



AHAR Connect



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100 plus lives could have been saved if cops, excise dept. had heard the bar owners' alerts: Adarsh Shetty

Forever News reporter

Mumbai: The Indian Hotel and



Welcome Address by the host Vice President, AHAR Shri Suresh Shetty, Zone-III

Restaurant Association (AHAR) and its vigilant members across the city keep an eye on the social fabric of the society. The hooch tragedy and the loss of lives to the tune of 100 plus is an alarming situation and deep concern. The death toll in hooch tragedy is mounting by the day. It has come to light that since last year, hoteliers and bar owners have been alerting Police and Excise departments about the growing illicit liquor trade in Malad, Goregaon and Chembur.

"In our letters to the Police and Excise department, we listed joints that do not have the required licences and illegally store and serve liquor, thus encouraging

those involved in bootlegging and sale of country made liquor," said Shri Adarsh Shetty, President of AHAR, an umbrella body of over 8,000 restaurants and bars in the city. "But no action was initiated and now so many people have died." he said, "This tragedy should be an eye-opener for authorities."

The Proceedings of the 6th Monthly Managing Committee Meeting held on 29th June 2015 at Hotel Krishna Palace Residency, 96/98, Sleater Road, Nana Chowk, Mumbai 40007.

Proceedings

Address by the President The President Shri Adarsh Shetty

began the meeting and requested Host Vice President Shri Suresh Shetty to welcome the gathering.

Welcome Address by the host Vice president

Shri Suresh Shetty, Vice President, Zone-III and the host of the meeting welcomed all the members. He thanked the Committee members of his Zone for electing him as the Vice President. He said that they have veterans like Shri K. K. Mahalae, Shri Mohan Shetty, Shri Guruprasad Shetty and Shri Shivandand Shetty in his Zone. He said he is fortunate to work under the Ex-President Shri Arvind Shetty and the present President Shri Adarsh Shetty. The Zone could

perform well and become vibrant through the efforts and support of all the committee members and members. He further said he and his team will do their best in attending the grievances of the members.

Confirmation of the minutes of the 5th Mg Committee Meeting held on 14. 5. 2015.

The Hon. Gen. Secretary Shri Sukesh Shetty presented the minutes of the 5th Mg Committee Meeting held on 14. 5. 2015.

The house confirmed the same Proposed by

Shri K. K. Mahale

Seconded by

(Continued on page 2)



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Synopsis of 6th Managing Committee Meeting

(Continued from page 1)

Shri Santosh R Shetty

Approval of the Accounts for the month of April & May 2015.

The Hon. Gen. Secretary Shri Sukesh Shetty presented the Accounts for the month of March 2015.

The House approved the same.

Proposed by

Shri Navin Shetty

Seconded by

Shri Kamlakar Shenoy

The Hon. Treasurer Shri Shashidar G. Shetty presented that we have incurred legal expenses of Rs. 5.50 Lakhs in the FSSAI matter, which was heard in the Bombay High Court on 17th and 18th of June 2015 and kept for final verdict. He asked for the approval. The House approved the same.

Proposed by

Shri Shri Santosh R Shetty

Seconded by

Shri Vijaykumar Shetty

President Shri Adarsh Shetty said that Dr. Chandrashekhar Prabhu who is spearheading the fight against the Rent Act in Supreme Court through 2 WPs. He has also taken a lead in the current agitation against the amendment to the Maharashtra Rent Act, which has been withdrawn. As a gratitude to the selfless service rendered by Dr. Chandrashekhar Prabhu, AHAR has decided to offer a token of Rs. 1 lakhs towards the expenses in legal matters in Supreme Court. He asked the opinion of the house. The House unanimously approved the same.

Proposed by

Shri Nikhil Shetty

Seconded by

Shri Narayana Alva

Events of the month

President Shri Adarsh Shetty briefed the house the following:

Withdrawal of Amendment to Rent Act by Govt.

AHAR along with FAM, RTWA, Tenants Association has taken a lead in agitating against the Proposed Amendment to the Maharashtra Rent Act. We have met Ministers, MPS and also CM in this regard. Bowing to the tremendous pressure from the affected parties, CM has withdrawn the amendment. We

sincerely thank State BJP chief Shri. Dhanve, Ms. Shaina N. C., Shri Raj Purohit and others for their support. It is a battle half

Writ Petition in FSSAI case came for hearing in Bombay High Court on 17th and 18th of June 2015. Adv Dakhe Palkar argued

Industry. It was unanimously decided to form a coordinating committee with 3 members from each side, meet once in

authorities with false complaints and indirectly calling the Restaurateurs for settlement in other words Extortion. Our delegates consisting of almost 150 hoteliers have met DCP-Zone-IV and convinced him the gravity of the situation, He took immediate action and arrested two persons of this brigade. The President congratulated the entire team of Zone-III, who jointly fought the injustice and harassment and got the results.

Agitation by RPI to serve Maharashtrian delicacies

The Agitation by RPI to serve Maharashtrian delicacies in Restaurants was spreading like wild fire. We took the decision to meet Shri Ramdas Athavle and briefed that such items are already there in our menu and that we will add more items if viable. The agitation was immediately withdrawn, which otherwise would have been blown to out of proportion for Political Benefit.

Amendment to Electricity Rules by MERC

MERC is proposing an amendment to the rules to allow the Electric distribution companies to charge the electricity cable laying expenses to the applicants of new connections. We have opposed the same and submitted our objections.

Video shooting of illegal Food Hawkers

We need video shooting of illegal food hawkers in support of the WP in Hawkers' case. He requested all the Vice Presidents and members to provide the video shooting or mobile shooting of illegal food hawkers.

WP in Illegal food hawking

Our Writ Petition against the illegal food hawking has come up for listing in Bombay High Court and is deferred to next month for hearing.

Speech by Sub Committee Chairmen

• **K. K. Mahale** - WP filed in Bombay High Court is coming up for hearing next month. We need Video Shooting of illegal food hawkers for presenting in the Bombay High Court.

(Continued on page 4)



Shri Suresh Shetty VP, Zone-III and his team members presented a cheque of Rs. 3 lakhs collected by the hoteliers to the legal fund of AHAR to President Shri Adarsh Shetty.

won as the Amendment can come in other form. We also thank Dr. Chandrashekhar Prabhu, Shri Viren Shah & others for their support.

Meeting with State Excise Commissioner

AHAR delegation met State Excise Commissioner and presented the grievances of the industry. We had also submitted list of Wine Shops, Stalls and the illegal joints selling liquor. We requested immediate action. The Department has assured us to

that the cooking of food at restaurant is different from Food Manufacturing and Processing. Hence, the provisions of FSSAI except the hygiene part should not be applied to the restaurant industry.

The judges were convinced with the arguments and kept the case for Final Verdict. We anticipate a favourable verdict by mid of next month.

Meeting with HRA [WI]

Our delegates met President Shri Bharat Malkhani of HRA

a month to discuss various latest happenings, problems, developments and jointly represent various matters to the Government and Media briefings. It was also decided to have a quarterly meeting between the Presidents of both the Associations. Shri Vishwapal Shetty, Shri Mahendra Karkera & Shri Sunil Patil will be the 3 members of coordination committee representing AHAR.

Hooch Tragedy

We have given maximum Media Coverage highlighting that due to steep increase in liquor cost through taxes etc., the patrons are moving to cheap liquor causing such tragedy frequently. We had submitted a list of many illegal joints to the Excise and Police Department. However, due to their inaction such tragedy could happen.

Extortion bid on hoteliers

An Association called OBC Brigade was writing to various



Shri Suryakant K Sarjoshi of Aaswad Upahar Griha, Shivaji Park, whose 'Misal Pav' has won the 'The International Award for the Tastiest Vegetarian Dish in the World' by Food Hub Global Award in London, was honoured.

attend our grievances.

WP in FSSAI case

[WI] and his team and discussed various matters pertaining to the

Synopsis of 6th Managing Committee Meeting

(Continued from page 2)

• **Bhaskar Shetty** - Our monthly newsletter AHAR Connect will be on-line on 15th and the printed copy will reach the members by 25th of every month. He requested the Hoteliers to give advertisements of their suppliers/vendors to support the publications.

• **Shri Vijaykumar Shetty** - We had met the Excise Flying Squad in-charge Shri Belvalkar and briefed him about the selling of illegal liquor in and around Chembur areas. We also complained about the harassment by Shri Shivala, Excise Inspector. Shri Belvalkar has assured redressal of both the complaints.

• **Shri Niranjan Shetty** - The labour Minister has called for a meeting regarding the grievances and harassment to employees between 14 to 18 years. All the officials of concerned departments were called. We will present our case effectively and will get our grievances addressed by the Minister.

• **Shri Santosh Shetty** - Coordinator - Sub Committee summed up that there are no major issues during the period under review. He advised

members to purchase the plastic bags only from the authorized dealers in Greater Mumbai limits with proper bill, so that in case of any problems, we can fall back to them.

Presentation by VPs Zone Vice President's Presentation:

Zone I: Shri J. D. Shetty: An inspector from Licence dept. has been going around Restaurants in A ward and is asking for Cooking Gas storage Licence inspite of having Health Licence and NOC from Fire Brigade. In this regard we met AMC, A ward and appraised him about the matters. He assured us to address the issue at the earliest.

We are visiting Metro, Bhandup next week to survey the products offered by them.

Zone II: Shri K. V. Shetty: The non delivery of renewed FSSAI licence was discussed with concerned Asst. Commissioner of FSSAI, who assured us to provide the same within few days. We are meeting the new Police and Excise officials of the Zone.

Zone III Shri Suresh Shetty: Thanked all hoteliers for gathering in a short time in OBC Brigade matter and the support in nipping the bud the extortion

effort. Collected membership fees amounting to Rs. 2,70,000/-.

Zone IV Shri Sunil Shetty: Our Member Aaswad Uphar Gruha has won an International Award for the Best Vegetarian Dish in the World for their Maharashtra delicacy 'Misal Pav'. Harassment by a RTI activist to Hotel Amrit Punjab was attended and sorted out. A demand for payment of excise fees during the redevelopment at Shiv Palace Hotel at Matunga was referred to the authority and resolved through discussion.

Zone V Shri Ravindranath Nire: Complaints of members regarding large scale illegal selling of liquor by Beer Shoppe and Chinese joints. We have met the SI Maharashtra Flying Squad who had agreed to address our grievances.

Zone VI Shri Sunil Patil: We met the SI Flying Squad and briefed him about the illegal liquor trade in the area. He has assured us of initiating action. Conducted a Medical Checkup cum Eye Camp in the area. More than 100 employees took benefit of the same. We had paid for the Medical Checkup through contributions from the hoteliers.

Zone VII Shri Rajan Shetty: Collected membership of Rs. 40,000/- . A Delegation of AHAR met MOH regarding the RTI seeking information of a Hotel. Briefed her and requested not to divulge private information and also not to demand papers like plan by the Sanitary inspectors.

Zone VIII: Shri Jagdish Shetty Collected Rs.20,000/- as membership fees. Will be conducting a Medical Checkup and Eye check up camp on 6th of July.

Zone IX: Shri Sudhakar T Shetty: A member informed that he had paid a huge amount for transfer of FL-III licence, which would have been done for free if he had approached AHAR. He requested that any such matters should be brought to the notice of the VP and AHAR for redressal and not to try to make any settlement.

Zone X : Shri Anil Salian: The Hooch tragedy in Malvan is very tragic one. After the tragedy the selling of liquor illegally has been completely stopped in the area. He advised the members to forward the written complaints to AHAR for immediate redressal.

Felicitation
The President and the

advisors honoured Shri Viren Shah President of FRTWA for his support and taking a lead in agitation against the amendment to the Maharashtra Rent Act.

• **Shri Viren Shah:** Replying to



the felicitation he said that he was very happy with the commitment and working of AHAR. He said that together we can fight against the unjustified rules, regulations etc. imposed on the Traders by Government agencies. He said through our joint efforts we can eradicate the haftakori and the corruption, which is affecting the industry badly. He assured his support to AHAR in any matter. He also assured of speaking to the Municipal Commissioner regarding AHAR representation on Town Vending Committee.

• On the occasion Shri Suryakant K Sarjoshi of Aaswad Uphar Griha, Shivaji Park, whose 'Misal

(Continued from page 4)

Pav' has won the 'The International Award for the Tastiest Vegetarian Dish in the World' by Food Hub Global Award in London, was honoured. He was also honoured with a silver memento by the Shri Chandrasekhar Tembe and Shri Anil Tembe of Vinay Health Home, Fanaswadi. Replying to the honour, Shri Suryakant thanked AHAR for honouring him.

Legal Fund

Shri Suresh Shetty, VP, Zone-III and his team presented a cheque of Rs. 3 lakhs collected by the hoteliers to the legal fund of AHAR to President Shri Adarsh Shetty.

President

• The unity shown by Shri Suresh Shetty VP - Zone-III and his Team in handling the extortion matter is highly appreciable. The courage shown by Shri Nilayya Shetty of Pooja Restaurant is exemplary.

• The initiative taken by the VP-Zone-III and his team in collecting legal fund is a trendsetter. He requested others to follow the suit as AHAR needs lot of fund to meet the legal

expenses of present and future court cases in the larger interest of the Industry.

• A member hotelier winning an International Award for his Dish is really a proud moment for all the Hoteliers of Mumbai.

Address by Advisors

Shri Santosh R Shetty: For the First time in the history our



Shri Suryakant K Sarjoshi of Aaswad Uphar Griha, Shivaji Park, was honoured with a silver memento by the Shri Chandrasekhar Tembe and Shri Anil Tembe of Vinay Health Home for winning the 'The International Award for the Tastiest Vegetarian Dish in the World' by Food Hub Global Award in London.

President was interviewed by BBC an international Broadcaster. He said it is moment of pride to all the Hoteliers. Due to the recent Maggie controversy and other matters, he advised the members to avoid using Ajinomoto (MSG)

in Chinese dishes, which will have serious health problems if consumed for long. He requested the members to support the Facebook campaign and other social media of AHAR by putting your opinions, comments etc. Such campaigns will make the Government understand the grievances. Certain FSSAI

Associations. We should continue our fight against the injustice and harassment by anyone.

The Event was supported by

- Metro Cash & Carry Limited
- VKL
- Ruchi Soya
- Pet Pooja
- Foody Amma
- Namosons Ceramics
- Yes Bank

excellent work and we should support them.

Shri Arvind Shetty: Congratulations to Zone-III for taking head on with the activist / extortionist. In the recent meeting with MOH, we convinced MOH that asking the plans by RTI activists from hoteliers is not within their purview. The MOH agreed with our arguments. In FSSAI matters we had a committee, which had worked wonderfully with coordination with more than 8 State Hotel Associations and made comprehensive study, which helped us in drafting and arguing our case in High court.

Shri Narayana Alva: Excellent work by the President and his team. Our works are being appreciated by other major Associations. We should continue our fight against the injustice and harassment by anyone.

- Metro Cash & Carry Limited
- VKL
- Ruchi Soya
- Pet Pooja
- Foody Amma
- Namosons Ceramics
- Yes Bank

Hon. Jt. Secretary Shri Vishwopal S. Shetty introduced the Vendors. The Vendors made their presentations about their products. They were honoured with Floral Bouquets.

Condolences

The house offered condolences to the following

1. Shri Vittaldas Shetty, Hotel Subhalakshmi, Chembur on 26.6.2015.
2. Shri Ashok Ghone, Gold Rush, Shivaji park on 27.6.2015.
3. Smt. Antakka N Shetty, Hotel Saudama, Goregaon on 13.06.2015.
4. Shri Sunil Nesarikar, Chief Fire Officer on 24.05.2015.

Vote of Thanks

The Meeting was concluded by Vote of thanks by the Hon. Gen. Secretary Shri Suresh Shetty to the President for conducting the meeting in a dignified way, Management of Krishna Palace, Shri Viren Shah, Shri Suryakant K Sarjoshi, Sponsors of Stalls, Media Partners Karnataka Malla, Udayavani, Forever News, USL,UBL and Pernod-Ricard for liquor support and members for attending in large numbers.

Star participants during the 6th MCM

Metro Cash And Carry



Ruchi Soya



Namosons Ceramics



Yes Bank



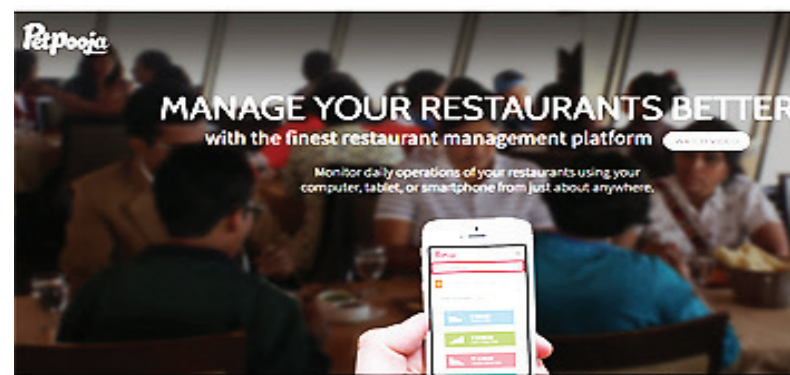
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Destination Armenia: An emerging market for Indian Hoteliers for setting up business

Yerevan: Armenia, a little known but picturesque country that stands at the crossroads of Asia and Europe is fast emerging as a popular destination for Indian tourists and businessmen, looking to explore newer avenues for leisure and investments.

During April and May, Armenia received four major delegations of Indian businessmen, comprising of a total of around 200 travelers who mainly toured the capital Yerevan to explore a wide array of business and investment opportunities available in that country. Almost the same number of tourists visited the country for leisure. But the biggest problem encountered by these business groups and tourists was- the lack of ethnic Indian restaurants in the country, which might soon emerge as a leading destination for Indian investors.

Armenian travel industry sources told Forever News, that whatever few "Indian" restaurants that exist in the country are operated by EU-based entrepreneurs of Indian origin. However, their number is far too small. Ground handlers of tourist and business groups from India have therefore to tie-up with local restaurants to prepare Indian dishes for these traders

and tourists. While the country provides a fertile business opportunity for Indian restaurateurs- no individual investor has



yet explored opportunities in this sector, she rued.

Officials at Armenia's foreign ministry pointed out, the country has evolved

an investor friendly policy that covers practically every sector of the Armenian economy. "This has led to an increased

interest for investing in this country by Indians," he said. Pointing out that US and European Union based fast food Multi National Companies (MNCs) have been

fast to jump into the food and beverage market of Armenia, he said, the scope for Indian restaurateurs wishing to open restaurants there is tremendous.

"Indian restaurateurs who wish to open businesses in Armenia will find procuring licenses very easy. In addition, they will also be able to rope in local workers for jobs ranging from restaurant managers to crew," he added.

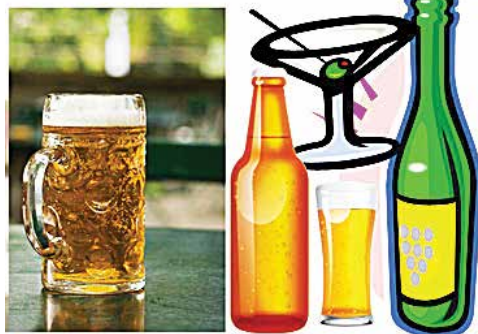
While Indian restaurateurs may find making inroads into the developed markets of the US and EU a bit stiff due to the volume of investments required, destinations such as Armenia provide excellent opportunities since the country is categorized as a developing nation and is scouring international markets for investors. "We have enacted several amendments to our foreign investment policies to make them investor friendly. Hence, Indian restaurateurs who wish to do open restaurants in this country will find

it rather simple and easy to establish their businesses and cash in on the country's emerging travel, tourism and business sectors," the official added.●

Goa issues moratorium on renewal of permits for bars, permit rooms operating from residential premises

Panjim: The Goa State Excise Department recently issued a moratorium on renewal of lease agreements and operating permits granted to permit rooms, bars and liquor shops operating in densely populated cities of the state. The moratorium comes in wake of owners of apartments in buildings complaining of alleged disturbances caused by persons who disturb the overall peace of the area because of over intoxication, persons squatting or standing outside liquor shops to consume alcohol and overall hygiene of the surroundings, which is often violated by drunken revelers.

Speaking to Forever News, a



senior official at the state excise department disclosed, the government was awaiting amendments to the proposed housing and cooperative societies act, which would most likely disallow permit rooms, bars, restaurants and liquor shops to operate from

residents of the state had invoked this clause to boot out permit rooms, bars and liquor vending outlets from their premises.

"However, the problem arises in cases where the premises from which bars, permit rooms and liquor shops are operated

residential buildings. He pointed out, Goa's excise law explicitly states that any such facility should not have any connection with a residential building or complex and a g g r i e v e d

by owners of the commercial space, such as a store. Most of them do obtain required clearances and other permits required for their operations. However, with the large influx of migrant workers and tourists, some such places are becoming a nuisance to local residents due to raucous behavior," he added. Goa is only state in India currently which allows liquor shops, permit rooms and bars to operate within the 100 meters periphery of a residential area, educational institution, place of worship and other such facilities due to the flourishing business netted from tourists.

When asked, Altamas Kabir, former Chief Justice of India

said, excise laws are drafted and implemented according to the requirements of every state. Hence, the state governments have the right to implement all or certain clauses, as per their individual requirements.

In recent weeks, the Goa Police have installed CCTV cameras at major tourist locations, bus stands and other public places to ensure that tourists do not consume liquor in public and those found doing so, can be penalized immediately. Interestingly, the task of detecting and penalizing drunken tourists has been handed over to the Goa Armed Police- a separate force that operates within the state's police force. permitted.●

Enough of Hooch! Let's make it affordable...

In an open letter to the government #AHAR appeals to the #government to make liquor affordable stopping people from shifting from legal liquor to cheap liquor which might claim more life's in future.

To,
Shri Eknath Khadse, Excise Minister (Maharashtra)
Enough of Hooch! Let's make it Affordable...

In the light of hooch tragedy that took place in Malwani area of Mumbai where more than 100 people lost their life. We 8000 members of Indian Hotel and Restaurant Association (AHAR) request the government to make liquor affordable so that more and more people can opt for legal liquor instead of hooch which has claimed more than hundreds of lives.

While country liquor consumers have switched to raw hand-made hooch, middle income groups are opting for cheaper Indian-Made Foreign Liquor (IMFL) brands and at times blending country liquor with them to reduce the burden on their wallet.

This growing trend to increase the content of alcohol or spirit has given rise to the increasing sale of country liquor and hooch in Maharashtra, putting the health of the state's younger people at risk.

Many of Mumbai's regular drinkers have gone on shifting to lower-priced IMFL brands with every hike in tax. Many cannot afford bars and many off shops are now forced to keep plastic cups and glasses that are used by people on the roadside itself. Every hike in taxes always pushes people to illicit liquor and has given rise to bootlegging.

With prices going high there is a shift in drinking pattern leading to bootlegging on streets and other places putting life's to risk. We are worried that with illegal loose liquor that is available easily on streets it will lead to law and order problem in the city.

Not only this, rise in prices has also led to import of illegal liquor from neighbouring states affecting the state and hotel revenue.

Facts & Figures:

Till 2011, the state excise for IMFL usually amounted to 25% of the final cost of the product. But budgets since then have ensured that it goes up to 60% of a product's cost and beyond. After the excise hike, regular brands are now over 40% to 60% costlier, while premium brands are 25% to 40% costlier and so are the mild beers.

In bars and restaurants, the state excise has automatically increased rates as VAT

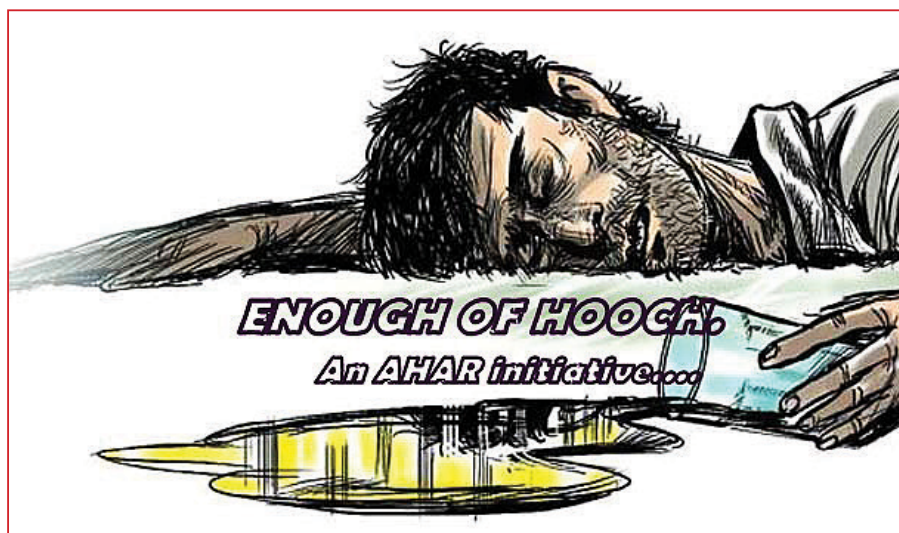
has gone up from 25% to 35%. Also, the central government's service tax on air-conditioned establishments serving liquor has further pushed up rates. Bar licence fees have increased from Rs 3.3 lakh in 2010 to Rs 5.9 lakh this year. Even as overall inflation plagues the industry, the health licence fees, trade charges, water taxes also add to the burden, making the liquor unaffordable for commoners.

We Indian Hotel and Restaurant Association (AHAR) who represents more than 8000 restaurant and bars of the city, request you to make liquor affordable so that we can avoid such tragedies in the future. It is an alarming situation and if not reviewed things can turn worst in the future.

Regards,

Adarsh Shetty
President
AHAR

Enough of Hooch - an AHAR campaign against Hooch



Restaurant fatigue: An overlooked syndrome in India that can affect all food outlets

Mumbai: A growing number of Mumbai residents might already



be suffering from or are prone to a psychological syndrome, often termed loosely abroad as 'restaurant fatigue'. This means, daily diners at restaurants in the city- especially those people who depend solely on restaurant food for all their meals- are prone to becoming fed-up with eating outside or can develop a general aversion to restaurant food.

Diners generally fall into three categories. First is the date category. Next is the celebration category- birthdays, anniversaries, graduations and so on. But an overlooked category is the day-to-day eaters. Daily eaters do not want the whole nine yards-

appetizers, entree, dessert, etc. They just want something to eat so they can go home or to work. The same type of food, the somewhat similar ambience of most restaurants and the boredom of eating alone or with a colleague tend to add up to restaurant fatigue.

Here's what restaurateurs in Mumbai should know about restaurant fatigue that can help them retain clients better and help them overcome the humdrum experience of dining out daily.

1: Mood: A daily client consciously and subconsciously looks for acknowledgment of his or her patronage of any particular restaurant. These form of looking for "hidden" incentives means being served by the same crew, expecting a polite welcome from the manager and staff of the restaurant, a friendly chat and sometimes, an unexpected windfall in the form of a free sweet dish or any other pleasant surprise to tingle the taste buds at no extra costs.

2: Hygiene: As diners continue to patronize one place daily, it becomes a part of their identity. Meaning, they begin observing closely the general hygiene of the place and become picky over issues they would otherwise have overlooked- including the cleanliness of the place, whether the crockery used is greasy or sparkling clean, the temperature of food and water served and smaller issues- which a casual diner normally would overlook. In such cases, restaurateurs have to be alert enough to ensure their daily client has no reasons to complain about any aspect of the restaurant, its service and cleanliness.

3: Busy crew: Most regular clients have a fixed time during which they will dine at any particular restaurant. And usually, such timings coincide with the peak business hours of a restaurant- when staff and managers are busy. In such a scenario, making a regular client wait for a table or rushing him or her through the meal to facilitate others to sit can be a major

put-off. Especially for clients who plan to bring in their friends or relatives occasionally to dine at that restaurant. Restaurateurs need to take extra care to ensure such daily clients do not have to wait and alternative arrangements are made for their dining at the earliest, at a comfortable location in the premises. Crew also have to be trained to ensure they do not rush a client through the meal or dole out sloppy service because they are encumbered with a larger number of customers on any particular day.

4: Suggesting dishes: As a client's patronage of any restaurant becomes evident, so does their food habits. Service crew and managers should be sensitive enough to gauge the tastes of the diner, their spending patterns and preferences. For such daily clients, restaurants can do well by having their service crew suggest newer dishes such as the 'day's specials' or any other preparation they have not tasted earlier- provided it fits into their daily meal budget.

5: Frequent or daily contact: Restaurant managers and crew can play an excellent role in developing client loyalty and preventing restaurant fatigue by staying in touch with their customers daily through SMS messages or other quick messaging apps available on smart phones. They can suggest the day's special to the client, enquire about what time they are expected and exchange pleasantries or news- which helps build a sense of camaraderie and belonging.

With an increasing number of people expected to converge on the city as India takes off on its newest phase of industrialization with renewed vigor, the number of daily diners at restaurants is also set to increase. These restaurants will have to fill the void such diners may experience due to being alienated from their homes. Simple steps and enhanced customer service will go a long way to help restaurants better retain daily diners and prevent restaurant fatigue. ●



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