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FROM THE EDITOR

Forhad Hussain Tipu

Press & Publication Secretary BCA UK

Celebrating Success & Inspiring Others

Bangladesh Caterers Association (BCA) is celebrating its 16th year of these prestigious industry awards today. This year's theme is – 'Celebrating Success & Inspiring Others' a theme that is close to my heart and the mission of BCA.

Tonight's event will be the first time that BCA will be meeting since the sad passing of Queen Elizabeth II and the organisation will pay tribute to the late Monarch and show respect for her service. At this time, BCA also gives its alliance to the new King and welcomes King Charles III.

This has been a tough period, full of transition and uncertainty for the country. BCA, welcomes the new Prime Minister, Liz Truss and is looking forward to engaging with the new government, to highlight the issues affecting the UK's curry industry. BCA has been encouraged by the Prime Minister's plans, to relax immigration rules, to boost the UK economy, which has been something that the organisation has been campaigning on pre-pandemic and pre-Brexit.

BCA being part of the UK's hospitality industry and welcomes the freeze on alcohol duty but was deeply disappointed with the lack of new measures to support struggling restaurants and takeaways. BCA says the measures in the mini-budget contained nothing new to combat soaring costs of energy prices, and raw

materials, or restore consumer confidence as the curry industry continues to reel from the pandemic.

BCA welcomes these interventions announced in the mini-budget, however, in the absence of a long-term solution, these support packages must be evaluated by the government on an ongoing basis. BCA will continue to lobby the government to ensure that the needs of its members and the curry industry are prioritised on their agenda.

This year has been tough, changing the way we live, breathe and eat, living so much uncertainty with an ongoing war in Ukraine, the knock-on effect of cost of living, inflation, and, recently, new price hikes in utility bills, what will our new PM do to combat the economic recovery? Our industry is resilient and fought back throughout the pandemic and we will adapt and rise to the challenging times ahead.

The BCA Award Ceremony is about showcasing a group of passionate curry connoisseurs, with the vision to cherish the flavours for generations to come.

We thank all shortlisted finalists, colleagues, clients, sponsors and stakeholders for being part of the prestigious recognition event and making it memorable from start to finish.

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It's no secret that interest rates have been on the rise in recent years. But what does the future hold? Many experts are predicting interest rates will continue to rise in 2022. This could be good news for savers, but bad news for borrowers. If you're thinking of taking out a loan, you may want to do it sooner rather than later. Talk to us today to get the best loan deals available.

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PRESIDENT'S FOREWORD

M A Munim OBE

I welcome you all, to BCA's Annual Awards evening, which is now in its 16th year. Tonight, is not only special because we will be celebrating the best talent within our industry, but it is a time where we will all come together as one family, and it is in this community, where we find our strength and power. Our slogan this year is – ***Celebrating Success & Inspiring Others.***

We know that businesses within the hospitality sector across the country are struggling to cope with the rising prices, and there are difficulties in finding staff, which has added to cost increases. The confidence of the hospitality sector as a whole has tumbled and we know that times are really, really challenging. We are faced with chronic challenges in the supply chain, labour shortages, interest rates and inflation, now with the rocketing energy prices, it has become a matter of an emergency for businesses in our sector.

These uncertainties are impacting the British's curry industry and unless costs come under control, many curry restaurants will go under, and sadly many jobs will be lost. The great British tikka masala - the nation's favourite dish - is under threat as never before. Our businesses cannot sustain itself on grants from Government; trade needs to be simpler, cheaper, and faster for our curry restaurants.

We need Government help, with VAT, council tax cuts and business rates relief, issues we have been campaigning on before the pandemic. We know these cost increases are unsustainable. After years of suffering caused by the lack of skilled chefs and the

Covid crisis, the curry industry is now being hit by cost increases in everything from gas to spices, vegetable oil to mango chutney.

During these uncertain times, BCA seeks to unlock our industry's full potential as one of the biggest engines for growth in the UK economy and to ensure that our industry's needs are effectively represented. Our key priorities are the future workforce of the sector, tackling the excessive tax burden the sector faces and ensuring that regulation on business is proportionate. We all know that our workforce is the lifeblood of our restaurants and takeaways and is essential to the strength and success of our businesses.

When we come together to campaign for our industry and community, we can make a difference. It is on this point of community spirit that I want to remind us why we are all here tonight. It is to recognise the best talent from BCA's chefs and restaurants. I would like to take this moment to congratulate all our finalists and wish them luck. This year's competition as always, has been tough.

I would also like to thank all our sponsors, partners, the efforts of the award committees and sub committees, and of course the team behind tonight.

Finally, I would like to mention that this year, I was awarded with an OBE, which was an honour and a privilege. I will continue to serve this beloved organisation and its members. Thank you all, for your support and hard work, which continues to create a legacy for our great industry.



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SECRETARY GENERAL'S MESSAGE

Mitu Chowdhury

A warm welcome to BCA's 16th Awards night. Since 1960 BCA has been committed to creating success for our industry, as a result, our Awards are now acknowledged as a significant date within the hospitality sector. It is always a privilege to be able to celebrate together, to recognize the brilliant talent of our chefs and restaurants across the UK.

BCA Awards night is always an occasion of fun and passion, and this evening is going to be another fabulous event, where we will be joined by the much-loved media personalities Gregg Wallace, MBE, and Tasmin Lucia-Khan, who be hosting our evening. Just a quick word on Gregg, we could not have found a better or more appropriate compere, as Gregg is probably best known for co-presenting MasterChef and Celebrity MasterChef.

Our Awards highlight the growth of the Bangladeshi curry sector, which recognises the achievements of those who work their hardest to perfect every meal and tonight we will be honouring the best chefs, restaurants, and takeaways. In spite of the many challenges facing the curry industry, these Awards prove year after year of how much talent there is fuelling this tenacious industry, ensuring the magic of curry lives on. We have an abundance of talent and like always, competition was fierce this year. I wish all our finalists the very best of luck.

While we have emerged from the global pandemic, times have still been turbulent with the rising cost of living crisis, which has hit our sector. Sadly, we know

that some of our members have been facing their hardest times. I would like to honour their strength, passion, and commitment. Our members are known for their selfless support and their service to their local communities. As this country faces dark times, I know our members will once again bring light to local communities.

This year we also had the Queen's Platinum Jubilee, and it is widely acknowledged that a food revolution goes hand in hand with immigration, which occurred in this country during the second and third decade of the Queen's reign. It is the impact of Bangladeshi immigration into Britain during the 1960s, the second decade of the Queen's reign, that historian's credit with popularizing curry as we know it today.

This takes us back to community, a key ingredient for BCA, and is one of our values. It is this unity, that gives us a mighty voice. Our unity of membership means that we are a powerful campaigning organization, where make a difference for our industry. Many of our long-term supporters are also part of the BCA family, and it is this community spirit that is our strength.

BCA Awards are one of the few longest standing awards in the curry industry, and our continued success is also due to the commitment and support of our sponsors, media partners and MPs. I am sure you will enjoy the evening and more importantly celebrate knowing that you are part of an organization which has a big legacy and influence on British life and culture. *Celebrating Success & Inspiring Others.*

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TREASURER'S MESSAGE

Saidur Rahman Bipul

Hello everyone and welcome to BCA's 16th Annual Awards, celebrating the best talent within the Bangladeshi curry industry. Where tonight we shine a spotlight on talent and skills. This is an evening of celebration and recognition. A proud night for us all.

However, we are all now facing unexpected new challenges, where businesses in the hospitality sector are facing a variety of threats which come at the worst possible time for businesses. We are all aware that the hospitality sector's post-pandemic recovery could be severely hampered by the cost-of-living crisis and a widespread lack of staff. Our industry like the rest of the sector needs continued help from government.

Research for the overall hospitality sector shows that talent shortages are also a major concern. We do not need data to tell us this, as we as curry houses have been finding it challenging to fill our vacancies - meaning there is now an added imperative for us as businesses to find new and novel ways to recruit, reward and retain our staff.

We also know that our sector is ideally placed to power the UK's economic recovery. Pre the pandemic we were an industry contributing an incredible £4.2 billion to the national economy.

Tonight, reminds us that despite the challenges facing our industry, these Awards prove every year how much talent there is within the BCA community. It recognises dedication, hard work and success of our members. The curry sector has shown huge resilience and is always supported by BCA. Our slogan this year is –

Celebrating Success & Inspiring Others.

BCA always provides the industry with help and assistance and has always been a true voice for the industry. BCA helps to motivate its members during difficult times and has been a bedrock for the Bangladeshi curry industry and will always play a critical and vital role in helping restaurants and takeaways in the future.

When people have a deep, shared understanding of what it is like to live and work in a place and recognise what's needed to enable everyone to thrive – then this is when change happens! This is the strength of BCA, our unity and community.

I have been BCA's Chief Treasurer for a few years now and I am proud to serve you and this great organisation. My job is to look at future projections, the numbers, and the figures. I have been thinking about how we go forward as an industry and while it is a combination of factors, I do believe it comes down to one word – unity. By continuing to pull together as an organisation and growing our membership, we will be able to ensure our success for this great curry industry. It will help us engage with the next generation of restaurateurs.

I would like to congratulate the nominees and winners of tonight's Awards. You are an inspiration to us all, particularly to the younger members within families of the curry industry, who I am sure will aspire to achieve the same success for themselves in the future.



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MESSAGE



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The Prime Minister

I am delighted to offer support for the Bangladesh Caterers Association's annual awards and dinner, which recognises and celebrates British culinary talents.

The British curry industry contributes significantly, not only to our culture but also to our economy. The Bangladesh Caterers Association has been at the forefront of promoting and advancing the curry industry for over 62 years and this is a tremendous achievement.

Let me extend my congratulations to all those attending the event, who work to enrich our economy, culture and social life. I hope you all have an enjoyable evening of celebration.

Liz Truss

Prime Minister

11th October 2022

MESSAGE



Message for Bangladesh Caterers Association Annual Awards

I would like to extend my best regards to this year's celebration of the Bangladesh Caterers Association awards. Bangladeshi restaurants have become an integral part of our society, it's a pleasure for me to join in celebrating that success.

A staple on high streets all over the country, your contribution to the cuisine of millions of households, and local economies, not least through the jobs you provide, is enormous. Over 12,000 British Bangladeshi restaurants across the UK generate a staggering £4 billion to our economy, an achievement to be commended.

As businesses continue to grapple with a challenging economic landscape, I want to assure you that Labour understands those pressures, and will continue to back your industry. You're part of the backbone of our economy, and we are resolutely focused on pressing the government to ensure you can thrive.

The next Labour government will be the most pro-business government ever. We will get Britain back on track and will back enterprising businesses like yours. It's the graft that you put in, the jobs you create, and the community contribution you make that will secure the growth we need.

So, congratulations and a huge thank you to the Bangladesh Caterers Association for all the work you do. You continue to provide an important culinary and cultural legacy in our towns and cities, that as Leader of the Opposition I'm thankful for, but that my family and I also regularly appreciate!

A handwritten signature in blue ink, appearing to read 'Keir Starmer'.

Rt Hon Keir Starmer MP

Leader of the Labour Party



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

I am very happy that once again Bangladesh Caterers Association (BCA), the guardian organization of British Bangladeshi restaurants since 1960's, is organizing 'BCA Awards 2022' on 30th October. I particularly appreciate that as in previous years, this prestigious BCA Curry Award will recognize and honour highest achievers in the industry for their new ideas, innovations and dedications to the promotion of Bangladeshi curry as a British heritage.

I recall with great pride the BCA's leadership in the pandemic years, networking and lobbying with the UK government and industry that have greatly incentivized the curry industry to remain pandemic resilient. Of late, Russia-Ukraine war has brought new uncertainties and challenges for the curry industry. However, I believe BCA and its industry leaders, restaurant owners and curry connoisseurs will remain united, and work together as in the past with patience, courage and acumen to keep the curry industry alive and afloat. BCA Award in this respect will continue to inspire all stakeholders in the curry industry and provide the most befitting platform to showcase curry opportunities and challenges to British culinary industry.

Bangladesh High Commission, London has always been supportive to the BCA's activities, and will continue to be their active partner in the coming days.

I wish BCA Awards 2022 a grand success.

Saida Muna Tasneem
High Commissioner

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from Bangladesh right here in UK*



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MESSAGE FROM LORD KARAN BILIMORIA *CBE DL*

Many congratulations to the Bangladesh Caterers Association on the occasion of the BCA Awards and Annual Dinner 2022. The awards are always very well attended by over 1,000 restaurateurs, chefs and members of their teams along with members of the curry industry from all around the UK. I would also like to congratulate the BCA for their six decades of hard work, personal sacrifice and huge success in serving this £4.1 billion national treasure, which is now firmly established as an important part of British life and culture.

This year the awards will be more special than ever as the industry is coming out of the Covid era. During this rebound, the Curry Industry has been a bedrock of UK industry employing over 100,000 people with sales of billions of pounds and contributing hugely to the Exchequer every year.

The awards always recognise the dedication, hard work and success of the members of the curry industry in the UK as well as the industry's extraordinary contribution to the British economy.

However, in the post Covid era the economy has faced huge challenges including the cost of living crisis. Therefore this year the awards will be recognising the resilience and courage of members of the industry

more than ever.

Cobra beer started its journey in the Curry restaurants and the Curry restaurants will always be our foundation. It is thanks to the Curry Restaurants that Cobra is a household name today. We will always be grateful to the industry and for its continued support.

The industry has shown huge strength and fortitude, and has been supported throughout by the BCA. The BCA has never ceased to provide the industry with help and assistance and has been a true voice for the industry – they helped to keep the industry motivated during challenging times. It has been the backbone of support for our industry, going from strength to strength. The BCA will always play a vital role in helping restaurants in the future.

I congratulate all the nominees and winners of the BCA Awards. They are an inspiration to us all and particularly to the younger members of the curry industry, who I am sure will be inspired by these awards and will aspire to achieve themselves in the future.

With many thanks and many congratulations to Mr Mumin, President of the BCA, and all the BCA team.



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CONVENERS MESSAGE



Cllr. MUJIBUR RAHMAN JUNUE
CONVENER

SPECIAL MESSAGE TO ALL BCA MEMBERS AND OUR GUESTS



FAIZUL HAQUE
JOINT CONVENER

The BCA is extremely saddened by the loss of Her Majesty Queen Elizabeth II - the longest serving monarch in the British History, as well as a symbol of stability in an era of sweeping social and political unrest.

May we begin by extending a very warm welcome to everyone present here tonight for this gala dinner event. We have gathered here to celebrate the talent and success of our members in the curry industry.

It has been an extensively elongated troubling period for so many of us. The two-year pandemic caused many restaurants to shut their doors to their customers, followed by the Ukrainian War which caused a rise in energy costs and the cost of living, thus negatively affecting our businesses even more. As a result, customers have cut down on visiting restaurants. Eating out has become the last luxury that people can afford to indulge in.

The BCA is trying everything in their power to help our members stay on top by negotiating with our trading partners to get better deals and supplies. We're constantly striving to be innovative by reviewing new technologies in order to reduce costs.

Tonight's event will be a very special occasion, due to an energetic and innovative team who have been working behind the scenes with the challenge to surpass our previous events. We are looking forward to hearing some of the winners' names of "THE CHEF OF THE YEAR"; "RESTAURANT OF THE YEAR"; and

"TAKEAWAY OF THE YEAR".

We will also recognise and honour some individuals for their outstanding contributions to our community and industry.

Let us celebrate this occasion together both supportively and collaboratively. We are grateful to all of you for your attendance here today.

A huge thank you to all our sponsors for their continued support and our wonderful BCA team who are to make this award ceremony a great success.

The BCA is extremely saddened by the loss of Her Majesty Queen Elizabeth II - the longest serving monarch in the British History, as well as a symbol of stability in an era of sweeping social and political unrest. We emotionally reminisce her seven decades on the throne with her outstanding personal qualities that endeared her to people all over the world, including the Commonwealth countries.

MAY HER SOUL REST IN PEACE. We wish every success to KING CHARLES III and are confident that he will continue his late mother's legacy.



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SPECIAL HONOUR



M A Munim OBE

Mr Mohammad Abdul Munim, President of the BCA was born in 1958, He did his Bachelor of Science (Hons) degree in Botany in Bangladesh and moved to England in 1989. In 1991 he started his own business in South-East London, and launched a successful and extensive property business.

The BCA was established in 1960 to represent approximately 12,000 British-Bangladeshi Restaurants and Takeaways across the UK. At present the industry employs more than 100,000 people with an estimated yearly turnover of over £4.2 billion.

In 1999, Mr Munim was elected as the President of Bangladesh Caterers Association's South East Region. From 2004-2006 he served as Senior Vice-President of BCA central committee and in 2007 held the role of Organising Secretary of BCA. Mr Munim was also the convenor of the 2011 Annual Dinner and Awards ceremony, and from 2012-2017 served as the Secretary General of BCA, before being elected in 2019, to his current position of President of the Bangladesh Caterers Association UK, a position that is unpaid and voluntary.

Mr Munim, amongst his friends and colleagues is regarded to possess a softly spoken, mild-natured and honourable strong-willed personality with enviable organising capacity. During these times of unprecedented uncertainty due to the global

Pandemic. Mr Munim has co-ordinated and supported many of their members to support their local NHS hospitals with donations of cooked food. Making himself available 24/7 to answer queries or concerns from members and colleagues.

Despite this increase in responsibilities, he continues to deliver important day-to-day services for the betterment of the British Bangladeshi catering industry and is one of the architects of instilling new life into the activities of the BCA. He has met with government policy makers (including No.10 Downing Street, the Home Office and relevant regulatory bodies) on several occasions to promote business opportunities for British Bangladeshi caterers and greater awareness of the conditions facing the industry. Taking time away from his family and his business to assist the members of the association and introducing various skills and training programs to up-skill staff of the various catering establishments.

Mr Munim is also very active in his local community, playing a leading role in establishing a Masjid in Crayford, and is currently serving as Secretary of the North West Kent Muslim Association. Tackling issues of anti-social behaviour and promoting anti-drug campaigns. Keen to foster positive links with the youth he has also introduced a number of youth programs with the association and has supported and partnered with IQRA, Apasen and other U.K. charitable organisations.

He was also the founder chairman of the Bangla Supplementary School in Greenwich and the Greenwich Welfare Association. Mr Munim and his family contribute regularly towards the development of Kulaura, in his homeland, providing various forms of assistance to the poor and needy in the locality building a place of worship, schools and orphanages and supporting social welfare institutions.

He is the founder Trustee of Kulaura Yakub Tazul Woman's College benefitting around 1000 women also to meet the immense demands; most recently Mr Munim fundraised for vital funds for the people of Sylhet, Bangladesh who have suffered due to the global Covid 19 pandemic.

In 2022 Mr M A Munim was recognised for his untiring work and his contribution to Charity, the local community and the Catering Industry. He was awarded the prestigious OBE from Her Majesty the Queen.



Shamsuddin Khan

Maharani Restaurant and Shamsuddin Khan are both one and inseparable. Opened back in 1958 and still catering to the community for the last 65 years. He came to

London at the age of 17 and worked in two restaurants which gave him the confidence and skills to start up his own business at the age of 20. So Maharani was born. Not only did it serve Indian dishes to the local community, it was also a well-known and established Bangladeshi Community gathering place during the early years and propelling the Awami League party in UK. Mr Khan was the founder of UK arm of the Awami League and still leads a close relationship with the

current Prime Minister of Bangladesh.

Khan faced many hurdles during the early years but with his vision and entrepreneurial skills he managed to overcome many difficulties faced by, than, Asian restaurant owners and the community.

Maharani attracted many celebrities and politicians. The restaurant has gathered many awards, accolades and recommendations from many well-known media outlets, including radio stations.

While Khan has carved out an impressive business empire, Maharani is where it all started and it's clear to see that he is finding it difficult to let his business go. He visits the restaurant most evenings and finds a sense of calmness when he is there.



Seema Malhotra MP

Seema Malhotra is the Labour and Cooperative Member of Parliament for Feltham and Heston and Shadow Minister for Business and Consumers.

Seema is a Commissioner on the Financial Inclusion Commission. She chairs the APPG on Entrepreneurship and co-chairs the APPG on Mortgage Prisoners. Seema is also a vice chair of the APPG on the Future of Aviation and All Party Parliamentary Group (APPG) on Assistive Technology.. Her primary policy interests are in the economy, business, and equalities.

She was a member of the influential House of Commons Select Committee on Exiting the European Union and its successor from 2016-2020. She was appointed Shadow Chief Secretary to the Treasury from 2015-2016 and Shadow Minister for Employment. She founded and chairs a local charity Hounslow's Promise focussed on education attainment, social mobility and employability. Prior to entering Parliament, Seema was a business and public service adviser working with the video game and film industries. She has over ten years' experience with leading firms Accenture and PriceWaterhouseCoopers. She is on the Executive of the Fabian Society, a national think tank, and is the Founder and President of the Fabian Women's Network.

Mohammed Fozul Uddin



Mohammed Fozul Uddin was born in Bangladesh in 1953, came to the United Kingdom in the late 1960s. As he was of school age, he lived with his late father Al-Haj Attar Ali and went to high school in Blackheath, West Midlands.

Like many of the young Bangladeshi men of working age at the time, he started working in the fast-growing Indian restaurant industry soon after leaving school in the early 1970s. 1976 saw him return to Bangladesh and be married. Returning to the UK with his new bride, 1977 was the year that he opened his first Indian restaurant in South Woodford, East London and soon after his second restaurant was opened in Essex. His businesses thrived and saw him open several other restaurants across Essex and his first Indian take away in the early 1980s in South London. His businesses proved to be very successful until his retirement in 2012.

His desire for betterment saw him study at the University of Greenwich pursuing an undergraduate degree in Business with Information Technology, later in life only to be cut short by the death of his mother. His passion for education was passed on to his three children, two sons and a daughter who all went on to pursue higher education. All three lead successful careers in IT and financial services. His eldest son holds a senior role in the world's fastest growing shariah compliant fintech investment company and his second son is the first Asian to join the board of Directors in one of the UK's largest civil engineering firms. His daughter leads marketing and operations for a well-known wealth manager in the City of London.

In 1982, his association with the Bangladesh Caterers Association (BCA) started when he first became a member. His role and presence with the organisation grew at the start of the new millennium, the year 2000 saw him take a more active role. In 2010, he was elected a membership secretary and then to be elected as Organising Secretary in 2012. He is currently holding the role of Senior Vice-President. He takes great pride in being a member of the BCA and it remains one of his greatest motivations in life.

JACOB AMER

CEO



 OLD BARN
HOME FARM BUSINESS PARK
WHITTLEBURY
NORTHAMPTONSHIRE
NN12 8XS

 07928733202
 JACOB@AKFIRE.CO.UK
 WWW.AKFIRE.CO.UK





MEMORABILIA OF SOME OF OUR BCA VETERANS

MONIRUL ALAM:

Meah Monirul Alam was born in Moulvibazar, Sylhet, arrived in England in the early sixties and spent a few years in London and then settled in Folkestone, Kent. He became a restaurant soon and owned a chain of restaurants notably around Kent - Folkestone, Canterbury, Margate etc.

His restaurant Kashmir Tandoori in Canterbury became so popular, and his dishes attracted customers from far away. Soon he became a catering ambassador of Bangladesh to UK.

He was the President of the Bangladesh Caterers Association (BCA) -the largest catering organisation in the UK. During his time as President encouraged curry houses to join BCA and increased membership significantly. He was responsible for arranging high-profile dinner parties in five-star hotels in England.

He was such a great community leader across the whole country that he organised the formation of various regions in the UK for the Greater Sylhet Development Council GSDC. He has also been involved in the British Bangladesh Chamber of Commerce and Industry U.K. and was an important delegate in a trade mission to Bangladesh in 2007. He is known very much for his charity activities, philanthropic activities, political activities, and social activities as well as being a good organiser and a good fundraiser. He lives with his wife, 4 children and 9 Grandchildren in Folkestone, Kent. He was previously the chairman Chatham Mosque in Kent.

AL-HAJ MOHAMMED KAMAR UDDIN (LATE):

The Late Al-Haj Mohammed Kamar Uddin migrated as a young boy at the early age of 14 from the small village town of Abdullapur, Beani Bazar, Sylhet to the UK's second capital, Birmingham in 1963. He started his working life in Walsall, in the textiles industry, producing garments. He would eventually move to the capital London, owning and setting up his own textile factory in the heart of our community in East London.

Mr Uddin was successful in business and politics with further businesses in money transfer and travel, KS Enterprises & Rahman Travels, and in politics as president of UKBNP. His close connection to the BCA came after he established a successful Indian restaurant, Roman Gate, in 1984, which is still running today.

He was an original donor of the BCA Building, one of the members of this organisation, and a National Executive Committee Member further donating to the original premises of the BCA before his passing on 22nd April 2011 at the early age of 67.

JALAL UDDIN:

Jalal Uddin Ahmed 87, arrived in the UK in 1961. He was a well educated person at the time and helped a lot people who were not so educated in finding jobs, accommodation, sorting out medical and tax records etc. He opened a no. of restaurants soon after arrival in the UK. He was the owner of Hussein and Delhi near Baker Street. He then later opened more restaurants in Wimbledon, Cambridge and Northwood.

In the sixties West End had a number of thriving Bangladeshi restaurants like Ganges, Star of Bengal, Light of Bengal, Golden Curry, Curry centre and many more and there were a regular gatherings in some of these restaurant.

He was the president of the Bangladesh caterers association in the 80s and helped raising funds for the victims of Bangladesh from the catering community in the UK.

He has a son and a daughter and lives with them in Northwood.

A GLIMPSE INTO THE PAST



3rd July 1960

The day BCA was born

- Litre of petrol costs 6d 2.5p
- Average weekly wage was £14.10s.8d
- First Office: 21 Romilly Street, London W1
- Everly Brothers topped UK and US pop charts
- Harold MacMillan led the Conservatives to second term.
- 20 Men gathered at Friends International Centre, 32 Travistock Place.
- Movie blockbusters: Cathy's Clown, Psycho and The Magnificent Seven



BCA PRESIDENTS /since 1960

Mr Shirajul Islam (Israel Miah)
 Muhammad Asaddar
 Mr Jalal Uddin Ahmed
 Mr Abdul Rahim
 Mr Miah Monirul Alam
 Mr Mahmudur Rashid
 Mr Bajloor Rashid MBE
 Mr Pasha Khandaker MBE
 Mr M. M. Kamal Yakub
 Mr M A Munim OBE

FIRST ELECTED COMMITTEE

Mr Shirojul Islam (Israel Miah)	President
Mr Gous Khan	Vice President
Mr Salamat Mich	Vice President
Mr Abdul Rahmon Khan	Vice President
Mr Joytun Miah	Vice President
Mr Bashir Uddin Ahmed	Assistant General Secretary
Mr Antor Ali	Organising Secretary
Mr M A Gofur	Publicity Secretary
Mr A S Choudhury	Finance Secretary
Mr Tara Miah	Social Secretary
Mr Abdur Rahman	Joint Treasurer
Mr Surat Miah	Joint Treasurer

BCA SECRETARY GENERALS /since 1960

Mr M Assadur (Acting SG)	Mr Showkot Ahmed Jaglu
Mr Bashir Uddin Ahmed	Cllr Parvez Ahmed (Acting)
Mr Abdul Khaliq	Mr Ashraf Uddin
Mr Abdul Quadir	Mr Pasha Khandaker MBE
Mr Kohir Choudhury	Mr M.A. Munim OBE
Mr S M Aladdin Ahmed	Mr Oli Khan MBE
Mr Saad Ghazi	Mr Mitu Chowdhury

ORGANISING SECRETARY



Saiful Alam

2022 has been a fantastic year for the BCA. The hard and good work was recognised by Buckingham Palace as our president was honored with OBE. This year we saw a new king to the throne after the passing of the longest monarchy, Queen Elizabeth II. Gas, electricity and raw materials have hit a record high this year that lead to the catering industry suffering as a result. During these hard moments, we should remain strong and united. These tough times we should aim to change by cutting costs and reducing waste.

For the upcoming year, my plan for the BCA is to form new regions and add more life members to the organization. I am looking forward to your support.

I wish you all a happy and prosperous new year.

Best Compliments

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BCA 15th Awards and gala dinner was held in the prestigious Intercontinental

On 7 November 2021, Bangladesh Caterers Association (BCA) announced the regional winners of both its Restaurant of the Year and Chef of the Year Awards. These highly-coveted BCA Awards was held in Intercontinental, The O2, London. Last year the Awards were disrupted due to the global pandemic.

BCA Awards were in its 15th year, and is always an evening of high glamour, entertainment and recognition. The Award's night was co-hosted by Samantha Simmonds, BBC News Presenter and Gary Newbon, Sky Sports Presenter. The event was attended by high-profile guests, dignitaries, Members of Parliament and the media. The night is always well-attended to celebrate BCA and the best of British curry. This year's Awards fell into BCA's Diamond Anniversary, making them extra special. BCA has been representing the Bangladeshi curry industry in Britain since 1960. Sir Keir Starmer MP attended as chief guest for the BCA 15th Award event.



14.06.2022 | BCA organised a view exchange meeting between BCA and UNICEF BD & UNICEF UK at BCA house on Tuesday 14th of June at 2pm.

Our heartfelt thanks go to

Mr Sheldon Yet - head of UNICEF Bangladesh,

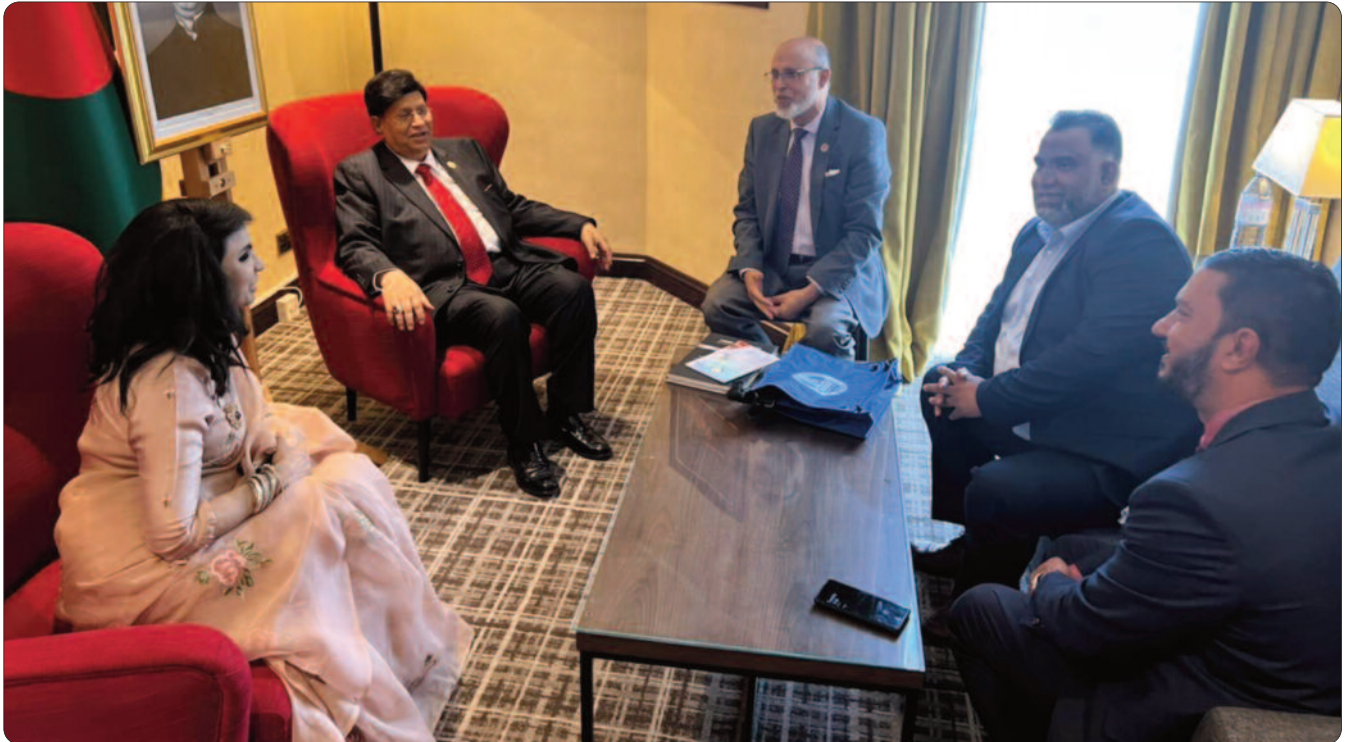
Ms Margaret - representative UNICEF UK

Mr Shakil Chowdhury - Chairperson, Centre for NRB.

Md. Samin Salekin, Partnerships Officer, UNICEF Bangladesh for attending BCA office for the meeting.

29th June 2022, Bangladesh Caterers Association UK President M A Munim OBE, Senior Vice President M K Zaman Jewel and Press & Publication Secretary Forhad Hussain Tipu met honourable foreign minister of Bangladesh Dr A K Abdul Momen today, were also present at the meeting Bangladesh High Commissioner HE Saida Muna Tasneem and commercial Counsellor S M Jakaria Huq.

We discussed many issues with the minister and he promised to work on those issues. He highly appreciated the BCA works.



19TH MAY 2022 | BCA President M A Munim, Secretary-General, Mitu Choudhury, Press & Publication Secretary Forhad Hussain Tipu and office Coordinator Ali Babor Choudhury met the president of The Confederation of British Industry. (CBI) Lord Karan Bilimoria CBE, DL, FCA , Samson Sohail Global Director Cobra beer and Sami el Hakiem - trade channel Director at Milbank House, London today. BCA Team thanked lord Bilimoria for his continued support to the industry especially his recent help during the pandemic to reduce the VAT to 5%. They sought his support for the catering industry during this crisis time. BCA leaders urged immediate help from the government and they raised and highlighted five

demands as follows :

1. Reduction of VAT by at least 10%
2. Freeze Business rates
3. Grant for the catering Industry
4. Restart bounce-back loan
5. Rent protection.

Lord Bilimoria said, he would try his best to fulfil the demand and would discuss the issue with UK hospitality head Kate Nichols, London Minster Paul Scully and Chancellor of the Exchequer Rishi Sunak. He said due to Ukraine and Russia war crisis going worse but as the president of CBI he would take all the necessary steps to help the industry.



9TH FEBRUARY 2022. Today's event was to celebrate the Achievements of Atikur Rahman BEM for Achieving Her Majesty's British Empire Medal & Yameem Deedar for Her MAJESTY'S LORD LIEUTENANT AWARD. Their relentless efforts as bca ambassadors, to help the needy and express social responsibility to the local community. It's about these individuals, who have made a difference thru their dedication and the value of their actions. A proud moment for bca, to receive royal titles, from Her Majesty. What other organisation can claim these commendations? We, as resilient British Bangladeshis's, pioneered the British curry industry and confirmed that community initiatives, bring rewards.



We are delighted to inform you that Our BCA president M A Munim got the prestigious Queen's Birthday honour award OBE from Buckingham Palace on 1st June 2022. It's an amazing achievement for the industry, the British Bangladesh community and especially BCA.



BCA National Executive Board meeting was held on 7th June 2022 at BCA House, London. BCA NEC

committee congratulated President M A Munim OBE for the recognition of the queen's honour award OBE.



BCA NEC meeting was held on 19th November 2022 at BCA House.



PROTESTING THE ARREST OF 7 BRITISH BANGLADESHIS IN DHAKA

BCA and UKBCI jointly held a press conference on 29th September 2022 at the London Bangla Press Club demanding proper investigation into the arrest of 7 NRB expatriate businessmen and prosecution of the real culprits.

At the beginning of the conference UKBCCI founder President Bajloor Rashid MBE welcomed the journalists present and briefed the reason and context of the press conference.

Commenting on the 7 arrested expatriates, he said that all of them are established businessmen and prominent members of the community.

The President of BCA M A Mumin OBE said at the conference that these 7 directors of the company went to Dhaka from London to participate in the annual general meeting of the insurance company limited. But they were arrested at the company's head office in Motijheel and sent to jail. But for mysterious reasons, the chairman, managing director and general manager of the company were not arrested even though they were accused in the same case. We demanded punishment for this vicious circle and with whose connivance the court accepted this case, all legal aspects would be looked into.

Forhad Hossain Tipu, Press and Publicity Secretary of BCA conducted the press conference and read the written statements and 5 demands on behalf of both organisations.

The demands that have been made are:

- 1) We want the unconditional release of 7 expatriate businessmen, to be given.
- 2) Want a fair investigation of this mysterious arrest.
- 3) We should give security and social status to expatriate businessmen who are promoting investment in Bangladesh.
- 4) Avoid unnecessary litigation and harassment.
- 5) Separate speedy trial tribunals should be set up in Bangladesh for speedy trial of expatriate cases.





Oli Khan MBE Received his official Investiture of Member of the British Empire (MBE) from His Majesty King Charles III at the Windsor Castle on 8th of February 2022.

BCA CAMBRIDGESHIRE REGION



On 10th August 2022 BCA Cambridgeshire region held an honouring and recognition ceremony for Mohammed Abdul Munim OBE who has recently received the Order of the British Empire (OBE) in recognition for all the selfless work, he has done within

the catering industry and the community.

On the night, we also honoured Oli Khan MBE and Pasha Khandaker MBE respectively for previously receiving Member of the Most Excellent Order of the British Empire (MBE).



Members of BCA Cambridgeshire had a very constructive meeting with Daniel Zeichner MP & Stuart Fawcett. The meeting was organised thanks to BCA Member; Kobir Ahmed. Topics of conversation included Environmental Health, Business Rates & VAT Reduction to 5%. It was a constructive meeting and Daniel's team took on board our viewpoints we look forward to a follow-up meeting in the near future.

BCA EAST OF ENGLAND REGION 1

BCA EAST OF ENGLAND REGION 1 CONVENING committee was formed on 15th March 2022. Convenor Firuzul Haque, Joint Convenor Siddiqur Rahman, Humayun Roshid and Safwan Choudhury.



BCA EAST OF ENGLAND REGION-2 (ESSEX)



Bangladesh Caterers Association Essex Region organised a fundraising Event at Mugal Dynasty Restaurant, Southend on 23rd June 2022. Alhamdulillah, they had raised £5550 in funds for the Bangladesh Flood victims and handed them over to BCA President M A Munim OBE. Also, they had given the reception to our President M A Munim OBE for the recent Queen recognition award OBE.

They thanked all the caterers and our BCA central president M A Munim OBE and Secretary-General Mitu Chowdhury and other guests for attending their fundraising event.

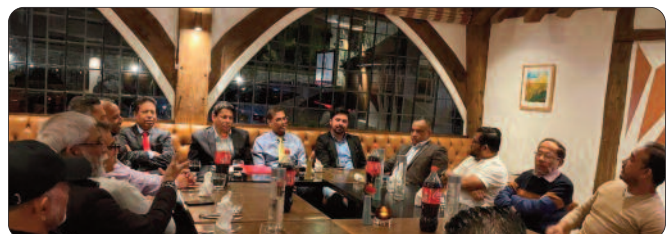
BCA HAMPSHIRE REGION



On 13th March 2022 at Buckland Community Centre Portsmouth, BCA Hampshire region had successfully finished a Food and Hygiene course training provided by Jamal Ahmed Hamlets training centre London.

BCA KENT REGION

BCA Kent Region convening committee was formed on 16th February 2022. The conveners committee is as follows: Convener Jakir Choudhury, Joint Convener Tipu Choudhury, and members are Muhibur Rahman Sebul, Joinal Abedin Juned, Saiful Islam.





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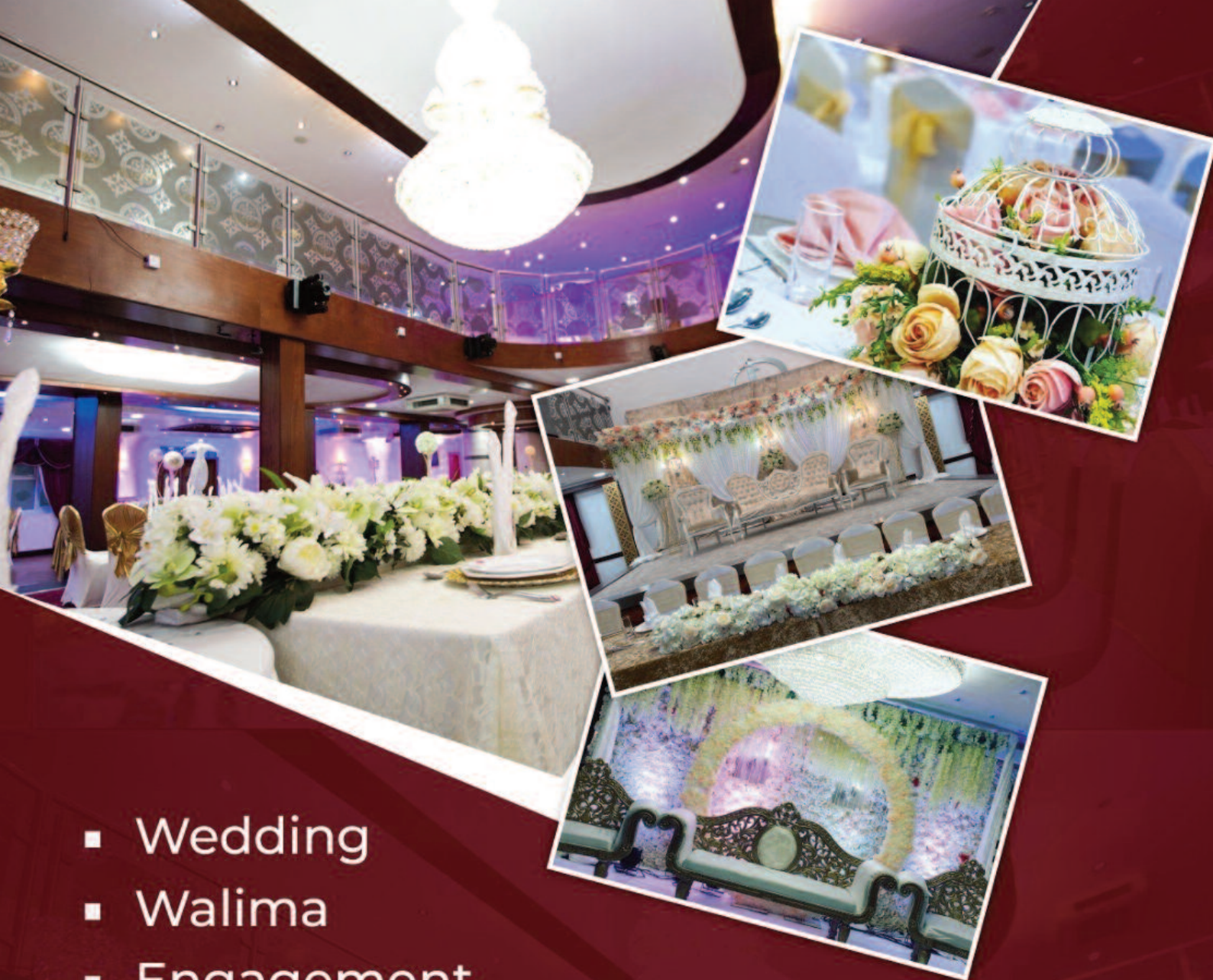
BCA

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Award

BCA IFTAR AND DUA MAHFIL 2022





- Wedding
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- Engagement
- Reception
- Conference
- Anniversary
- Product Launch
- Social Gathering
- Catering



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BCA APPRECIATION DINNER 2022





National Executive Council (NEC)

Name	Position	Name	Position
Mohammed Abdul Munim OBE	President	Mohammed Mustafa Kamal Yakub	NEC Member
Jamal Uddin Mokaddos	Senior Vice President	Nur-Ur Rahman Khandaker (Pasha) MBE	NEC Member
Mohammed Fozul Uddin	Senior Vice President	Bajloor Rashid MBE	NEC Member
Oli Khan MBE	Senior Vice President	A S M Ahmed (Babla)	NEC Member
Muzahid Ali Choudhury	Senior Vice President	Clrr. Parvez Ahmed	NEC Member
Shah Abdul Malik (Azad)	Senior Vice President	Abdal Miah	NEC Member
Md. Abdul Sulman JP	Senior Vice President	Clrr. Jehangir Haque	NEC Member
Mohammad Yousuf Salim	Senior Vice President	Muhibur Rahman Muhib	NEC Member
Syed Hasan Ahmed	Senior Vice President	Tipu Miah	NEC Member
Mohammed Moinul Amin (Bulbul)	Senior Vice President	Koysor Uddin	NEC Member
Anisul Hoque Choudhury	Senior Vice President	Ataur Rahman Lyak	NEC Member
Tipu Rahman	Senior Vice President	Abdul Malek	NEC Member
Moin Uddin	Senior Vice President	M. Abdul Hakim (Azad)	NEC Member
Meher-ul Islam	Senior Vice President	Lodue Miah Chowdhury	NEC Member
Mohammed Faizul Haque	Senior Vice President	Altaf Hussain	NEC Member
Manik Miah	Senior Vice President	Abdul Haque	NEC Member
Abdul Latif Kawsar	Senior Vice President	Ala Uddin (Babul)	NEC Member
Masud Ahmed	Senior Vice President	Wahid Rahman (Bulu)	NEC Member
Firuzul Haque	Senior Vice President	Abdul Matin Talukder	NEC Member
Gulam Robbani Ahmed	Senior Vice President	Ahmed Ali	NEC Member
Mohammed Kamruz Zaman (Jewel)	Senior Vice President	Salim Chowdhury	NEC Member
Abidur Rahman (Babul)	Vice President	Abdul Razak	NEC Member
Shakur Ali	Vice President	Jayed Ali (Kushnu)	NEC Member
Shabbir Ahmed Choudhury	Vice President	Abdul Kadir	NEC Member
Abdul Hafiz	Vice President	Tahir Ullah Khan	NEC Member
Abdul Hannan	Vice President	Abdul Mannan	NEC Member
Abdul Khaliq Choudhury	Vice President	Ashraf Talukder	NEC Member
Nurul Haque JP	Vice President	Saliquir Rahman	NEC Member
Shamim Ahmed	Vice President	Gulam Rabbani Ahad	NEC Member
Aminur Rashid Shelim	Vice President	Musleh Ahmed	NEC Member
Mohammad Nazam Uddin Nazrul	Vice President	Abdul Subhan	NEC Member
Siddiqur Rahman Joynal	Vice President	Fozlur Rahman	NEC Member
Suruk Miah	Vice President	Masum Ahmed	NEC Member
Abdul Karim Nazim	Vice President	Hussain Ahmed	NEC Member
Badrul Uddin (Raju)	Vice President	Mustafizur Khandaker Payel	NEC Member
Ansar Miah	Vice President	Shelu Miah	NEC Member
Abdul Rob	Vice President	Mohammed Altafur Rahman (Shaheen)	NEC Member
Mitu Chowdhury	Secretary General	Sam Haque	NEC Member
Hellal Malik	Deputy Secretary General	Gulam Khan Nurani	NEC Member
Clrr. Mujibur Rahman Junue	Deputy Secretary General	Rehan Raza	NEC Member
Saidur Rahman (Bipul)	Chief Treasurer	Akthar Hussain	NEC Member
Abjol Hussain	Joint Chief Treasurer	Hafizur Rahman Kamaly	NEC Member
Zia Ali	Joint Chief Treasurer	Abdul Hoque	NEC Member
Saiful Alam	Organising Secretary	Moidul Hussain Kamaly	NEC Member
Dilwar Hussain	Deputy Org. Secretary	Clrr. Folik Miah Choudhury	NEC Member
Abdul Sufan	Deputy Org. Secretary	Helal Uddin	NEC Member
Naz Islam	Marketing Secretary	Zuned Abedin	NEC Member
Yameem R H Deedar	Membership Secretary	Waliur Rahman Chowdhury Tipu	NEC Member
Shamsul A Khan (Shahin)	Jnt. Membership Secretary	Sadik Ahmed (Shobuj)	NEC Member
Mohammad Saiful Shipu	Jnt. Membership Secretary	M A Muhith Shabul	NEC Member
Atikur Rahman (Chef)	Public Relation Secretary	Safwan Choudhury	NEC Member
Mohammad Anwarul Islam	Asst. Public Relation Sec	Nazrul Islam (Koyes)	NEC Member
Humayun Rashid	Asst. Public Relation Sec.	Pabel Kadir Chowdhury	NEC Member
Forhad Hussain (Tipu)	Press & Publication Sec	Jakir Choudhury	NEC Member
Syed Abul Monsur Lili	Asst. Press & Publication Sec	Burhan Uddin	NEC Member
Fazla Rabbi Chowdhury	Training & Education Sec	Samuj Ali	NEC Member
Mohammad Abdul Kadir	Asst. Training & Edu. Sec	Towfiqur Rahman Lucky	NEC Member
Mohammad Nasir Uddin	Social & Cultural Secretary	Faisal Choudhury	NEC Member
Shohidul Hoque Choudhury Liton	Sports Secretary	Abu Bakker Siddique	NEC Member
		Chowdhury Bashir	NEC Member
		Matiur Rahman	NEC Member
		Misbah Uddin	NEC Member
		Makdad Khan	NEC Member

MEMBERSHIP SECRETARY OF BCA



Yameem R H Deedar

Firstly, I welcome you to celebrate our Annual Award and Dinner event. I feel enormously privileged and

honoured as Membership

Secretary to this largest and oldest organisation 'BCA'. We all know how difficult and painful year we had. Even in this current climate there are many issues raised which are becoming extremely difficult for sustaining the business. Especially raising of Interest rate, energy bills and buying products. We have to be united and coherent to develop our business strategy. It is essential that BCA should encourage caterers to become members for this great industry.

The members can get many benefits not only financial aspect of the business but get essential business and other expertise advice.

There is an opportunity to become life member. Once a life member, you will never need to renew your membership, providing you fulfill the membership

criteria.

By becoming a member you will enormously assist this organisation to lobby with the government to our needs and many other business related issues. We have seen the effect during this difficult year. This also helps us to negotiate better deals with the suppliers. We need to be proactive with all our business related issues to demonstrate to the relevant Government departments and other utility services. It's time for us to be together than ever before.

This will enhance BCA to inter connect and lobby with the government regarding the industries staff shortage issue. The staff shortage is the biggest implication at this present climate. This has affected to collapse our great British Curry Industry. We have to stand together, discuss and make every effort to show the Government the real concern. This is why we have to have registered members.

I sincerely urge all the caterers to join BCA and 'help us to help you' in this great curry industry.

BCA Membership Benefits 2021/2023

I am pleased to share few benefits offer with you all where you can substantial amount of money every year by joining BCA. I request all BCA members to make full use these benefits and save hundreds of pounds every year.

Simple get in touch with Ali Babar: 07538480189 or Email: info@bca1960.com



Uber Eat

Free Subscription fee for BCA Members.



Work Permit Cloud Ltd (WPC)

All BCA Members are entitled to have 20% discount on "Sponsorship Licence Application Services" provided by Work Permit Cloud Ltd"



paytap

PayTap Smart

6 Months Rental Fee free for BCA members.



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Oxour Energy

2 Years BCA Membership Fee will be paid by Energy Company who subscribe to our service.



SQUARE MILES

Buy all your household or Business insurance policy from Square Miles Insurance, They will



WeDo Accounting

BCA Members will receive priority for Business Loan application and receive the most competitive, fresh loan products and offers available from the UK lending industry.



My DD Points

Fastest Growing Digital Loyalty programme for independent Business in the UK to enable attract Customers through the App in the Catering sector. Exclusive Rate for BCA Member.



MR Printers

10% Discount will be given to all BCA Members.



- BCA -
Your Voice & Strength

Bangladesh Caterers Association UK Ltd.

BCA House, 403 Harrow Road, London W9 3NF

Tel: 020 8969 3765, Fax: 020 3163 0581

Email: info@bca1960.com

Web: www.bca1960.com

Patron: H.E. The High Commissioner of Bangladesh to the U.K.

Membership Application Form

NOTE: THIS APPLICATION MUST BE COMPLETED IN ITS ENTIRETY, SIGNED, DATED AND SUBMITTED WITH PAYMENT PRIOR TO CONSIDERATION BY THE NATIONAL EXECUTIVE COUNCIL (NEC).

Note: You must provide your accountant details in the box on reverse of this form!

For Terms & Conditions, Please see over leaf.

☐ **MEMBERSHIP:** ☐ One year £75.00 ☐ Two years £100.00

(Please tick any one box also enclose two passport size photographs)

☐ **RENEWAL:** Fees are as above ☐ One year ☐ Two years please tick any one box

* Cheque should be made payable to **BANGLADESH CATERERS ASSOCIATION (UK) LTD.**

I hereby apply to become a member of Bangladesh Caterers Association (BCA) and agree to be bound by its terms and conditions of membership which are in effect at present or shall be adopted by the National Executive Council (NEC) in future. I also understand that the NEC has the right to refuse my application without giving any explanation. The NEC at its discretion may request further information in support of my application.

Title: _____

First Name: _____ Last Name: _____

Owner's description: i.e. Proprietor / Partner / Director (please delete as applicable)

Business type: ☐ Restaurant ☐ Takeaway

Business Name & Address: _____

Business-Tel: _____

Mobile: _____

Home: _____

e-mail: _____

Correspondence Address: (if different from business)

I hereby declare by signing the application that the information provided by me is true to the best of my knowledge and belief. I intend to abide by the Memorandum and Articles of Association and any ancillary rules or codes adopted by the NEC from time to time. I also acknowledge that obtaining membership by deception is a criminal offence and may lose my membership without any refund.

Signed: _____

Dated: _____

FOR OFFICE USE ONLY

NEC decision date _____ ☐ Approved ☐ Rejected Date Application Received: _____

Signature of Membership Secretary: _____ Fee received £ _____

Signature of Secretary General: _____ Cheque / Cash: _____

Membership No: _____ Membership Expires: _____

BCA

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Award

Registered in England No. 2405256

Terms and Conditions:

- ☐ The form should be completed in Black ink. Please write clearly.
- ☐ If your application to BCA is successful the information contained on this form will be kept on a computerised database in accordance with the Data Protection Act.

Processing the Application:

- ☐ Your application will be considered and approved by the NEC at their next meeting. NEC meetings occur 4 or 5 times a year and there may be a delay of up to 2/3 months between receipts of the application and approval by the NEC. You will be notified in writing of the outcome of your application. Please note that entry to BCA is at the discretion of the NEC.

Enquiries:

- ☐ If you have any enquiries about membership of BCA or about your membership application, please contact BCA administration at the address in front of this form or email to: info@bca1960.com

Protection of your Data

The BCA holds personal data in respect of its members on a computer. In accordance with the Data Protection Act 1984, the BCA may use such data for any or all of the following purposes:-

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- ☐ b) The publication from time to time of a membership list for the exclusive use of Members in pursuance of NEC decisions and not for any trade purposes.
- ☐ c) Disclosures to the computer operator and/or service personnel when this is necessary in order to repair or maintain the computer equipment or programs.
- ☐ d) Disclosures to sponsors of BCA subject to approval of NEC.
- ☐ e) Any other use as deemed necessary by the NEC.

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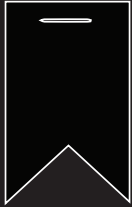


The Queen Elizabeth II

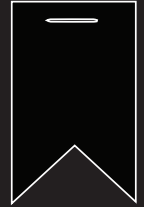
1926-2022

Our hearts are shattered as we have lost a most dignified, graceful and Great Lady. Queen Elizabeth towered over much while serving Her many duties as Queen for seventy years. May The Family be comforted during this difficult time. Thank you, Your Majesty, for so many years of dedicated service and duty to this great country. You are a person to be looked up to as an example of leadership and your loss is felt greatly.





OUR LOST LOVED ONES
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SOCIAL AND CULTURAL SECRETARY

Mohammed Nasir Uddin



BCA is such an honourable organisation, that I am proud to be a part of. As the social and cultural secretary, I seek to promote my homelands values and customs.

Bangladesh is recognised for its rich and unique culture worldwide. Around the world, people have faced many struggles following the aftermath of the pandemic, but as we work together with the BCA and the Bengali community, we can bring people together. Food is essential to our lives in more than ways than one, and with the BCA we can

help promote our industries and cultures. The Bangladeshi livelihood and cultures contributes heavily to tourism in the UK, and as the 'oldest, biggest and strongest' organisation, the BCA hopes to increase this as years go by. The BCA is always on hand to help and provide for those in need. We continue to expand and succeed by innovating our organisation while exceeding customer expectations through our love and passion for cooking while maintaining our traditions and cultures. We are entrepreneurs and will continue to thrive our longevity and flagship our industry. We take this moment to remember and thank those members of the BCA that are no longer with us, and pray for them to be granted the highest level of Jannah. Ameen.



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UK Sponsor Licence: Meeting the Requirements

Luthfur Rahman

With more than **141k Certificate of Sponsorship applications** filed by March 2022, the UK Visas and Immigration (UKVI) office has its hands full. The UKVI decides who enters and leaves the country and helps UK employers understand the process of acquiring a sponsor licence.

Seeking a job as a foreign national involves more than just filing papers. One must have the right skills, qualifications and experience for the sponsored job.

To apply for a sponsor licence, you must ensure meeting the requirements, have the correct documents, and are fully aware of the sponsor duties. In addition, you must ensure the job position and the potential candidate are suitable for sponsorship. And if you want to learn how to keep the process running smoothly, keep reading.

What Is a UK Visa Sponsorship?

For non-UK residents to work in the UK, they must apply for a UK work visa, the common work visa types are:

1. Skilled Worker Visa
2. Temporary Worker Visa
3. Global Business Mobility visa
4. Scale-up visa

Each one of the visa types involves a licensed employer sponsorship. The sponsorship licence is granted only to UK organisations - not individuals - to protect against the misuse of the immigration service.

Requirements for a Sponsor Licence

Two types of criteria need to be met by employers.

Authorities will check for eligibility and suitability requirements of the employer:

Suitability Criteria

The employer must convince authorities they are suitable for a sponsor licence, and they can do it by fulfilling the following criteria:

1. The employer must comply with sponsor duties. (The Home Office reserve the right to execute site inspections and look into this.)
2. The employer must prove they need an employee to fulfil the job position. Remember that exaggerated job descriptions raise suspicions and won't get you a foot in the door.

On the other hand, the Home Office reserve the right to:

1. Check past criminal convictions of the organisation and its employees;
2. Check the permission for business operation at a trading address.

Eligibility Criteria

Seekers of sponsor licences must meet specific eligibility criteria, including:

1. Be a genuine business model operating in the UK;
2. Should be based in the UK to avoid refusal of the sponsorship application;
3. Have no history of not carrying out sponsorship duties;
4. Should not have had a sponsor licence revoked in the past year;
5. Not have unspent criminal

convictions for fraud, money laundering, immigration offences, and other crimes;

6. Have an Authorising Officer in place to perform all sponsor obligations;

7. Have a robust HR system in place to manage sponsored employees.

Duties of a Sponsor

Complying with sponsorship duties means maintaining up-to-date records available for inspection to authorities at all times, including:

1. Keeping a record of all documentation related to sponsored workers;
2. Monitoring the absence of the sponsored worker, whether it's due to sickness, travelling overseas, business travel, holidays, or other;
3. Monitoring the work and movement of the sponsored worker and reporting if the worker has breached the conditions under which they were accepted in the UK;
4. Reporting to the Home Office of any circumstance changes of the sponsor or sponsored worker.

How Long Is the Process?

The applications are often completed within eight weeks because the UK Visas and Immigration office may need to visit the organisation that made the request. To wrap up the process in a short time, be sure to provide all the required information and documents.

You can speed up the process and get the licence within ten days for a £500 fee. This service, however, is limited to several applications and functions according to a first-come-first-serve principle.



Staff Hygiene Rules & Food Safety

Jamal Ahmed PGCE, ACIEH

It is quite common that food business operators work towards achieving their objectives and the initial objectives are to ensure food is safe for the consumers, uphold a high standard of hygiene and provide the best services they can offer to their customers. According to a recent study on food safety matters, it is estimated that 1 in 10 people will suffer from food poisoning this year. This means millions of people in the UK will become sick due to the food that they eat. In numerous cases, outbreaks of food poisoning can be outlined back to catastrophes of management and a deficiency of supervision of people and processes. To ensure a legitimate and profitable business food business must implement certain policies and procedures which are required by the Food Safety laws in the UK. With food safety fears over the alarming increase in food poisoning cases ascribed to food eaten outdoors of the home, it is essential that each caterer takes steps to guarantee that all food-handling staff are supervised and/or trained in food hygiene matters.

The cost of poor hygiene is high as the food business must face legal and financial consequences, e.g. lower down the hygiene rating from

5 to zero, improvement notice, prohibition orders, penalties or even imprisonment. According to the Food Standard Agency (FSA), a food business operator must have a plan based on the Hazard Analysis and Critical Control Point (HACCP) principles. The risk associated with the food handlers contaminating high-risk foods such as E. coli 0157, norovirus and hepatitis C, S and so on. In this article, my key aim is to emphasise the hygiene rules that are required by the law and the action plan that is to be taken by the management.

A small business operator such as an Indian/ Bangladeshi restaurant or takeaway owner should formulate a personal hygiene policy for the catering staff covering the legal responsibilities including:

- Keep themselves clean and wear clean clothing, e.g., an apron, hat and beard net and so on.
- Always wash their hands thoroughly before handling food, after using the toilet, handling raw foods or waste, before starting work, after every break and after blowing their nose
- Before they start work, tell their supervisor of any skin, nose, throat, stomach or bowel trouble or infected wounds.
- Ensure cuts and sores are covered with a waterproof, high-visibility dressing
- Avoid unnecessary handling of food and do not smoke, eat or drink in a food room, and never cough or

sneeze over food

- Do not prepare food too far in advance of service as it is poor hygiene fault that leads to getting food being contaminated.
- Food handlers should avoid the use of toiletries. not to wear perfume or aftershave as the strong smell could taint the flavour of the food you are preparing
- To avoid cross-contamination staff must ensure that raw food such as raw chicken does not come into contact with cooked or ready-to-eat food, e.g. cooked chicken curry.
- According to the SFBB guidance, the business owner or responsible person should train their staff in all the safe methods that are relevant to the job they do and supervise them to check they are following the safe methods properly. It is important to note on the staff training record in the diary every time you train them.
- As a training consultant, I always come across the question from food business operators, e.g restaurant or takeaway owners that the level of training requires for the food handling and management staff. There are essentially three categories of food handlers that must be instructed and/or trained. These categories are based on the job of the individual and on the type of food they handle. Those involved in the handling and preparation of 'high-risk' foods will need more training than those only involved with 'low-risk' items.

- Level 2 Food Safety in Catering is required for anyone who works in a catering, manufacturing or retail setting where food is prepared, cooked and handled. This course gives an understanding of the importance of food safety and knowledge of safe practices and procedures. It gives an understanding of how to control food safety risks, like personal hygiene, storage, cooking and handling and helps build confidence and expertise to deliver safe food to customers.

- Food Safety Level 3 training course is required for supervisors and managers working in a catering environment with responsibility for food hygiene. This includes those working in restaurants, takeaways, cafes, hotels, bars, fast-food outlets, kitchens, hospitals, schools and colleges.

- Level 4 Food Safety management is required for the managers, supervisors, auditors and senior hygiene personnel with intermediate (Level 3) food hygiene knowledge. Supervisors with intermediate (Level 3) food hygiene knowledge.

- Under the Food Safety Act 1990, food business operators must ensure that food is labelled, advertised and presented in a way that is not false or misleading. According to Food Information Regulations 2014, food business operators are required to provide correct information about allergens in loose (i.e. non pre-packed) food. The 14 allergens are:

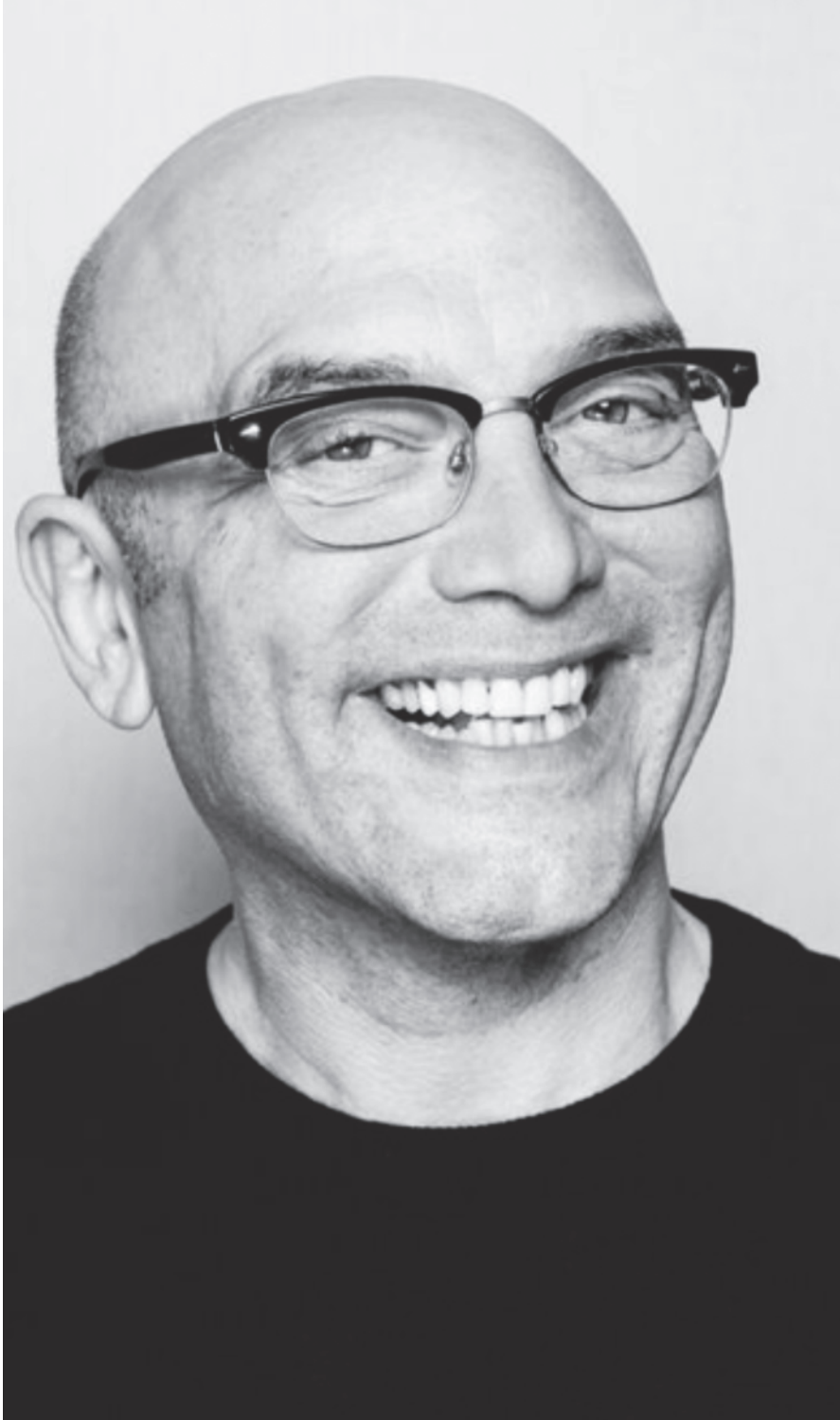
1. Celery
2. Cereals containing gluten (for example wheat, barley, rye and oats)
3. Crustaceans (for example lobster and crab)
4. Eggs
5. Fish
6. Lupin seeds (used to make flour that is then used in pastries, pasta, sauces, and bread)
7. Milk
8. Molluscs (for example mussels and oysters)
9. Mustard
10. Nuts (for example almonds, brazil nuts, cashews, hazelnuts, pecans, pistachios, walnuts and macadamias)
11. Peanuts (also called groundnuts)
12. Sesame seeds
13. Soybeans (sometimes called soya)
14. Sulphur dioxide and sulphites (preservatives used in some food and drink)



Following the tragic death of Natasha Ednan-Laperouse after an allergic reaction to a baguette, the government passed stronger laws to protect those with allergies, so they may have more confidence in the food they buy. The law, officially named the UK Food Information Amendment 2019, was passed in September 2019 after Natasha's fatal allergic reaction to sesame in a baguette bought pre-packed at Pret A Manger in 2016. From 1st October 2021, all 'prepacked for direct sale' food must carry a label or sticker that details all of the ingredients contained within the product and clearly identifies any allergens. Until the 30th of September 2021 food prepared on the premises known as prepacked foods in which it is sold was not required to display allergen information on the label.

- The Food Standards Agency states that the 2006 regulations require that all catering space outlets - irrespective of size - monitor HACCP to conform with their policy of 'Safer Food, Better Business (SFBB). It is the responsibility of the food business operators to ensure they meet the legal requirements of current legislation in food safety matters.

GREGG WALLACE *MBE*



Gregg is a Presenter, Writer and former greengrocer best known for co-presenting the MasterChef series of shows for the BBC.

Born in Peckham, South East London where he first watched Millwall and remains a supporter to this day. He began his career in Covent Garden fruit and veg market and in 1989 he started George Allen Greengrocers, a company that built up to a turnover of £7.5 million. Based on his business success, he was invited to co-present VEG TALK on BBC Radio 4 with Charlie Hicks. He later became the original presenter of SATURDAY KITCHEN in 2002. His other TV projects have included EAT WELL FOR LESS, INSIDE THE FACTORY, TURN BACK TIME and HARVEST. In 2018 he took to the stage to present his own live tour and regularly stages talks and demonstrations at festivals all over the UK. Gregg has written a number of books including his autobiography in 2012 LIFE ON A PLATE and most recently in 2019 GREGG'S ITALIAN KITCHEN.

He recently took to travel presenting with a series exploring South Africa for ITV1 and the series GREGG'S LONG WEEKENDER for Channel 5.



Tasmin Lucia-Khan

TV Presenter & Entrepreneur

To UK viewers, Tasmin has been a household name on mainstream TV, having been the face of BBC Three News, an anchor on the BBC News Channel and the Lead News Presenter on ITV's breakfast show, known today as 'Good Morning Britain'.

An Oxford graduate with a Masters degree in Politics, Philosophy and Economics, Tasmin is a prolific entrepreneur starting her first business whilst studying at the University of Oxford.

Tasmin has started and scaled several successful technology start-up businesses, raised venture capital and created sustainable revenue streams, pursuing her interests in technology from 2007 onwards, right up until today.

For her achievements in business and media, Tasmin received the 2019 UKBCCI Businesswoman of the Year Award, was named "Global Pioneer" by Virgin Media in 2017 and was honoured with Entrepreneur of the Year Award by the Lloyds Banking Group in 2014.

Tasmin now divides her time between television, broadcasting & her various portfolio companies.

Tasmin Lucia-Khan is a TV Presenter and Entrepreneur with over 20 years of broadcasting experience. She has presented over 5,000 programs for the BBC, ITV and NBC, broadcasting to millions around the world.

Tasmin has been a supporter of the curry industry in the UK for well over a decade, proudly hosting the annual BCA Gala Dinner many times since 2007. She resides in Los Angeles where she has spent time on US television network NBC, interviewing some of the world's biggest celebrities and covering red-carpet premieres in Hollywood.

Beyond business, Tasmin is passionate about giving back. She is involved with a number of charities centering on child welfare and education for girls in Bangladesh. She has also been an Ambassador for The British Asian Trust, founded in 2007, by His Majesty King Charles III, to tackle widespread poverty, inequality and injustice in South Asia.

This is Why you Need a Good Mental Health Hygiene for your Business

- **Madhia Jaral** *C.HYP, AMACCPH, PGCE, QTS, MA, BA*

Specialist research into mental health in business & entrepreneurship shows that 49% of entrepreneurs have one or more lifetime mental health conditions. Deloitte Global Millennial Survey found that 48% felt stressed or anxious all or most of the time. Furthermore, entrepreneurs are more likely to report a lifetime of depression (30%), attention hyperactivity deficit disorder (29%), bipolar spectrum disorder (12%) & substance abuse (11%).

How does this affect you & your business?

The impact of such mental illnesses is not just reserved for your personal life, it affects all aspects of life including your business life and sometimes to a debilitating level. The traits that boost you to achieve entrepreneurial success are also the ones that plummet you into darkness. The higher you reach, the greater the potential fall. You simply can't afford to ignore your mental hygiene.

This makes you the vital player in the game of your business. The key to your agency (the sense of control over actions and consequences) is with you, only you can decide to hold on to it or to lose it.

Stress is a necessary factor for survival and growth; it sends you signals that change needs to take place and this sparks your creativity. However, when this stress is ongoing it impacts you negatively and you begin to lose that key to your agency and suffer psychologically. Some common symptoms when the stress you're experiencing is not healthy:

1. Overthinking
2. Brain fog
3. Procrastination
4. Irritability & or anger
5. Exhaustion
6. Disconnected/disassociation from others
7. Distracting yourself

These can spiral into anxiety, depression, OCD, bipolar and so on. These symptoms become screens to your creativity and growth.

What you can do?

- 1.) Seek a mental health specialist.

Since you're an entrepreneur you already use your initiative to seek opportunities, seek a specialist whose approach is root-cause and growth focussed. A practitioner who can help you uncover beliefs that are holding you back or making you feel stuck. Secondly, one that helps you grow personally and in business, one that instils in you the belief and tools to surpass your previous achievement & not just to return to them.

The key to your growth is your courage to recognise and acknowledge your vulnerabilities. It's in the deepest part of you that the secrets of your success are hidden.

2.) Protect and optimize your physical health.

Research has shown that movement is crucial for not only your mental health but also for creativity. Movement releases endorphins – the happy hormones, this can be in the form of exercise but doesn't have to be. Additionally, research into movement and creativity has shown that the body influences what we're thinking about, since creativity is about fluidity and flow then moving with flow can increase creativity.

3.) Find someone you can support.

Success comes in giving. A study led by Professor Tristen Inagaki and Professor Naomi Eisenberger found 'reduced stress responses in individuals who were supporting others as well as in those who were receiving the support.'

From time to time, changing your focus from yourself to someone else -- without your own agenda -- to help their need can earn you incredible benefits:

- a. Release of happy hormones
- b. A deeper sense of connection with someone (and connection is a deep-seated human need)
- c. A real sense of purpose
- d. A widened perspective of human experiences
- e. Higher self-esteem & feeling good about yourself
- f. Live longer because when you're happier your body is healthier

and this is where the magic happens, this is when you move up to the next level of your growth – both personally and professionally.



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Great British Curry : How to survive in this Challenging time

PASHA KHANDAKER *MBE*

Former President, BCA

Countless decades in the making, curry is a story of struggle and hope. It is a journey of cultural endearment and in many respects, a symbol of triumph and optimism against odds and unacceptance.

Today, the industry having gone through so much, British curry stands proud owing much of its presence to the vision of our industry's pioneers. It was due to their foresight that we have one of the oldest grassroots organisations as the BCA to advance our issues and concerns. And for this, we are eternally indebted to our founders and pray for them all, for giving us this beautiful platform that promotes and speaks on behalf of thousands of curry houses the length and breadth of Britain, which makes me immensely proud to be part of BCA.

Now, while our industry has achieved some highlights, we are witnessing something different over the last two decades which in summary has suffocated and continues to harm our industry, daily. It can be said that the curry industry is undergoing neglect that has become an established practice. At the national level, we do not get the recognition that we have been tirelessly campaigning for decades. We have not got tax holidays like VAT reduction which we also have been asking for years. And at the local level, authorities are not giving our dying trade a second look even with the onset of falling high street footfall. This is a tragedy. It's a failure of authorities to promote

us as well as a failure in us in not being more effective. But, for a moment, if we put aside external factors and simply reflect inward then we must work towards unity. And along with unity, we must address the challenge of modern work practices. We have traditional management which we must change. We are not tech savvy but must do more by talking to experts, adopting EPOS systems to make integrated transactions, and engaging in social media to promote ourselves. We have a very difficult road ahead and we need to be flexible to keep up with the times.

COVID, for example, has slowed our business and just when we thought we could re-start, the conflict in Ukraine has now added further woes across our industry on the top growing challenge of delivery businesses. This naturally affects our menu price and profit margin, but we need to be realistic. We need to give a genuine price and not publish below market prices just to keep the customer happy. We should look at such an economic crisis as an opportunity to re-think about our business opening hours and simplify our menu so that our costs and cooking times are kept low for long-term margin and growth.

Finally, it is important to be reminded that curry is not just about feeding people. It is more than cooking and costs. It is also about introducing and connecting communities and culture. Curry is the backbone of a community playing a crucial role in Britain's multi-cultural outlook and reducing its role and contribution does not benefit anyone. We love our industry and must stand together to support each other in facing our common challenges.

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Revitalising the British Curry Industry

Bajloor Rashid MBE

Former President, BCA

Economic negative impact is primarily because the industry is set up as individual small businesses, sme's and is labor-intensive and it's recovery is slow.

The British curry industry in the UK has been hailed as one of the UK's greatest migratory successes and is singularly credited to the contribution to the creation of wealth and employment predominantly within the South Asian, Indian and Bangladeshi migrants to the UK.

There is nowhere in the world that has seen the likes of success as British curry and it has become a trade mark for culinary excellence renowned and revered all over the globe.

The BCA was set up to represent, advise and protect the interests of the Bangladeshi restaurateurs in the UK. From 1960 to today it remains the largest and oldest umbrella association of its kind in Europe and beyond.

BCA highlighted the immense tax contribution of the 12,000 restaurants and take away businesses to the British Economy, a whopping 4.2 billion pounds. No small feat in terms of success. Pre pandemic people turned to The BCA to help to highlight concerns when a change in immigration tier 3 rules impacted on our industry.

We met with ministers and campaigned for support and aid for the sustainability of our industry. We worked hard around issues of concern for staff shortage and staff retention. The BCA fought against the impact of 1 in 7 restaurant closures.

We started then to see major changes were needed but we could not have foreseen what was to come.

We were set to address the extra demands by setting up training centres and continuing our lobby of parliament for a change in rules.

However, with the COVID-19 pandemic in early 2020, when the industry had reached maximum values. A global economic crisis emerged.

At the start of the pandemic we could not have envisaged how much our daily life would be impacted or how our private lives would change. Our routines, from our working practices to the way we shop, eat and interact with others. More people worked from home .Our methods of shopping and interaction moved to on line, even our children's education and exercise was delivered through on line services.

Recent research has shown our industry was severely damaged but it also shows that the restaurant industry is one of the industries that contributes the most to the development of tourism both in terms of revenue and employment.

Economic negative impact is primarily because the industry is set up as individual small businesses, sme's and is labor-intensive and it's recovery is slow.

Today post pandemic I see a new area of threat with changes that has added to sustainability of the industry as a whole. Rising costs of inflation and the

energy crisis impacting on the economic growth of the industry and upon its sustainability.

BCA must now look at its working practices based on the needs and the demands of our customers and be ready to change with the times in order to save and sustain our industry. BCA needs to be in a position to not only be at the forefront of change but to lead on this whole system of change.

As we face a looming recession and some say we are already in a recession, BCA must be ready to advise the tailoring and streamlining of our working practices and embrace the new technology and on line services. For existing businesses and those entrepreneurs that at looking to invest in opening up a restaurant or takeaway we must look at carrying out a major overhaul.

We must revisit how we employ kitchen staff and managers and look at the budgets to get more effective chefs and management to run our businesses efficiently.

To survive and flourish and to combat the recent mini budget effects of the financial and cost of living crisis BCA must conduct some serious research to see what quantitative and market research shows in terms of what works and what doesn't. I believe that this is vital so that we can advise accordingly and move forward together to succeed and flourish.

This is my call to all our members and our industry to keep up in these ever changing and unpredictable times of economic recovery and growth, look deeper into areas such as environmental impact and to modernise the way we work so as to keep up with the challenges and changes and ensure we are on track to deliver on a sustainable path.

BCA remains at the forefront of campaigning and highlighting best practice to its members and will always be there to campaign and provide the best in advice and direction. I hope that you too will stay with us, support our endeavours as we remain ever steadfast to support our industry through times of change.



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What's Instore For The Future - How You Can Keep on Top of UK Restaurant Industry Trends

SHAHENA ALI

Medic, Healthy Cooking Chef, Nutritional Therapist & Naturopath (BSc. (Hon), (NT DipCNM mANP rGNC)

The UK restaurant industry has gone through tremendous changes, with severe ups and down in recent years, but with 5 Key Tips giving you insights into upcoming trends and forecasts, many Restaurant and Takeaway establishments can prepare for, and weather most forthcoming changes with more ease.

Key Tip 1:

Set Yourself Apart From The Competition With Sustainability and Climate-Hero Ingredients & Packaging:

Leading into 2023 and stretching into 2024, a key issue will be 'Sustainability of ingredients', with the provenance of ingredients (and how a shorter 'farm to table' journey length can reduce carbon-emissions as well as prove to be lower cost during the current energy-crisis, which is making internationally sourced ingredients more expensive) being of major interest to customers.

There is an increased trend of having seasonal, locally sourced (whether in terms of local region or national rather than international) ingredients on the menu, not only to reduce the impact on the environment, but also to ensure better quality and freshness, whilst also supporting and partnering with local suppliers (particularly in a time

of the cost of living crisis). All of these factors help to ensure that restaurants and takeaways set themselves apart from their competition and show their active involvement within the local community by championing local or national businesses rather than obtaining their supplies internationally. The use of plastic-free and/or recyclable packaging, where possible, can also enable you to use that as a selling point to the ever-increasing proportion of eco-conscious customers.

Key Tip 2:

Use Plant-Based Nutrition the Impact of Covid-19 Upon Lifestyle As a Selling Point:

The pandemic, and the interest in plant-based foods from previous years, have both increased customers' focus in improving and maintaining their health. Restaurants and takeaways can ensure they take advantage of this trend by combining Tip 1 (shown above) with plant-based options within their menu (and this can involve the 'Indian Street Food' and 'Indian Fusion Food' options which are quick to make as well as cost-effective), whilst also using healthier ingredient alternatives (e.g. using Olive Oil or Coconut Oil instead of Vegetable Oil or Seed Oils) and marketing to customers the fact that they use cooking techniques which do not overcook the ingredients and

therefore maintain the nutrients of the ingredients. It is apparent that the plant-based and vegan trends are here to stay and an increasing proportion of the customer base (particularly the younger age-group) will continue to demand these options on the menu.

KEY TIP 3:

Simplify the Menu:

One way of ensuring a restaurant or takeaway is able to reduce the impact of increased costs and supply chain disruption, or staff shortages, is by simplifying and reducing the menu.

Research has also shown that a menu that is too extensive will cause customer confusion, and leads to a lower chance of ordering compared to a more focused, simplified menu, especially one that is offering options that contain seasonal ingredients; customers view this as a more palatable menu that is of higher quality and greater freshness of ingredients. Not only will a simplified menu help customers to decide and order more quickly, but it also enables the establishment to keep perishable stocks low, enabling lower costs and also change their menu regularly to offer fresh new dishes on the menu in accordance to the 'season' – especially if seasonal ingredients are a selling point. This also creates a 'limited-time offering' or a 'limited

edition' factor to the dishes, which acts as a marketing ploy to ensure customers have the 'Fear of Missing Out (FOMO)' effect, making customers more likely to order.

Key Tip 4:

Take Notice of the Technology Revolution:

This can be approached in two parts:

i) Have a Strong Online Presence: Customers increasingly seek to find out information about an establishment's offerings online before ordering or attending the venue. And a strong online presence with regular updates via social media and an eye-catching website, will go a long way to ensuring your establishment is noticeable to existing, as well as new clientele.

ii) Use Digital Options For More Convenience: In addition to a strong online presence, it's important to note that Digital Delivery, Collection and Ordering are three key areas that all restaurants and takeaways need to investigate and use within their business. Not only will it ensure greater operational efficiency, making orders and deliveries easier to process by the business but also enable up-selling and cross-selling of other menu offerings. It will also increase convenience with which customers can make payment, order and collect

or receive deliveries.

When planning and implementing customer experience, It's good to remember the mantra , 'if you confuse them, you lose them'. Therefore it is important to make the customer ordering and delivery/ collection experience as simple and 'pain-free' as possible.

Key Tip 5:

Focus on the 'Customer Experience':

When eating out, or ordering-in, customers nowadays are increasingly seeking out an 'eating experience'. Whether it's in the presentation of the dish (which is when customers tend to take photographs for their social media, therefore making a venue's dish 'go viral' and providing them with free marketing opportunities), limited edition menu offerings or the ambience of the venue or exceptional or personalised customer service, these aspects can all help to differentiate you from your competitors and will ensure you can charge more of a premium purely for that 'wow' factor. Ensuring a menu is curated for seasonal or unique nationalised events (e.g. Bonfire Night, Valentine's Day, Halloween, Royal Jubilee, or Easter) are also key ways to provide a more specialised experience for customers and ensure that you are offering something different compared to your competitors.

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How the revised mini budget affects the UK economy and hospitality sector

SURAIYA KHATUN MILI

(Chartered Certified Accountant)

The newly appointed Chancellor of exchequer Jeremy Hunt reversed "almost all" of the tax cuts announced by his predecessor Chancellor Kwasi Kwarteng including the planned cut to income tax.

Income tax, Corporation tax and NI contributions (NICs)

The basic rate of income tax will remain at 20p "indefinitely" and the government has reversed the plans to abolish the 45% additional rate of income tax on income above £150,000 means individual getting a salary above £150,000 will now pay 45% of income tax.

On 14 October the Prime Minister announced an increase in the corporation tax rate from 19 percent to 25 percent from April 2023.

The rise in National Insurance Contributions (NICs) rate of 1.25% which was introduced on 6 April 2022, will be reversed from 6 November 2022. The previous 2021-22 NICs rates of 12% and 2% will apply, with an employer's rate of 13.8%.

Energy Support Package

The energy support package for household has been revised by the Chancellor Jeremy Hunt and now price guarantee will only be in place until April 2023.

Planned support under the energy price guarantee and the £400 energy grants scheme will end from April 2023, though there is no change between now and then. Most people, however, are on the energy price cap and do not need to do anything for now.

HM Treasury will lead a review into how to support energy bills beyond April 2023 with the objective to design a new approach that will cost less than planned but still help struggling households and businesses.

Energy support for Business:

The unit price on electricity and gas bills will be capped for six months (October 2022 to March 2023) under the Energy Bill Relief Scheme (EBRS).

While the energy support package is welcome by many, however in the absence of a long-term solution it is vital that these support packages are evaluated by government on an ongoing basis.

VAT

The government's failure to cut VAT and business rates in their original mini budget and even in revised one means hundreds of restaurants and pubs will struggle to pay 20% VAT and business rates.

Businesses are already struggling to pay VAT when its back to 20% after Corona virus reduction rate. The increase in VAT comes along with the increases of energy bills, cost of sale and other overhead costs.

Given the timing, much of the hospitality industry is struggling to cope with these rising costs that are taking place all at once.

The VAT threshold is currently £85,000 which has not been increased since 2017-18. The threshold of £85,000 need to be revised and increased to help business run profitably.

The leaders of restaurant and hospitality industry have urged government to re-evaluate the business rates and the reduction of VAT to help the hospitality industry which has a huge positive contribution to UK Economy.

Update on bounce back loan

The Bounce Back Loan Scheme (BBLS) was designed to provide rapid access to finance for small businesses affected by the coronavirus pandemic

The money was lent to companies or businesses under the Bounce Back loan scheme must be paid back, over 6 or 10 years, with payments starting 12 months after businesses received the loan.

Bounce back loan payment increase the business monthly outgoing significantly. As a general rule, an increase in any type of business expense lowers profit. Operating expenses are only one type of expense that reduces net sales to reach net profit.

Many Companies are struggling to repay bounce back loan and now considering closure (striking off) or liquidation.

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The Roadmap of Hope for The UK's Hospitality Sector, digital marketing matters

Oli Khan MBE, FRSA, PHF

Former Secretary General of BCA, Guinness World Record Holder.

We know that there have been many casualties in this war on the global Covid-19 pandemic; its impact has been felt across different sectors, incomes and families – it has touched us all. Covid-19 and the pandemic lockdown have had a detrimental impact on restaurants and takeaways up and down the country, not least on Britain's £5 billion curry industry.

Many businesses have been forced to close completely and sadly, within the UK's curry industry, of which I am part of, I have seen some of our much-loved curry houses on the high streets disappear. I know, those who once had thriving restaurants have struggled and are still struggling. Behind every small business is a small business owner – with families, livelihoods and dreams. The impact of the pandemic on so many of these individuals and their communities has been devastating, both financially and emotionally.

The Government helped us survive

In 2019, government figures show that the hospitality sector contributed £59.3 billion to the UK economy. Now data shows that the

economic output in the hospitality sector was down 90 percent in April 2020, compared to February 2020. While other new industry research reveals that Covid-19 has cost pub and restaurant owners more than £40,000 each.

Over the last year, there has been some relief and the government's financial support threw us a life-line with the Coronavirus Job Retention Scheme, reduced VAT rate; issued a business rates holiday for 2020/21 (extended to 30 June 2021) and a series of small business grants and loans etc. Many of us recovered over the summer of 2020, boosted by easing coronavirus restrictions and the Eat Out to Help Out scheme in August, but then things declined again from February 2022. Ukraine war started and oil, gas and every imported goods price start soaring most of the small business finding difficult to survive.

Now, the latest statistics from the Office of National Statistics, report that almost one in five hospitality businesses had "low confidence" that their business would survive the next three months. However, I believe there are still reasons to be optimistic, especially with the latest positive developments.

Future Trends

Deliveries and takeaways - These have been a lifeline for hospitality,

where in an immensely challenging market, technology has helped us navigate this period. Needless to say, the trend towards digital and contactless services has gained new momentum in 2022. It is important, that if we as small business owners want to stay relevant, we will need to dig deep and ensure that we are part of this digital economy.

Sustainability – Being sustainable is high on the hospitality thermometer; where there's now emphasis to avoid disposable plastics, we are eliminating unnecessary paper consumption thanks to opt-in receipts, and reducing food waste. Customers are very sensitive to environmental and social issues, Our eco actions as businesses can be simple choosing local suppliers, reducing energy consumption, vegetable and vegan options also foster environmental advantages.

Roadmap of hope

The actions that we as restaurant owners take now will go a long way toward preserving our business now through the current crisis, but also long after the recovery. The pandemic has shown us that we can build resilience, be creative and be socially responsible, and that while the hospitality industry has been hit hard, we, as owners are not going to go without a fight.

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BCA AWARD PRESS LAUNCH 2022







RESTAURANT OF THE YEAR AWARD 2022



Fazla Rabbi Chowdhury

Head- Restaurant of the Year Awards

With utmost gratitude to the Judges of the 2022 RESTAURANT OF THE YEAR AWARDS, it is my sincere and heartfelt congratulations to the winners of 2022. It was a great honour and privilege to host the Judging event at Holiday Inn, Startford, London. Following were the judges:
Samson Shohail- global director Cobra beer
Adrian Devlin- Head of sales

Jamale Eze - territory Manager, Uber Eats
Abdul Karim Nazim- Director , London Tea Exchange.
I can assure you that it was a hard task for the Judges and it was due to the very high quality of entrants, so it will be unfair not to recognise the quality and flare of all the restaurants. In this time of absolute uphill struggle for the hospitality industry, they deserve the highest accolades.

From over one hundred entrants, we were able to shortlist 40 and then finally to 10 best restaurants. Once again thanks to all the nominees for their effort. Looking forward to meeting them and fellow caterers and distinguished guests on 30th October where the restaurant of the year will be announced at Park Plaza, Westminster, London.
CONGRATULATIONS TO ALL!!!!

RESTAURANT OF THE YEAR FINALIST 2022

BCA North East Region

- 1. Babul's**
9 Market Place
Barnard Castle
County Durham
DL12 8NF
- 2. Café Spice**
19 Clark's Road
Darlington, DL3 7QH
- 3. The Valley Junction 397**
360 The old Road
Newcastle, NE2 1DB
- 4. Mumbai Silk**
3 Park Road
Sunderland, SR2 8HR

BCA East of England Region 3

- 1. Shilpa Restaurant**
Ermine St North
Cambridge, CB23 3RJ
- 2. Lalbagh Restaurant**
49 Alms Hill
Bourn Cambridge, CB23 2SH
- 3. Cam Spice**
2 High St
Great Eversden
Cambridge, CB23 1HN
- 4. Classic Spice**
4 High St, Bottisham
Cambridge, CB25 9DQ

BCA South East Region 6

- 1. Tamarind Restaurant**
65 St James St
Newport, PO30 1LQ
- 2. Haldi**
Portsmouth, Hants
PO5 2SG
- 3. Solent Tandoori**
Lee-On-Solent
Hampshire, PO13 9BX
- 4. Gandhi Restaurant**
58 Hollow Lane
Hayling,
PO11 9EY

RESTAURANT OF THE YEAR FINALIST 2022

BCA East of England Region 2

1. Temple

Woodford, Essex, IG8 7QF

2. Mughal Dynasty

Leigh On Sea, Essex, SS9 2SG

3. Moonlight Tandoori

5 Staple tye, Harlow
Essex, CM18 7NW

4. Garden of India

Harlow, Essex, CM17 9QL

BCA North West Region :

1. Bombay Balti Restaurant

16 China Street
Lancaster, Lancashire, LA1 1EX

2. Deebea Restaurant

Pounton, Stockport
Cheshire, SK12 1QT

BCA Yorkshire & Humberside:

1. Starbeck Tandoori

67 High St, Harrogate, HG2 7LH.

2. Gate of India

Old Grey Mare, Clifton Green
York, YO30 6LH

3. Indian Ocean

37 The Green, York, YO26 5LL

4. Lal Quila

17 Bishopthorp Road
York, YO23 1NA

BCA East of England Region 3

1. Labone Indian Cuisine

134 Mandesley Road
North Walsham
Norfolk, NR28 0DA

2. Maharani Indian Cuisine

Ipswich , Suffolk, IP1 2NJ

3. Zara Indian Cuisine

1 Hinton Way, Great Shelford,
Cambridge, CB22 5AX

4. Pipasha Restaurant

529 Cnewmarket Road
Cambridge, CB5 8PA

BCA Wales Region :

1. Shees Mahal

53 Stepney St
Llanelli, SA15 3YA

2. Tamarind

Maindee, Newport, NP19 8EF

3. The New Lahore

Kingsway Centre
Newport, NP20 1EE

4. Killay Spice

436, Gower Road, Sketty
Swansea, SA2 7AJ

BCA London Region 1

Pach Bhai Restaurant

Mr Tufazzal Alam
239 Whitechapal Road
London, E1 1DB

BCA South West Region 1:

1. Eastern Eye

120-122 Queen Street
Newton Abbot
Devon, TQ12 2EU

2. Ma'ida

Okehampton,
Exeter, EX20 1HB

3. Argee Bhajee

13 Buddle Ln, Exeter, EX4 1JU

4. Naz

109 Queen St
Newton Abbot, TQ12 2BG

BCA South West Region 2

1. Shapla Balti

137 Ridgeway
Plympton, Plymouth, PL7 2AA

2. Mombay Brasserie

4 Sutton Road, Lockyers Quay
Plymouth, PL4 0DX

3. Plympton Spice

151 Ridgeway
Plymton, Plymouth, PL7 2HJ

4. The Taste of India

2 Barne Road, St Budeaux
Plymouth, PL5 1EF

RESTAURANT OF THE YEAR JUDGING EVENT 2022



CHEF OF THE YEAR AWARD 2022



ATIKUR RAHMAN

Head- Chef of the Year Awards

We have talented chefs to rival any, creating and innovating memorable dishes that tantalise taste buds and showcase a positive future for British curry cuisine.

Our forefathers built this industry with their bare hands, determination, and hard grafting. Millennials and Gen Z are now taking up the reins and driving the pace. Building careers through street food concepts, casual dining, as well as fine dining a new era has just begun. The next generation has modernised the business model through menu innovation, quirkiness, creativity, and the power of social media. Now, the industry, built by the pioneering veterans, is being revolutionised and evolving

Experience and expertise meet drive and passion. Our journey continues. This is the opportunity for Bangladeshi cuisine to take an instrumental role in returning the feel-good factor to the Great British curry. We have talented chefs to rival any, creating and innovating memorable dishes that tantalise taste buds and showcase a positive future for British curry cuisine. As we face these challenges it is, now more than ever, that we embrace and appreciate the hope that our amazing chefs give us. It is so common to say the level was very high this year and the decision was a tough one, but there are occasions where those words are insufficient. The hard work, dedication, and sheer brilliance of all the chefs who reached the shortlist have been outstanding. It is their hope that shines brightest of all

Rising to meet customer expectations of today's, they have worked tirelessly to answer the question of what's next for the British-Bangladeshi industry.

Throughout the country, we celebrate their dedication as they showcased their culinary skills, flavours and creativity for the world to see (and taste), in the first-class facilities of West London College kitchens. I would like to take this opportunity to thank the College for all their continuous support in staging the event, as well as our sponsors, our expert judging panel and everyone who helped make the event a success, many of whom are here with us tonight.

With statistics predicting a year-on-year growth of almost 60% for the UK restaurant industry, or £6.6 billion, to a value of £17.8 billion (Lumina Intelligence report released in early 2022: General UK Restaurant Industry Statistics), we can prove we have responded to change and are, as ever, prepared to face the challenges in our path. The British curry is an intrinsic part of British Heritage and has proven it is an intrinsic part of its future. A quote once said by the late Nelson Mandela "I have been influenced, in my thinking, by both West and East."

In context to the great, Mandela's quote, within the hospitality industry, food brings people together, cultures closer and universally, allows arrays of aroma and flavours to create memories!

Vegan Lamb Korma

Prep Time: 8 minutes

Cook time: 35 minutes

Yield: Serve: 6



- 1 kg Vegan Lamb (curry cut or diced)
- ½ plant based cup milk
- 2 large onion sliced
- 2 tablespoon ginger paste
- 2 teaspoon garlic paste
- 1 teaspoon coriander powder
- ¼ teaspoon black pepper
- 1 and 1/2 tablespoon poppy seed

- paste / cashew nut powder
- 3-4 cardamom
- 1" cinnamon
- 2 bay leaves
- 3-4 green chillies
- 2 tablespoon sugar
- 1/3 cup oil
- 1 tablespoon
- Any other vegan ghee 2 tablespoon
- Salt to taste

Ingredients:

1. Marinate vegan lamb, garlic and ginger paste for at least ½ hour.
2. Heat the pan with onion, bay leaf, cardamom and cinnamon on medium and fry the onion till it becomes transparent.
3. Add marinate vegan lamb, coriander and salt

and cook it oil comes out. Stir occasionally.

4. Planed based milk, poppy seed paste and water and cook it till mutton becomes tender.

5. Add chillies, black pepper, sugar . Stir it and cook 2 more minutes.

6. Serve hot mutton korma with polau rice.

CHEF OF THE YEAR FINALIST 2022

1. Mr Md Saidul Amin

Namaste Swanley
9 High St, Swanley, BR8 8AE.

2. Mr Musharof Hussain

Tamarind Restaurant
1 High St, Teversham,
Cambridge, CB1 9AS

3. Mr Moklis Miah

Hutton Spice
38 Springfield Avenue, Essex,
CM13 1RE

4. Syed Belal Uddin Ahmed

Bhaji Indian Takeaway
613 West Derby Road,
Liverpool, L13 8AG

5. Mr Md Azizur Rahman

Yahya's Indian Grill
Stoke on Trent, ST2 7EF

6. Mr Shahin Ahmed

Lounge of India
Missenden Road, Great
Kingshill, High Wycombe,
HP15 6EB

7. Mr Irfaan Habib Siddiq

Dalchini
10 Martin Hardie Way,
Tonbridge, Kent, TN10 4AE

8. Mr Shamim Choudhury

Araminta's Bangladeshi
Restaurant
Northampton, NN1 4EQ

9. Mr Ali Ahmed

Village Tandoori
14 Station Road, GU30 7DR

10. Mr Koysor Ullah

Moonlight Tandoori
5-7 Staple Rye shopping mews,
Harlow, Essex

11. Mr Akhand Shahin

Guru Tandoori
12 Long Lane, N3 2PT

12. Mr Abu Hanifa

Taraj Palace
1183 Melton Rd, Syston
Leicester, LE7 2JT

13. Mr Suhel Miah

Purple Garlic
22 Burton St, Melton Mowbray,
LE13 1AF

14. Mr Juber Ahmed

Bombay Kitchen
2 New Parade, Croxley Green,
Rickmanworth, WD3 3AN

15. Mr Abdus Samad

Solent Tandoori
159 High St, Lee on Solent,
Portsmouth, Hants

16. Mr Zakaria Chowdhury

Mughal Knight
28-29 High St, Clare, Suffolk

17. Mr Shofu Miah

Mughal Knight
28-29 High St, Clare, Suffolk

18. Mr M A Kuddus

Mint Leaf
Southmill Rd, Bishop's,
Stortford, CM23 3DH

19. Mr Muhidur Rahman

Guru Tandoori
12 Long Lane, N3 2PT

20. Mr Misba Shahriar

Spice Zone
1c Head Street, Halstaed, Essex,
CO9 2AT

21. Mr Amin Choudhury

Bombay to Gillingham
52 Canterbury St, Kent, ME7 5UJ

22. Mr Aktar Hussain

Lime
84 Valley Way, Newmarket,
Suffolk, CB8 0QL

23. Mr Foysal Ahmed

Curry Mohal
Dagenham

24. Mr Muktar Miah

Bengal Indian, Crouchin.

25. Mr Joshim Uddin

Surma valley

26. Mr Ali Ahmed

Village tandoori
Lipook

27. Mr Md Harun Miah

Classic spice
Bottisham

28. Mr Anhar Ali

Agra, Beckenham

29. Mr Anwar Miah

Samsara
Warlingham

30. Mr Azizur Rahman

Jolsha
Marton-in-Cleveland
Middlesbrough TS7 8DU

31. Mr Sorwar Alam

Ginger Bar & Restaurant
Hertford SG13 8HJ

30. Mr Md Suhel Miah

Little India, Leicester LE8 5WJ

CHEF OF THE YEAR COOK OFF COMPETITION 2022





THE POST PANDEMIC FATE OF THE HOSPITALITY INDUSTRY- PARTICULARLY THE RESTAURANT SECTOR

Kamal Yakub

Former President - BCA

We all know that the hospitality sector had been one of the most affected by the pandemic- mostly because of lockdowns. The sector has also been affected by Brexit although it is difficult to identify exactly by how much, because of its timing alongside the COVID19 pandemic.

During pandemic and lockdowns, Government help like the furlough scheme, Self-Employment Income Support Scheme (SEISS), grants, cheap loans, reduction in VAT, business rates relief etc helped the industry to a great extent. Also, the 'help out to eat out' incentive by the government did help the restaurants when restrictions were relaxed, but this incentive was short-lived.

Since May 2021, spending in restaurants started to increase, but sales still remain much lower than 2019 levels not forgetting that UK has lost about 10% of its restaurants permanently.

After the relaxations of lockdowns and social distancing, the restaurants have been facing staff shortage. The reason for that is some staff during and after furlough scheme ended, looked for and went

for other jobs. The shortage caused changes in opening times, opening for dinner only rather than lunch and dinner; also, shorter hours avoiding staff's reluctance to stay too late into the night. All this has become more or less the new normal now. The shortage of staff has also resulted in higher pay.

Restaurants have already been forced to increase menu prices after Brexit. Ingredients, energy prices have jumped up to a level that it has become a nightmare. All these factors have had an impact on the catering sector.

To come out or recover from the turmoil left by the COVID19 pandemic and lockdowns, the restaurant industry will need to adapt to many changes in order to survive. Delivery services have kept the businesses afloat and creative dining approaches have recently become more popular. Also, vegan food has been dominating the dining out sector in the recent times. Having vegan food on the menu should bring in more customers. We have noticed that Plant-based food chains and offerings of vegan and cultivated meat alternatives continue to rise in popularity as many of the younger generation are concerned about doing their bit to mitigate climate

change.

We know that online marketing saved many food and drinks outlets over the pandemic period. Now, restaurant owners realise the value of a strong online presence together with using multiple delivery platforms. So, gaining knowledge about how to go about strategising a solid online marketing plan is integral to success. Technology, contactless payments, high engagement websites, social media presences and superior delivery services are expected to spearhead the future of the catering industry. Of course, high-quality products are the most important part of all business strategies.

While no one can predict what the future holds for the catering industry, what we do know is that there will be new challenges with new rewards. So far 2021 and 2022 have seen major adjustments which we can expect to continue for some time to come.

However, despite the many changes and challenges that the UK restaurant industry does face, also a recession looming, many experts maintain a positive outlook for the future and believe the economy will repair over time and the catering industry will prevail.

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RESTAURANT OF THE YEAR WINNER 2021



Abdul Rob: Tiger Garden, Restaurant of the Year



Ash Miah: Cinnamon Spice, Restaurant of the Year



Badsha Miah, Tamarind, Restaurant Of the Year



Khaled Ahmed: Zara Indian Restaurant, Restaurant of the Year



Morshed Tuhin: Entouraj, Restaurant of the Year



Rakib Ali: Mumbai Lounge, Restaurant of the Year



Shamon Shamsuz: New Haldi, Restaurant of the Year



Sharif Choudhury: India Garden, Restaurant of the Year



Shuhel Ahmed: Babul's Restaurant, Restaurant of the Year



Syedur Rahman Choudhury: Spice Lounge, Rest of the Year

CHEF OF THE YEAR WINNER 2021



Abdul Hannan: Hannan's Spicy Cuisine, Chef of the Year



Anwar Miah: Samsara Restaurant, Chef Of the Year



Harun Miah, Classic Spice Restaurant, Chef of the Year



Jila Miah, Tamaind Restaurant, Chef of the Year



Liton Ahmed, Guru Tandoori, Chef Of the Year



Mahmud Alam: Paradise Bulti Hose, Chef of the Year



Md Azharul slam, Basmati Indan Restaurant, Chef of the Year



Mohammad Shamsul Islam, City Spice, Chef of the Year



Shah Shahid Hssain, Sukurs Restaurant, Chef Of the Year

TAKEAWAY OF THE YEAR WINNER 2021



Humayun Rashid: Aroma, Takeaway Of the Year



Sad Ullah: Cinnamon Tree, Takeaway Of the Year



Syed Belel Uddin Ahmed, Bhaji, Takeaway Of the Year

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Akram Hossain

Journalist

১৬তম আসরেও প্রায় ২০ টি প্রতিষ্ঠানকে এ্যাওয়ার্ড প্রদান করতে যাচ্ছে বিসিএ।

আজকের এই লেখার উদ্দেশ্য হচ্ছে যারা এ্যাওয়ার্ডের জন্য শর্টলিস্টেট বা ফাইনালিস্ট হয়েছেন তারা কিভাবে এর শতভাগ ব্যবহার করবেন? আপনি কয়েকটা ভাগে এটি করতে পারেন-

১. স্যোসাল মিডিয়া প্রমোশন
২. লকাল প্রিন্ট, রেডিও বা ইলেকট্রনিক মিডিয়া প্রমোশন
৩. লিফলেটিং, চ্যারিটি ডিনার বা প্রেস কনফারেন্স।

তবে সবচেয়ে কম সময়ে বেশী মানুষের কাছে পৌছানোর সহজ উপায় হচ্ছে স্যোসাল মিডিয়া প্রমোশন। আজকে এ বিষয়ে আপনাদের ছোট করে একটা ধারণা দেব।

কিভাবে আপনার এ্যাওয়ার্ড বা নমিনেশন প্রমোশন করবেন?

ধরে নিচ্ছি আপনি স্যোসাল মিডিয়ায় সবগুলো প্যাটফর্ম মোটামুটি এন্টিভ।

১. প্রথমে আপনার কাস্টমারদের বলুন আপনাকে এ্যাওয়ার্ডের জন্য নমিনেশন করতে। স্যোসাল মিডিয়ায় একটি কন্টেন্ট তৈরী করেন।

২. আপনি নমিনেটেড হলে এ্যাওয়ার্ড প্রতিষ্ঠানের বিচারক প্যানেলের মাধ্যমে কাস্টমারদের নমিনী ফর্ম পর্যালোচনা করে ভিন্ন ভিন্ন ক্যাটাগরির জন্য শর্টলিস্টেট তৈরী করে। পরে এ্যাওয়ার্ড নাইটে অনেক সেলিব্রেটি, মিনিষ্টার, মেম্বার্স অফ পার্লামেন্ট, ইন্ডাস্ট্রী লিডার, মিডিয়া কর্মী বা সেলিব্রেটি শেফদের উপস্থিতিতে এ্যাওয়ার্ড প্রদান করা হয়।

উল্লেখ্য, বিসিএ এ্যাওয়ার্ড ৩ টি ক্যাটাগরিতে সম্মাননা প্রদান করে।

১. রেস্টুরেন্ট অফ দা ইয়ার ১০ টি রিজিওনাল রেস্টুরেন্ট

২. শেফ অফ দা ইয়ার ৭ জন শেফ

৩. টেকওয়ে অফ দা ইয়ার ৩ টি টেকওয়ে

এ্যাওয়ার্ড প্রতিষ্ঠানের পক্ষ থেকে মোট ৪০ টি রেস্টুরেন্টকে শর্টলিস্টেট করা হয়। এই খবরটি আপনার স্যোসাল মিডিয়ায় একটি ভাল কন্টেন্ট তৈরী করে প্রমোট করুন। এই খবর দিয়ে একটি স্টোরি লাইন ক্রিয়েট করতে হবে। এ্যাওয়ার্ড নাইটের আগ পর্যন্ত এই স্টোরি লাইনকে এন্টিভ রাখতে হবে। মনে রাখতে হবে কন্টেন্ট তৈরী করার উপর কাস্টমারের এ্যাংজম্যান্ট নির্ভর করবে। এ্যাওয়ার্ড না পেয়েও ফাইনালিস্ট ঘোষণা পাওয়ার পর এটি মার্কেটিং কন্টেন্ট হিসেবে ব্যবহার করুন।

"স্যোসাল মিডিয়া কেবল প্যাটফর্ম না এটি একটি ট্রেন্ড"।

যেকোন ব্যবসা প্রসারের জন্য প্রয়োজন প্রচারণা। বলা হয় প্রচারেই প্রসার। বিষয়টি আমরা অনেকেই জানি কিন্তু সবাই কি এর পুরো প্রক্রিয়াটি সঠিকভাবে অনুসরণ করি? এটি একটি অনেক দীর্ঘ বিষয়। তবে আজকে আপনাদেরকে একটি ম্যাজিক মার্কেটিং টেকনিক নিয়ে কথা বলব। এ্যাওয়ার্ড বা সম্মাননা। ক্যাটারিং সেক্টরে ব্যবসা পরিচালনা করা দিন দিন কঠিন হয়ে পড়ছে। দ্রব্যমূল্যের ক্রমাগত উর্দ্ধগতি একটি বড় চ্যালেঞ্জ। এরপরেও মানুষ কিন্ডু খাবার খাওয়া বন্ধ করে দিবে না। তবে দিন দিন এর প্রতিযোগিতা বাড়ছে। আর প্রতিযোগিতা মানেই হচ্ছে খাবারের মান, সেবার মান যাদের যত ভাল হবে কাস্টমার তাদের দিকেই বেশী যাবে। তবে নিজের ব্যবসার সুনাম নিজে বলাটাই সাভাবিক কিন্ডু যদি অন্যরা ভাল বলে আর তা যদি হয় একটি প্রতিষ্ঠিত ব্যান্ড বা ব্যানারের আধারে তাহলে তো এটি অনেক বড় একটি অর্জন। বিসিএ বা বাংলাদেশ ক্যাটারার্স এসোসিয়েশন ১৯৬০ সালে প্রতিষ্ঠা লাভ করে। ৬২ বছরের একটি প্রাচীন সংগঠন এটি। ২০০৬ সাল থেকেই সংগঠনের পক্ষ থেকে প্রতি বছর রেস্টুরেন্ট, শেফ এবং টেকওয়ে মালিকদের জন্য সম্মাননা প্রদান করে থাকে। ২০২২ সালে এসে এর পরিধি যেমন বেড়েছে তদুপ চাহিদাও বেড়েছে। তবে প্রয়োজনীয়তা বেড়েছে অনেক। এই পর্যন্ত প্রায় শতাধিকের উপরে রেস্টুরেন্ট বিসিএ এ্যাওয়ার্ড নিয়ে তাদের ব্যবসা টার্ন আভারের সুফল ভোগ করেছেন। সুতরাং বিসিএ এ্যাওয়ার্ড বা এ ধরনের প্রতিষ্ঠিত প্যাটফর্মের সিকৃতি নিঃসন্দেহে ইন্ডাস্ট্রীর ব্যবসায়ীদের জন্য একটি অসাধারণ সুযোগ।

দিন দিন ব্যবসা পরিচালনায় অনেক পরিবর্তন আসছে। থার্ড পার্টি প্যাটফর্ম ব্যবহার করে অনেকেই ব্যবসার বৃদ্ধি বাড়াচ্ছেন যদিও সপ্তাহ শেষে কমিশন দিয়ে মুনাফার হিসেব জিরো। আর তাই যেভাবে থার্ড পার্টি প্যাটফর্ম স্মার্ট টেকনিক ব্যবহার করে পুঞ্জি ছাড়াই প্রতি সপ্তাহে হাজার হাজার পাউন্ড নিয়ে যাচ্ছে ঠিক এইভাবে আপনিও স্মার্টলি আপনার টেকনিক ব্যবহার করতে হবে। এই জায়গায় যে যত বেশী স্মার্ট সে তত লাভবান হবে। থার্ড পার্টি প্যাটফর্ম এর প্রধান টেকনিকই হচ্ছে মার্কেটিং। আর বর্তমানে মার্কেটিং মেথডের গুরু হচ্ছে স্যোসাল মিডিয়া।

কিভাবে আপনার এ্যাওয়ার্ড মার্কেটিং করবেন?

সত্যিই বলছি, কারী এ্যাওয়ার্ড মার্কেটিং ম্যাজিক ক্রিয়েট করে।

একটি সম্মাননা অনুস্টান করার প্রধান উদ্দেশ্যে থাকে সেরাদের সেরা গুণ তুলে ধরা। জাকজমক আয়োজনের মধ্য দিয়ে সেরা রেস্টুরেন্ট, সেরা শেফ বা টেকওয়ে প্রতিষ্ঠানকে এ্যাওয়ার্ড প্রদান করা হয়। বিসিএর গত ১৫ বছর ধরে এই অনুস্টানের মধ্য দিয়ে সৃষ্টি দিয়েছে শত শত প্রতিষ্ঠানকে। এবারের



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