the best time to prepare for Christmas season is immediately after the festive period has passed.

With Christmas fresh in your memory, have a review, identify what went well... what didn't ... what do you need to change? From the menus to the decorations, critique your festive season to make sure the next one is even more successful. This will lead the way with the preparation.

The menu and dates need to be set, from here you can then decide on a colour scheme and theme for your decorations, for example minimalistic, modern, traditional etc.

Can last year's decorations be utilised again? Did last year's decorations even survive storage or will you be opening a box of broken baubles and faulty lights?

DECORATING SCHEMES

Colour schemes can be dictated by and aligned to your branding or décor. For instance, cool blues, whites and silvers all suit a contemporary restaurant while golds and reds work better in a more traditional environment. Everything from the tree to the decorations and table arrangements should all be chosen to complement your brand identity and venue.

While they may only seem like minor details, collectively they can have a powerful impact and are subtle ways to influence customer perception.

Festive lights are a great touch and you don't have to stop at lights on the Christmas tree. A curtain of lights, for example, can be hung outside to entice people indoors while placing lights in trees can make your venue more attractive and add to the atmosphere



and customer experience. Outdoor lighting can be utilised all year round so is definitely worth investing in, and it's a way of attracting new customers.

Start promoting your festive season early. A decorated Christmas tree with a "book here" sign will no doubt attract attention and contrary to the humbugs out there, plenty of people do want to get a head start on their Christmas plans.

Attention to detail is important, discerning customers will notice if their Christmas meal doesn't have crackers. Table scatters, candles, charger plates, fairy lights and festive napkins are nice finishing touches.

SEASONAL MENU

Christmas is a great time to showcase your restaurant's cuisine and service!

There will be many of the restaurants favourites that you can include, however this can be an ideal opportunity to introduce new dishes to entice customers to try, and don't forget to include a mixture of vegetarian and non-vegetarian dishes. Then for easy of the party organisers have a couple of set menus with a fixed price!

For more christmas ideas visit www.christmastimeuk.com and www.simplycrackers.co.uk

IN SUMMARY

DO'S

It's never too early to start planning
Review the last festive season, what worked well & what didn't

Check last year's decorations in plenty of time to replace faulty or damaged ones

Include a varied menu selection

Don't forget crackers!

Time to stock up on new crockery

DON'TS

Skimp on decorations and table arrangements, people are coming for a Christmas meal!

Fear asking for a deposit, most customers would be happier knowing their booking is confirmed rather than leaving it at a conversation at the bar.

Don't be afraid to contact an expert for advice, companies have the knowledge and experience of what will work – draw upon – we are happy to share our thoughts.

Over fill your restaurant so guests don't get the appropriate service and quality of cuisine

YOU SHOULD DO CRACKERS AT LEAST!

Geine Pressendo, managing director of Simply Crackers, explains: "Crackers are a fun, interactive and unique way to showcase a brand and reward customers or staff, especially over the festive season. I've also noticed a real trend towards jumbo Christmas crackers containing high end gifts - quality chocolates and useful branded gifts such as notebooks and keyrings are proving particularly popular."



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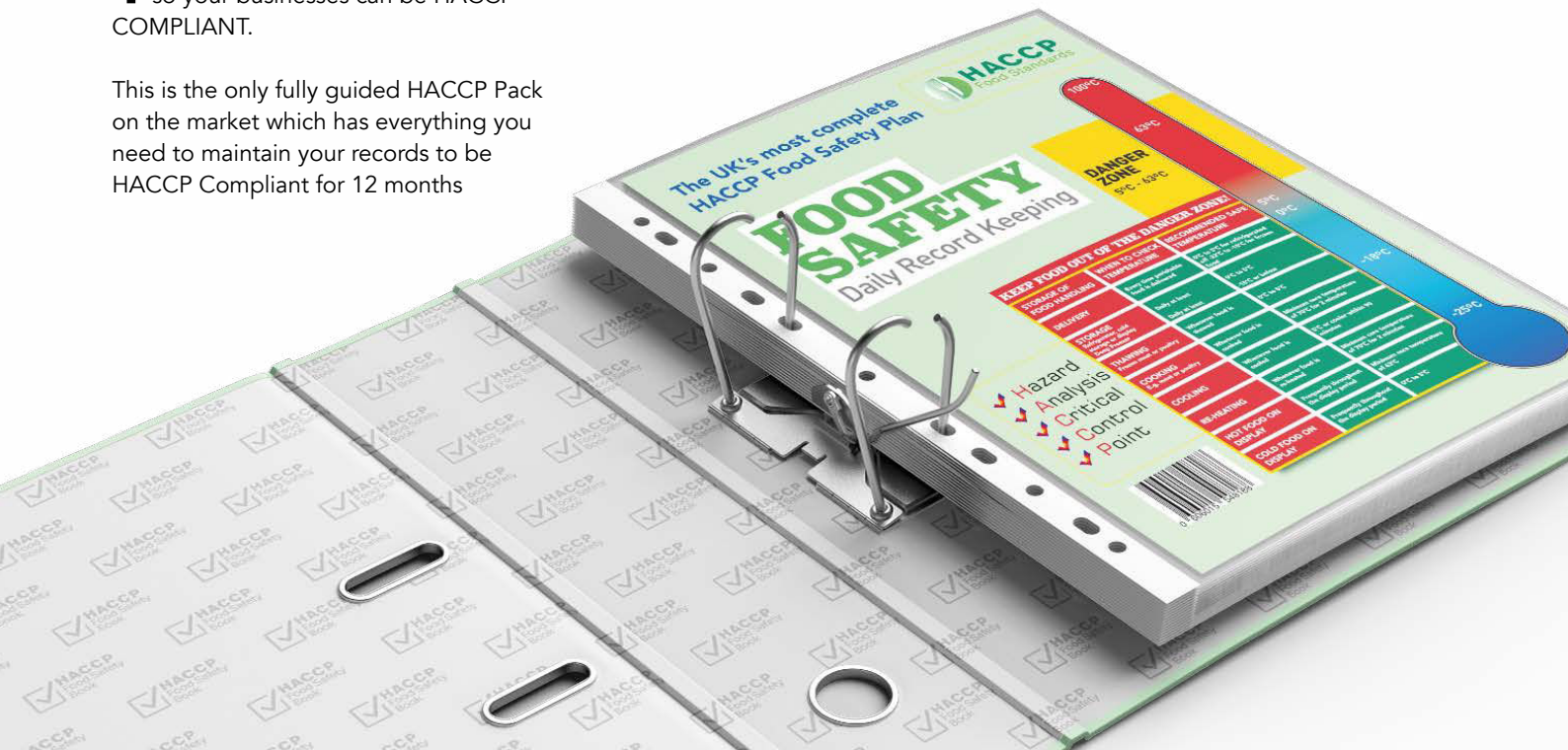
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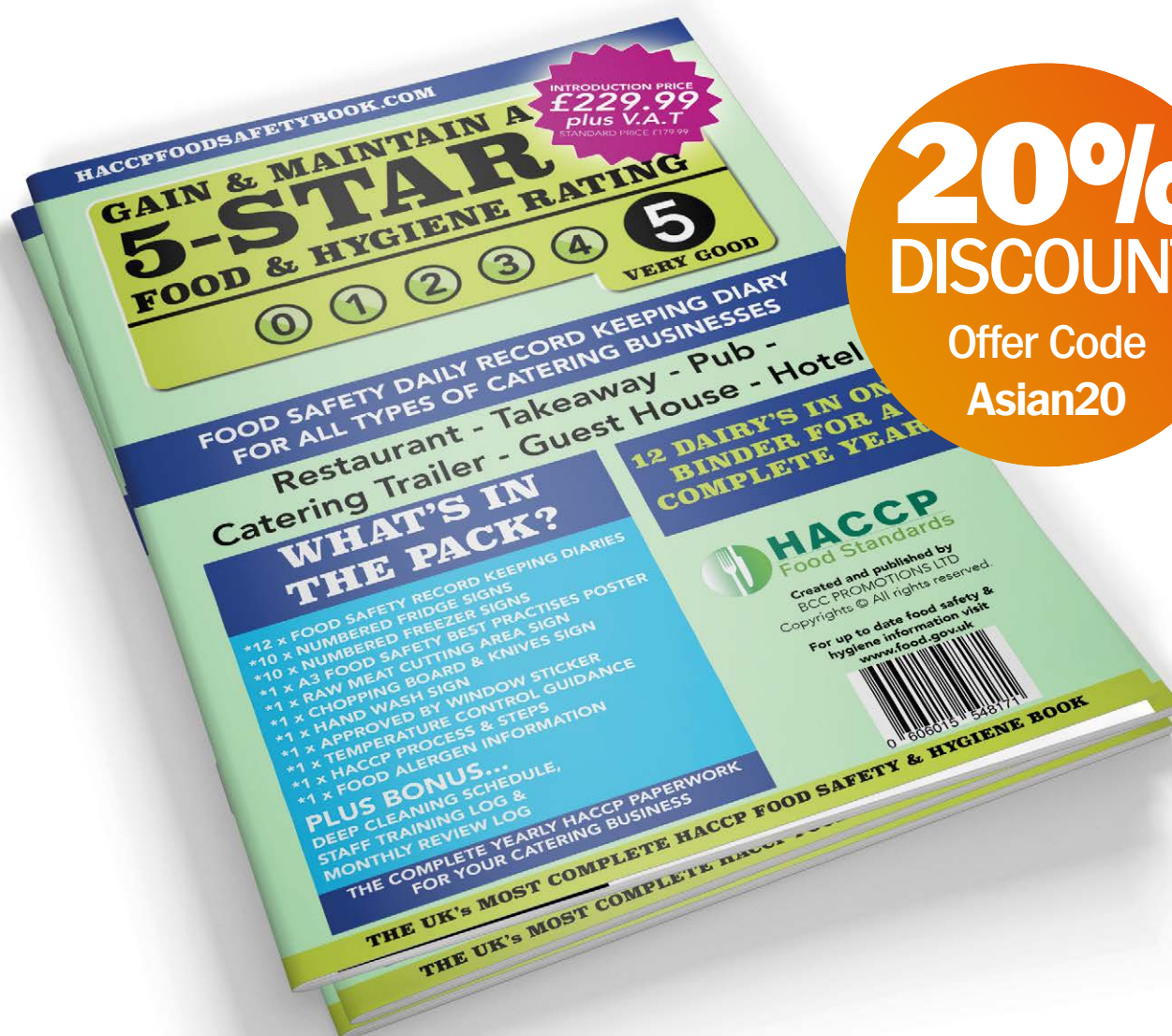
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In 2018, Is Business Really Business Without A Formidable Online Presence?

In 2018, is business really business without a formidable online presence? Today in tech, there's oversaturation of seemingly similar Website Design Services all over the globe, and via providers who all claim to have 'the right solution'. However, if an everyday business owner (who simply wants their daily to-do list done), is to successfully distinguish between what's a rip-off or a really good deal, how do they proceed?

The truth is that regarding online and website services – we're in age of an overabundance. Not convinced? Simply type 'website services' into a Google search engine page, to find a furious flurry of international, virtual and on-site website service options.

So, with too many mind-boggling choices to choose from (and as just one item on a business owners to-do list), what's the smartest move to make? How can a brand compete with (and beat) the competition? To get an idea, I asked Mr. Zak Ali, CEO of The Web Designer Group on what a company should prioritise, and he said: "...its website needs to look good, function well and be expertly coded to ensure it always ranks highly in search results."

So, when I asked them Mr. Ali about the ultimate goal of web design for businesses today, he answered succinctly: "(It's) always to take a future-centric stance...so these sites can expand and change in response to a business' evolution."

What's clear from reviewing freelancer sites, agencies and web service offers worldwide, is that ultimately, it's still premium client care and real results that win the day.

A QUICK INTERNET TRAWL REVEALED THE RELEVANT TERMINOLOGY TOO – IT'S ALL ABOUT 'SEO'. SO ESSENTIALLY, A BUSINESS WEBSITE NEEDS:

- **GREAT FUNCTIONALITY** – for customers to be able to, reserve a table, order a meal and find your contact information quickly
- **SEO** – (aka expert coding) this could be the food type you serve, geographical area, services you offer
- **TARGET AUDIENCE TRACKING** – the customers you are trying to attract, ultimately new customers!
- **AESTHETICALLY PLEASING DESIGN** – including images of your cuisine, business and official hygiene ratings

But, let's not forget that cost matters too.

For your restaurant, takeaway or catering business you want to be clear what you would like to achieve and plan this into the design! See what your competitors are doing and do something different. Make your own business offering and marketing to the market you are trying to attract.

Having your own website will save you money in the long run, no need to pay big companies commission for orders as customers can order direct from you. No doubt, timing factors too. Horror stories of never-ending website developments that span months (and even years) haunt the business community, and are 'a tale as old as modern-technology-time'

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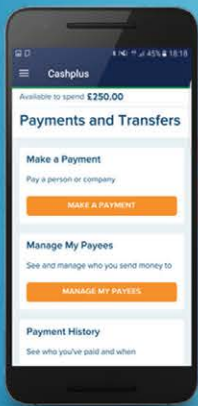
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2

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2

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If your looking to get a simple website for your business, and your just starting out, the starter website package is perfect for you. This website package is essentially your online business card.



£340

ESSENTIAL WEB DESIGN PACKAGE

The Essential Web Design Package is designed for businesses looking for an all round comprehensive website with a Content Management System integrated and professional business email.



£396

WEB REFRESH WEB DESIGN PACKAGE

If you already have an existing website that's looking a bit tired and needs a face lift, then the Website Refresh Package is perfect for you! We will give your website a fresh new look and provide you with a CMS.



£476

ALL IN ONE WEB DESIGN PACKAGE

If your looking for the full works website package, then the All In One Website Package is perfect for you. With everything you need to get your business online. Including Bespoke Web Design, Copyright Free Photos, Logo & More..



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The Hospitality & Leisure Website Package is designed for restaurants, take-aways, cafes, hair salons, B&Bs, hotels or any business who requires a website with the additional functionality of accepting appointments & bookings online.



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£636

ONLINE SHOP WEB DESIGN PACKAGE

The Online Shop Website Package is designed for all businesses looking to sell any types of products / services online. The E-Commerce Online Shop Package is feature rich with full e-commerce functionality & accept payments.



£1036

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IRISH CURRY AWARDS

THIRD YEAR AND HOTTER THAN EVER!



From left to right: Irish Curry Awards Head Judge Ireland, Paul O'Connor; Founder Ali Askir; Head Judge NI, Joris Minne

It's great to see the Irish Curry Awards back for a third year, attracting nominations from more than 400 Asian restaurants and contrasting cuisines from across Ireland.

Founder of the awards Belfast-based restaurateur and community activist Ali Askir, will announce the winners at a gala dinner on October 23 in the Pillo Hotel in Ashbourne, County Meath.

As with most UK towns and summing up GDP, the Asian Catering industry play a significant role in most economies. Noel Rock, North West Dublin Fine Gael TD says "The Irish Curry Awards are a marvellous showcase for the great food that is being produced in every corner of our country." Further adding "Never have standards been so high the contributions so diverse. It's highlighting the best of Irish food in a booming sector and helping our economy too."

Fianna Fáil Spokesperson on Equality, Immigration

and Integration Fiona O'Loughlin TD says: "These awards are a fantastic opportunity to celebrate diversity and recognise the great contribution that immigrants have made to communities right across Ireland. These awards have proven to be hugely popular and I encourage people to get out and support their local Asian restaurant.

Founder Ali Askir says the awards are intended to acknowledge the social and economic contributions of the Asian community to towns and cities across Ireland.

"When dramatic changes in townscapes and living conditions mean the loss of features such as pubs, post offices and bank branches, the reassuring glow of your local Indian restaurant takes on a new significance in terms of the role it plays in providing a sense of stability and continuity."

JUDGING PANELS

There are two judging panels, one for Northern Ireland and one for Ireland. Paul O'Connor chairs the Irish judging panel and has worked tirelessly to help raise the profile of Asian cooking. "I am thrilled to be back for a third year. The number of nominations is proof of the love of curry and this has also raised the intensity of the competition between restaurants. This is good for the sector as well as for the consumer," says Paul.

Joris Minne, the Belfast Telegraph's restaurant reviewer and chairs the Northern Ireland panel, says, "The awards have a broader role to play in an increasingly diverse Ireland. Everybody loves a good curry but it is rare to see Asian restaurants and food acknowledged in mainstream food reviews, programmes or features. Yet Asian food plays a massive role in our lives and the Irish Curry Awards provide a platform on which to celebrate a broad and varied community which contributes so richly to Irish society and to the economy north and south."

Good luck to all the businesses taking part!





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drinkaware.co.uk for the facts



Cocktails at the bar!

A cocktail menu equals and higher profit margins! Perfect Partners!

You are in business to make profit, then it makes sense to serve mixed spirit drinks which are the most profitable drink for a restaurant or bar!

Cocktails are very fashionable and they are beyond just a summer drink, with folks giving themselves a treat daily and not just at the weekends!

Most restaurants already have a drinks menu, however a cocktail menu can be an extra smaller item that you make seasonally to include fresh seasonal ingredients, liqueurs and spirits as you get inspired! Plus a mix of both alcoholic and virgin non-alcoholic mocktails.

Take a look at the spirits you already serve in your bar, you need to make a

decision on which cocktails you would like to include, but you may need help to make this decision especially if you're not partial to a cocktail yourself.

Do some research, ask your staff, friends and customers to which cocktails they would suggest, plus see what other bars in your area are serving

When making your list try not to overdo it, remember this is part of your business unless you feel like 'Tom Cruise', and want to serve cocktails all day! Have up to ten cocktails, so you have a reasonable selection, a list which is too long may just be customers off and they will

stick to a drink they normally have.

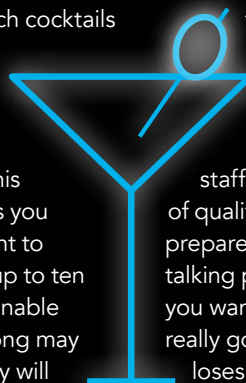
You will need to get a few extra items for your bar, such as spirits, juices, fresh ingredients, mixers, knives, ice crushers,

garnish, beautiful cocktail glasses

to serve your offerings, plus the most important element space.

to store all these items and to make the cocktails!

Now train yourself and your staff on creating a cocktail which is of quality and doesn't take too long to prepare, remember a cocktail could be a talking point for customers to return, so you want to have a cocktail that wows at a really good standard than a poor one that loses you future custom.



The Chakra restaurants can be found in Kensington, Wimbledon and Kingston with the philosophy is to create a dining experience that restores harmony to your mind and body, through their delicious and nutritious cuisine and the ambience of each of our restaurants, where they have created spaces that "bring the outdoors indoors" and restore a sense of wellbeing through an intelligent use of colour, space and light, they have extended this to their cocktail menu with a list of twelve cocktails each with its varied flavour and use of ingredients! Have a try at their Holland Park cocktail much-loved amongst the Kensington residents.

Fill a whisky glass with crushed ice
Add 50ml of Canadian club whisky to a cocktail shaker, along with 20ml lime juice and passion fruit purée and 10ml grenadine syrup

Add cubed ice and shake.

Single strain the cocktail into the whisky glass

Garnish with star anise

www.chakra.restaurant



TOP TIPS

Our Five steps to creating a cocktail menu for your business, with profit in mind!

- The cocktail menu should fit easily into your business
- Simplicity for both you and your customers are essential
- Make sure the description of each of the cocktails are unique and enticing
- Include some branded spirits in your descriptions that people will recognise to let them know they are getting both value and quality
- Create one cocktail after your business. Think of PROFIT!!

Here are some cocktails to get you started!



ESPRESS YOURSELF

25ml Tequila Rose
15ml Coffee liqueur

- Layer the coffee liqueur on top of the Tequila Rose
- Garnish with strawberry Oreo



INDIAN SPICE

1.25oz Indian Summer Gin
1.5oz Ginner Beer
A handful of mint leaves (rubbed to release essence)
½ Lemon
Ice enough to fill a whole glass

- Place all ingredients into a high-ball glass, muddle ingredients, top up with soda water and coat rim with lemon juice
- Garnish with a slice of lemon.

6 “MUST HAVE” TECHNOLOGIES

THAT ACCELERATE RESTAURANT SUCCESS



One of the common denominators among the next generation of successful restaurants is their adoption of the latest technologies to enhance the customer service experience, get access to insightful customer data, act on key management information and reduce operating costs and inefficiencies.

Whilst new technology often requires a significant up-front investment and the range of technology options can confuse many restaurateurs and lead them to procrastinate about integrating it into their business, those who wait too long will see irreparable damage to their bottom line.

With this in mind, I've focused on 6 high priority technology areas for your restaurant to focus on. Let's get started!

1. Online Ordering

With rent and rates being at an all-time high, every restaurant needs diverse revenue streams that they can monetise to remain profitable. Delivery and take away is one of those and requires a solid foundation in place to drive additional revenue.

Delivery apps provide customers with a leisure experience to browse rather than hurriedly placing their order in person or over the phone. Since they're ordering from a place of comfort, customers are more likely to order more, leading to higher sales. Not only do apps eliminate errors during order handling they also give you insightful data on who your regular customers are, how often they order, and which items they usually purchase.

2. EPOS

Whilst EPOS systems have been widely adopted by restaurants, to realise the real benefits of using them, you ideally need one that is cloud-based, which can sync with your other systems and apps, provide you with meaningful data for internal decision making and marketing and which integrates with tabletop tablets so customers can browse a digital menu, place orders, and pay themselves.

3. Loyalty Apps

Emerging restaurant technologies are putting a new spin on loyalty programs. It's easier than ever to design a great loyalty program and integrate it into an app or online program. Loyalty apps have proven to be one of the most effective means of re-marketing. After all, it's much easier to woo back someone who has sampled your food and enjoyed your restaurant experience.

Unlike traditional stamp cards, online loyalty programs provide great marketing insight to restaurant owners or marketing directors. You can track customer behaviour that may influence your marketing strategy, like how often your customers visit and why, look at trends in customer spend and potentially even glean data that helps with the evolution of your menus!

Rather than having to track their visits on a card (which can get lost easily), customers conveniently keep tabs on their app which can send them push notifications. Certain apps can even track a customer's birthdays or anniversaries, so you can offer a special discount on their big day.

4. Restaurant Management Software

Restaurant management software is a complete back-office solution that can integrate with third-party systems so that you can get a full overview of your business and have the data you need for strategic decision making. From staffing and inventory forecasts to cash flow and profitability reports and menu performance analysis, a restaurant management software takes the hard work, legwork and guesswork out of running your restaurant. Your chosen solution should ideally be cloud-based so that you can access your data and reports, wherever you are in the world.

5. Table Reservations Manager

Table reservation software like OpenTable, Resdiary and Collins are a great way to free up staff time from taking reservations over the phone and

allow you to take table reservations 24/7 via your website. Such software enhances the customer experience by enabling them to scan free tables and time slots and automatically populate bookings with their preferences. Not only that, they allow staff to spot trends for quieter nights of the week so that special promotions can be run. Table reservation software also facilitates more personalised customer service by viewing client visit history and recurring preferences.

6. Inventory Tracking

Inventory tracking software and scanners can save you hours each week if you currently manually log your inventory. With traditional spreadsheets, restaurants run the risk of administrative errors that lead to costly over or under ordering. Furthermore, if you want to run a comparison or check for inconsistencies in inventory – you have to manually configure the data. Instead, inventory tracking software's can instantly run reports for you and provide you with an automated list of suggestions.

Closing Words

This article presents a mere snapshot of the technologies your restaurant can adopt, to create efficiencies and revenue growth. There are so many more that I would love to share with you.

If you'd like me to advise you on the most cost-effective technology solutions for your restaurant – drop me an email on Rahul@futurarestaurantmarketing.com or call us on **020 7993 4477**.

THE AUTHOR

Rahul Katrak is the Managing Director of Futura Restaurant Growth Partners, a business growth, consulting and marketing company that has created double digits growth for a range of restaurants. Find out how Futura can help your restaurant at www.futurarestaurantmarketing.com

THE WORST DINNER GUESTS

Pests in restaurants and takeaways



Ever had a dinner guest so awful that they turned away new customers, poisoned your regulars, and then issued you with a great big fine? The British Pest Control Association's Technical Officer, Natalie Bungay, investigates the risks of accidentally inviting a public health pest to dinner, and puts some top pest prevention tips together for restaurateurs who want to stay the right side of the law.

The risks posed by pests in a restaurant setting are vast. There's the spread of disease, damage to property (including your stock), ruined reputations, and the risk (and expense of) prosecution. Taken to its extreme, your restaurant can be closed and your business ruined.

Pest control protects your business, your customers, your staff and your bottom line.

Can you afford not to have a pest management programme in place?

COMMON PESTS

Effective pest management programmes prevent the introduction of pests

anywhere in a restaurant or takeaway and reduces the conditions that pests need to survive. Whether you have a Michelin star or a burger van, Britain's pest species are looking for an easy meal.

Here are some of the most common restaurant pests:

Rats and mice: Rodents carry many nasty diseases which they can spread to humans, normally through their urine and body (contact contamination), including; Leptospirosis or Weil's disease, Salmonella, Listeria, Toxoplasma gondii and Hantavirus. They can also chew through wires and pipes causing floods and fires!

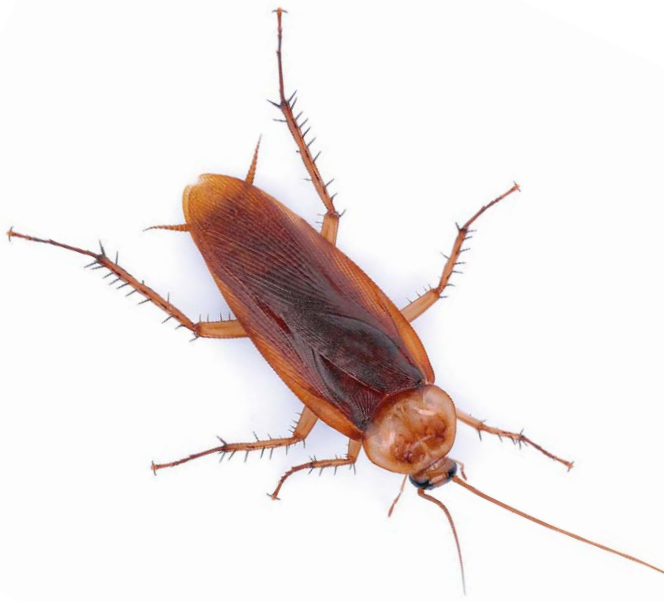


Flies: Flies are carriers of disease-causing organisms, and their high mobility makes them particularly effective at spreading pathogens. They acquire these pathogens while crawling or feeding on infected materials such as waste, and may then infect human food when they land on it. This transfer may occur as the fly walks on the food, but will also take place

PEST CONTROL

The British Pest Control Association has a Find a pest controller tool on its website. You can find a company local to you that's fully trained and correctly insured to carry out work in your premise. All pest management companies on the website are independently audited to the British Standard EN16636 for pest management. Find a pest controller at bpca.org.uk/find

If you'd like to learn more about pest management and protecting your business go to bpca.org.uk/PestAware



as a result of the fly's defecation and regurgitation.

Cockroaches: When foraging for food and water, Cockroaches can contaminate food, utensils, and preparation surfaces as they go. They taint food with an obnoxious smell and can be vectors of disease, capable of carrying the organisms which cause food poisoning in humans and many other bacteria.

These are just a few of many pest species in the UK. BPCA has a free A-Z of pests available at bPCA.org.uk/a-z

As a restaurant owner, you need to be aware of pests and take practical steps to prevent them.

When raw produce arrives at your restaurant, you should inspect it for evidence of infestation. The stock must remain accessible for inspection at all times. One of the problems pest controllers find is that the produce can get stored against walls and there is no way around. Infestation from pests can take hold without being easily detected.

PEST PREVENTION SYSTEMS

Your restaurant or takeaway should have pest prevention systems in place, which includes:

Having the building pest-proofed to prevent pests from getting access. You might need doors with a gap of a maximum 5mm to prevent rats or mice from getting in.

You could install a fly screening up against the windows and electronic fly killers inside so that if anything does breach the screening, it can be dealt with by the fly killer. Make sure you're only making dinner for your paying guests.

Food waste needs disposing of properly in secured bins. If food waste is stored correctly and disposed of regularly by waste disposal contractors, pests can't get at it.

A build-up of food debris behind counters and units can also attract pests of many different species so make sure you reach to the very backs of these

units when cleaning. What you're doing is reducing the attraction in a particular area for a variety of pests such as mice, rats, insects including flies, or birds such as pigeons or gulls.

Food waste is where most pests are attracted. Once they get there, they can then get into the restaurant quite quickly if the building structure isn't properly proofed.

The very best way to protect your business from unwanted visitors is by getting yourself a contract with a professional pest management company.



Excitement builds for Restaurant Show 2018

100's of products and services will be on show to enhance your business for the future!

Whatever your role in the industry, you're sure to come away with business boosting insights and inspiration from The Restaurant Show 2018. Now in its 30th anniversary year, the event will see an impressive line-up of experts, influencers and industry names come together to share their expertise and life lessons. And, with over 450 exhibitors to explore too, it really is set to be a feast of ideas and inspiration.

LIVE SESSIONS TO GET EXCITED ABOUT

Among the exciting names already confirmed to speak are Tom Kerridge of the Hand and Flowers and Daniel Clifford of Midsummer House.

Visitors can also look forward to hearing from sustainable food pioneer Doug McMaster, Founder of Silo Brighton, as he talks about his new venture and partnership with leading bartender Mr Lyan of White Lyan and Super Lyan.

There's more excitement as the show is joined by The World's 50 Best Bars team, who'll be shaking things up with a lively session on why cocktails matter. Find out how perfectly mixed cocktails can pull in the profits and put your venue ahead of the competition.

DIGITAL SECRETS FOR SUCCESS

To help you supercharge your marketing, join experimental marketer and founder of Digital Blonde Karen Fewell in her session 'Digital storytelling: the secret ingredient for social media success'. Meanwhile, OpenTable will have a panel of experts on hand discussing how you can combine the art of hospitality with smarter technology. On the panel is Alexandre Santamaria, Brand Director, Ling Ling, Hakkasan Ltd., who explained that the session would cover how to manage data through technology and handle guests personally:



REGISTER NOW!

Registration for *The Restaurant Show 2018* is now open. Register for your badge at www.therestaurantshow.co.uk for free entry to the hospitality industry's ultimate diary date **1st – 3rd October** at Olympia London. Follow [@RestaurantShow](https://twitter.com/RestaurantShow) to stay up-to-date with the latest new sessions, exhibitors and speakers. If you miss this year put the dates for 2019 into your calendar now

"The hospitality industry needs to be making the most of data and using it to their advantage, in order to give guests the best possible experience. During this session we'll be looking at how clever use of technology can help restaurants cater to consumers evolving personal preferences."

BUSINESS BOOSTING INSIGHTS

The live sessions from MCA's Strategic Advisor Simon Stenning always draw a crowd, as he shares the latest research, giving away valuable insights for everyone in the industry. Among the subjects he'll cover this year is Casual Dining, looking at future growth, movement and key trends to explore. Tackling sustainability in hospitality has always been a challenging topic, that's why The Restaurant Show is bringing together an industry-leading panel to give you their thoughts.

TASTE SENSATIONS

At the heart of The Restaurant Show is fantastic food & drink and amazing ingredients and that's certainly the case in "Destination Jaen: outstanding olive oil from Spain" – the live session celebrating the best of this special region.

ATTENTION RESTAURANTS!

Meet Kim, the angriest chef in the world.

She's not happy because her boss hasn't joined the British Curry Club

Keep your staff happy and meet more customers by joining the British Curry Club today.



We're here for YOU!

British Curry Club is the *only* independent body working to represent the spice house industry... And we offer this service for **FREE**.

Sign up to become a partnered British Curry Club restaurant today and you'll receive:

- ▶ Free promotion in all our UK national media and corporate manufacturer campaigns
- ▶ Free advertising on all our online activities
- ▶ More card-carrying British Curry Club customers during the quieter nights
- ▶ More sales on extras such as starters, desserts and drinks

PLUS

Magazine exposure in **Chaat!** and **Asian Restaurateur**

British Curry Club, **Chaat!** and **Asian Restaurateur** are the final pieces in the spice restaurant puzzle. With over 20 years experience in the industry and an editorial team of dedicated spice fanatics, we represent the spice houses *and* understand the curry loving British public.

For full details on how to get involved in our exciting activities please visit www.britishcurryclub.co.uk today, head to restaurants section and your chef will remain busy... AND happy!

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Your Agreement: I want my business to be part of the British Curry Club's free marketing campaign and will honour the 2for1 discount.

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'RESTAURANTS IN CRISIS' as Asian Curry Awards nominations open

Winners will be announced at a star-studded gala dinner at Grosvenor House on London's Park Lane on Sunday 18th November

With much of the restaurant sector facing an existential crisis, as national high street chains go to the wall and two curry houses close a week and, the Asian Catering Federation (ACF) has announced the 8th Asian Curry Awards.

Last year's top awards saw Michelin-starred establishment Quilon scoop the Asian Fine Dining award; the Atul Kochhar named Chef of the Year; and Cricket feted as Best Newcomer.

The Asian Curry Awards celebrate the entire pan-Asian and Oriental restaurant and takeaway scene, with 16 national categories, plus 11 regional awards for local establishments.

www.asiancurryawards.com.

Against a backdrop of staff shortages and rising costs, the ACF Chairman Yawar Khan will be lobbying government ministers at the Conservative Party Conference in Birmingham in October.

The ACF has a list of proposals including:

- A call for an amnesty of skilled chefs who have been in the country for 5 years, who entered the country without the correct paperwork or who have overstayed their visa.
- Asylum seekers to be given temporary work permits whilst seeking the right to remain in the UK. At present asylum seekers are not permitted to undertake paid work. The process often takes more than 6 months to complete. Khan believes this will reduce the burden on the state and fill much needed vacancies. At present there are over 30,000 UK asylum applications pending.
- Early clarification that EU citizens, currently working in the UK, will have a right to remain.
- Fairer immigration policy post Brexit and to allow restaurants to recruit



more chefs from former Commonwealth nations, post EU, with the granting of temporary work visas, to ease the skill shortage.

- Once the Brexit process is complete, the ACF wants a reduction on VAT on the hospitality sector from its high 20% rate.

The ACF says the dining out sector can be the saviour of the high street, preserving the very heart of towns and communities, which are blighted by closures and boarded up shops.

"Surviving retailers who have seen their trade disappear to out-of-town shopping malls then online, need footfall from eating and drinking venues, whose experienced cannot be downloaded from an app," warned Khan.

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Commercial Director

pauldeep@eastendfoods.co.uk

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Following the incredibly successful premier in 2017, we are delighted to hear that there will be a second British Chinese Food Awards #BCFA2018, taking part in November 2018.

Over many generations, Chinese restaurants have forged the very character of some of the largest cities across the UK. Today, these restaurants bring the creativity, excitement and buzz into the community, and it's great to see them celebrated.

The British Chinese Food Awards not only celebrates delicious Chinese cuisine, but also the entrepreneurial spirit, hard work and sheer raw talent of Chinese restaurateurs in the UK.

Working together with our judges, sponsors and stakeholders, the Awards will celebrate the finest of Chinese food across Britain. Judges this year include.

Chef Ken Wang - a renowned Chinese cuisine chef with more than 20 years' experience in China and Britain. Shu Han Lee - Born and raised in Singapore, Shu Han Lee is a creative strategist and freelance food stylist, writer and cook based in London. Jason Li - Having worked in the culinary world for nearly 20 years, Jason is no stranger to the Chinese food industry. Marlene Emerson MBE - A former City Solicitor and partner of a law firm in Singapore.

Government role for Director of NFFF

Industry group set to shape catering and hospitality qualification to help future-proof the skills supply for businesses

The British Takeaway Campaign's (BTC) Hugh Mantle has secured a spot on the Government's catering and hospitality technical education advisory panel, the Department for Education has announced.

The breakthrough, just over one year on from the BTC's launch, rewards a successful campaign on skills and cements the campaign's position as one of the authoritative voices of industry.

Hugh Mantle, member of the British Takeaway Campaign, and Director of the National Federation of Fish Friers (NFFF), will represent the takeaway sector in the development of the forthcoming Catering and Hospitality Technical Education Level (T-level) – part of Government reforms to strengthen

the provision of vocational education to address skills gaps.

Commenting on his appointment to the T-level panel, Hugh Mantle said:

"The BTC's appointment to the Catering Hospitality T-level panel provides a great opportunity to make sure that the qualification fits the needs of businesses, and the BTC will play its part in providing a voice on behalf of takeaway restaurants across the country.

Ibrahim Dogus, Chair of the British Takeaway Campaign, added: "The Catering and Hospitality T-level marks an important first step in addressing shortages, and will boost business confidence – particularly as 37% of takeaways think Brexit will make recruitment even more difficult.

Meet the award winning brand of healthier cup noodles, but not as you know them!

Mr Lee's Pure Foods created a healthier, premium cup noodle with nutritious freeze-dried ingredients and absolutely no nasties. The perfect light lunch or light dinner in 3 minutes - just add hot water! Can be pimped up with additional ingredients and sauces, for restaurant-like quality meal in a cup. The noodles come in 6 flavours (2 vegan); certified gluten free by Coeliac UK and the only instant noodle certified low in sugar by Sugarwise; between 202 and 237 calories! Can be served to the clients with allergies, if the restaurant do not have the offering, or as a quick meal when the main kitchen is closed. **RRP £2.50**





RESTAURANT & TAKEAWAY INNOVATION EXPO

25 & 26 SEPT | EXCEL, LONDON

RESTAURANT & TAKEAWAY INNOVATION EXPO 2018:

IMMERSE YOURSELF IN THE ULTIMATE
MARKETPLACE FOR ACHIEVING BUSINESS GROWTH

The Restaurant and Takeaway Innovation Expo makes its long awaited return to the London ExCeL on the 25th & 26th September - and Asian Restaurateur is here to give you all the key highlights to look out for!

SPEAKERS:

Ever since it was created, the event has prided itself on bringing together the greatest and most influential speakers in the industry. And this year is no different, with the extensive speaker line up including Co-founder of Abokado, Managing Director at GUSTO Restaurants, Operations Director at Busaba Eathai, UK Managing Director of Just Eat and many more!

KITCHEN INNOVATION:

This brand new area will display the finest layouts and the most advanced tools to furnish your kitchen, amazing you with the height of technological advancement!

DELIVERY ZONE:

This year's Delivery Zone will offer you the ultimate selection of services and innovations, to make sure your dishes can be fully appreciated anywhere, any time.

SUSTAINABILITY:

Thanks to their work with the Green Earth Appeal, this year's show will be officially carbon-free and will give back to the incredible global communities that grow our food!

BUSINESS GROWTH:

Throughout all of the show you'll find the tools and techniques to grow your business. After all, that's what the event is about! So take it all in, and enjoy!

GDPR:

Never again will you have to worry about these four dreaded letters; expert panellists carefully selected by the organisers have got you covered! Find out all you need to know to ensure compliance with Europe's newest data regulation, without jeopardising your marketing campaign!

PANEL SESSIONS:

Listen in as the leading minds from the world of restaurants and takeaways discuss the topics at the very heart of the sector, like online reviews, going cashless, branding and the most efficient and eco-friendly delivery solutions. Be sure to have your say with their programme of interactive panel debates.

So, if you are looking to be at the forefront of the industry and find out the latest trends that are going to transform the restaurant and takeaway sectors, then you have register to Restaurant & Takeaway Innovation Expo!

REGISTER FOR FREE TICKETS | TAKEAWAYEXPO.CO.UK

Put Your Business First

Be proactive in finding out your customers dietary needs!
Support the #easytoAsk campaign

Allergens maybe loosing you customers, a survey shows over half of young people with a food allergy or intolerance have avoided eating out in the last six months due to their condition

The results are from a bespoke survey, released in September by the Food Standards Agency (FSA), in partnership with Allergy UK (AUK) and the Anaphylaxis Campaign (AC), on the views of young people living with food allergies and intolerances. The survey also revealed that while **67%** of respondents reported being aware of the legal requirement of food businesses to provide information on the top 14 allergens, only **14%** felt extremely confident asking for allergen information when dining out and **14%** reported feeling not at all confident.

The FSA, working with AUK and AC, is launching #easytoASK, a campaign designed to empower young people to ask food businesses about allergens when eating out, so that they can make safe choices. It follows the simple mnemonic:

ALWAYS ASK ABOUT ALLERGIES
SPEAK UP
KEEP SAFE

FOOD BUSINESSES STEP UP

"We've seen real progress in how food businesses approach customers with allergies[3]. However, **60%** of the young people surveyed tell us they've avoided eating out in the past six months because of their condition. Food businesses have an important part to play in making this age group feel more at ease. They are required always to provide accurate allergen information. Through our easy to ASK campaign, we're raising awareness and understanding to boost the confidence of young people, and we're encouraging food businesses to make it easier for everyone to ask the question, speak up and help keep those at risk safe", said FSA chairman Heather Hancock.



RESEARCH REVEALS WORRYING CHALLENGES

5% of respondents with a food allergy and **11%** with a food intolerance reported not telling anyone about their condition.

59% reported they tend to visit the same places when eating out.

55% reported always researched the menu online before going to a new or unfamiliar place.

9% reported they always contact a restaurant in advance to check they provide allergen information.

YOUR BUSINESS SHOULD...

- Identify the allergens in each dish you serve
- Train your front of house on the allergens on your menu
- Staff should ask customers about any dietary needs that need to be considered when choosing from the menu
- Train kitchen staff not to mix ingredients and to use separate utensils and storage containers for each ingredient

For more information go to www.food.gov.uk

We know the experience doesn't end when the meal does

As Asian Restaurateur's preferred partner, we know how to help you offer the smooth payment experience that customers expect. And that's just for starters.

With our range of expert payment solutions, backed up by our ongoing advice and support, you can allow your customers to pay in the way that best suits them. Plus, there's no joining fee if you mention 'Asian Restaurateur'. So you can serve up a flexible, simple and seamless payment process from start to finish.



Get in touch on **0800 046 6802** or email trade.associationleads@barclaycard.co.uk to find out more.

PRODUCT SOURCING ■ INNOVATION ■ CELEBRATION ■ NETWORKING

CAFES
BARS / PUBS
CATERERS
HOTELS
RESTAURANTS

1-3 OCT 2018

THE RESTAURANT SHOW

OLYMPIA




SOFT DRINKS / WATER
EQUIPMENT
TABLEWARE
FOOD
BUSINESS SERVICES

BEER / CIDER
CHAMPAGNE & WINE
FURNITURE
TEA / COFFEE
SPIRITS

DESIGN
SNACKS
WORKWEAR
TECHNOLOGY
ENTERTAINMENT

INCORPORATING BAR & PUB AND CATERING EQUIPMENT EXPO

Showcasing everything you need to make your establishment stand out.
FIND OUT MORE AT **THERESTAURANTSHOW.CO.UK**

@RestaurantShow #TRS2018   
This is a trade event. No under 18s will be admitted

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