



**WELCOME TO YOUR
NEWSLETTER AUGUST
2009 EDITION**



WELCOME

Dear all,

Welcome to the August edition of our newsletter. With the Croydon Food Festival 2009 coming in September, this month's issue has been devoted to the restaurants and businesses participating in the Food Safari and Demonstration Kitchen.

Enjoy!

Croydon Food Group

The Croydon Food group have been very busy focusing their energy on the upcoming festivals and exciting opportunities for our members to showcase their products.

We are pleased to have received so much interest from our members regarding participation and organisation of the Croydon Food Festival 2009.

All suggestions by members are welcome and can be sent to info@croydonfoodgroup.com or 020 7624 0533.

Members News

We would like to welcome all our new members to the Croydon Food Group and encourage them to network with our current members who are a great form of support.

Correction

In the July edition of our newsletter we quoted the Food Safety (General Food Hygiene) Regulations 1995. Please note that these have been repealed and are no longer applicable. The current food hygiene law is EC Regulation 852/2004 and the Food Hygiene (England) Regulations 2006. The EC Regulation 852/2004 contains the general law on food hygiene including the HACCP and training requirements and the Food Hygiene (England) Regulations 2006 contain the temperature control provisions.

We would like to thank Mr Brian Griffiths from Croydon Council for the information provided.

New Healthy Eating Award Scheme

Croydon Council is working with NHS Croydon (formerly the Croydon Primary Care Trust) to compile a new healthy eating award scheme for Croydon caterers.

The focus will be on the nutritional standard of the food offered rather than the hygiene standards (although it is anticipated that any catering establishment with less than 2 stars in the Scores on the Doors Scheme will not be eligible for the new award).

Ms Anna Kitt, the Community Dietician, is currently working on the nutritional criteria for the award and once these have been developed, we have been informed that Croydon Council would like to consult with the Croydon Food Group prior to the launch. It is anticipated that the launch will take place at a

Croydon Food Business seminar sometime in late November this year.

We will keep our members informed of any developments as and when they happen.



What Is New In Croydon

Croydon is the place to be, with the Croydon Food festival taking place on the 19 September till 4 October, Black history month in October and World Vegan day on 1 November!

All these events are not only a great event to showcase local produce but also an ideal opportunity for Croydon businesses to network and create better relations between themselves.

EVENTS FOR YOUR DIARY

Croydon Food Festival 2009

Event: Croydon Food Festival 2009

Venue: Croydon

Date: 19 September – 4 October 2009

Further to the success of last year's festival, The Croydon Food Group has been allocated the following activities:

- Demonstration Kitchen
- Surrey Street Market
- Food Restaurant Safari
- Product Showcasing

In addition, we are pleased to inform our members that the Croydon Food Group is coming up to its 1st Anniversary! We would like to celebrate this at the festival and look forward to suggestions on how to mark this event.

All suggestions by members are welcome and can be sent to info@croydonfoodgroup.com or 020 7624 0533.

ACTIVITIES AS PART OF THE CROYDON FOOD FESTIVAL 2009

SURREY STREET MARKET

Saturday 26th September 2009
Start: 9am to 4pm
Cost: Free entrance

The Croydon Food Group members will be taking part in the Surrey Street Sizzler! This market has a number of tasty activities and food experiences on offer.

Members taking part in this exciting event are;

- Coletts Cakes - Cake decoration specialist
- Casablanca Cafe - Mediterranean cuisine
- Dos Santos Foods Ltd - Speciality Goan foods
- F.B Bakery - Jamaican Patties and bakery
- Roti Masters - Caribbean cuisine
- Santok Maa's Bhel Puri House - Indian cuisine



FOOD SAFARI

PURLEY HUB

Tuesday 22nd September 2009

Start : 19.00 hrs

Cost: £30.00 inclusive of wine

Starter - Zaal

Main Course - Baan Thai

Dessert & Coffee - Buenos Aires Restaurant

SOUTHEND HUB

Wednesday 23rd September 2009

Start : 19.00 hrs,

Cost: £30.00 inclusive of wine

Starter - Fish & Grill

Main Course - Le Cassoulet

Dessert & Coffee - Bagatti's

****Please note vegetarians cannot be catered in this hub****

CRYSTAL PALACE

Thursday 24th September 2009

Start : 19.00 hrs

Cost: £30.00 inclusive of wine

Starter - Los Toreros

Main Course - A Torre

Dessert & Coffee - Mediterranea

DEMONSTRATION KITCHENS

Thursday 1st October 2009

13.00 - Malcolm John of Le Cassoulet

13.30 - Pradip Maru of Santok Maa's

14.30 - Alex Santos of Dos Santos

15.30 - Grant Francis of The Glamorgan Gastro Pub

16.30 - Monica Edwards of Flavaz First



MULTICULTURAL INFLUENCES IN CROYDON

The borough of Croydon is the home to a diverse range of individuals who have settled here from all over the world. These people have not only brought themselves but their cultures and specialist cuisines, which have now become an integral part of the food scene in Croydon and the surrounding areas.

There is a variety of cuisine available and one can easily see the influence that this diversity has had on the culinary expertise offered in Croydon.

It is the diversity of culture and ever increasing selection of food from all over the world that draws people to Croydon. From the archetypical British Gastro-Pubs offering hearty meals to spicy Jerk chicken offered in Caribbean takeaways to a wide array of Goan delicacies, Croydon can almost be a food map of the world.

The broad range of specialist ethnic food outlets can be catalogued as follows:

- Cameroonian
- Caribbean
- Continental
- Chinese
- Cypriot
- English
- Ghanaian
- Greek
- Indian- Gujrati , Punjabi , South Indian
- Pakistani

- Portuguese
- Malaysian
- Mediterranean
- Middle Eastern
- Middle European
- South African
- South American
- Spanish
- Sri Lankan
- Turkish

These cuisines are part of the number of food businesses that can be found in the Croydon area:

Totals	In Croydon
Total number of food companies	1608
Total number of food manufacturers	77
Total number of caterers	137
Total number of food suppliers and wholesalers	45
Total number of hotels, pubs & clubs	203
Total number of cafes and restaurants	868
Total number of retail and wholesale alcohol outlets	54
Total number of food shops	292

The Croydon Food Festival perfectly showcases the variety of food available to those living in Croydon and the surrounding areas. We are excited not only by the calibre of restaurants that are participating in The Food Safari and The

Demonstration Kitchen but also how bring a different corner of the world for Croydoners to experience.

In this issue, we shall focus not only on the restaurants taking part in The Food Safari and The Demonstration Kitchen but also the parts of the world from which they come from.



LE CASSOULET

Le Cassoulet is a well established French restaurant in South Croydon, which has had enviable reviews from both The Guardian and The Independent. Chef Malcolm John was awarded the Michelin-Bib Gourmand in January of this year and Le Cassoulet was given the prestigious Time Out Magazine Award Best Local London Restaurant of 2008.

Le Cassoulet in its own words is “a country style French bistro which offers diners the best of rustic French cuisine based on the dishes and specialities of South West France”. The influence of South West France is evident in the extensive choice of wines and vintage champagnes on offer and complements the food served.

FISH & GRILL

Fish & Grill is also owned by Chef Malcolm John. The restaurant boasts the use of quality fresh fish and crustacea sourced from the British South Coast and Cornwall region. The restaurant proudly displays a fresh fish bar which showcases the selection available and has proved to be a hit with discerning diners.

The restaurant has received good reviews from Time Out which has praised not only the “classic” dishes on offer but also the smart stylish setting.



SANTOK MAA'S

Santok Maa's is a pure vegetarian Indian restaurant which is fast becoming a favourite with locals for its traditional dishes from North / South India and Indo-China. It has received several good reviews in websites focusing on the Croydon area and recently participated in The Croydon Mela.

Santok Maa is especially a favourite with locals for its bhelpuri, a savoury puffed rice dish with potatoes and tamarind sauce. The dish originated in Gujarat and is now a popular savoury puffed rice dish served all across India, especially Mumbai.

Santok Maa has seen an increase of clientele from the Indian subcontinent, especially expatriates who have recently moved to the Croydon area. They have also started to expand their business by catering for parties and small events.

DOS SANTOS

Alex Santos is the owner of Dos Santos Foods Ltd and set up a business manufacturing Goan foods 3 years ago. YourLocalGuardian.co.uk did a feature on his progress, his appearance on the BBC food programme Indian Food Made Easy and him opening a factory in Croydon.

Mr Santos has described the flavour of Goan food as a unique blend of Portuguese and Indian influences which is as a result of the invasion by the Portuguese in the 16th Century and its subsequent occupation for 250 years. He will be participating in the Demonstration Kitchen and sharing his Goan recipes with locals, which he hopes they will enjoy.

ZAAL

Zaal is an established Indian cuisine restaurant in Purley, Surrey providing their customers with quality mouth watering Indian cuisine.

Their chefs have years of experience in providing dishes that are high in flavour and rich in taste.

Their signature dish is Liver Hazari and special Bengal Zaal chicken or lamb.

Zaal have been Croydon Council's runners up for the Curry Chef of the Year Awards for 2004 and 2005.

Another award gained is Gold Award with 4 stars from affiliation of Master Chefs (UK) in December 2004.

BAAN THAI

Baan Thai Restaurant, widely acknowledged for its exquisite Thai food, uses experienced chefs drawn from the best Thai hotels and restaurants, to offer an extensive menu of authentic Thai cuisine with specialty dishes rarely found elsewhere in London.

All the dishes are prepared by Thai chefs and use only the freshest ingredients & traditional herbs & spices to prepare each dish. Many of our Ingredients are flown in from Thailand each Week.

In fact, it is often said that the dishes are better than those found in Thailand simply because the fresh ingredients found here are of such high quality and yet, traditional methods and recipes are retained.

The restaurant has proved popular with locals and was described as "as little bit of Thai heaven" by a restaurant-goer.

The friendly and relaxed atmosphere has attracted repeat visits by locals keen to sample the delicacies offered.

Rice is the main staple of Thai people. Steamed or boiled rice it is the elemental plate of the meal and will be eaten with several dishes. Thai cuisine combines vegetable, fish, and

other meat cooked with many kinds of spices such as garlic, chilli, lemongrass, coconut milk, tamarind, ginger, coriander, basil, and peanuts.

The taste of Thai food is usually hot and spicy.

The most famous Thai dishes are Tom Yum Kung, the spicy soup with shrimp and Pad -Thai, noodle fried with meat and vegetable.

BUENOS AIRES RESTAURANT

Buenos Aires is an Argentinean Steakhouse in Croydon that has received glowing reports in Top Table's website..

The restaurant has co-mingled traditional Argentine cuisine with a selection of over 30 Argentine wines to complete the true Argentinean experience.

Argentina is famous for its production of beef, wheat, corn, milk beans and soybeans. Meat, especially beef, is a large part of the Argentinean diet and this is evident from the focus on red meats in the restaurant's menu.

Buenos Aires offers sophisticated selection of dishes with a wide range of Chef's specials, such as Bifo Buenos Aires topped with red pepper, bacon and egg ; and Eutucote al Malbec with red wine sauce and crispy mashed potato balls.

Having read praise about their "lush indulgence of deserts and original toffee Dulce de Leche sauce" we look forward to their participation in the Food Safari on Tuesday 22nd September.

BAGATTI'S

Bagatti's has been specialising in authentically prepared Italian cuisine since 1990. It has been described as "one of the best Italian restaurants in Croydon" by Restaurant-Guide.com and complemented specifically on its use of fresh authentic ingredients and regional wines.

Food in Italy varies from region to region, with the focus on the specialities of that province used in the local cuisine. "These regional variances can come from the influence of a bordering country (such as France or Austria), vicinity to the sea or mountains as well as economic progress. Italian cuisine is not only highly regional, but is also distinguished by being very seasonal with high priority placed on the use of fresh, seasonal produce."



LOS TOREROS

Los Toreros is a typical Spanish Tapas Bar & Restaurant, offering several freshly cooked tapas and a la carte dishes, in a warm and friendly atmosphere.

The restaurant aims to engage their customer at the outset by having an interesting and informative website which educates the reader on Spanish culture and the history of Tapas.

You learn that "the tapa tradition began when Castile's King, Alfonso X of Castile or Alfonso the Wise, recovered from an illness by drinking wine mixed with small dishes between meals. After regaining his health, the king ordered that taverns were not allowed to serve wine to customers unless the beverage was accompanied by a small snack or tapas. The word became a kind of loophole in the law to allow drinkers to imbibe alcohol."

"Tapas evolved over Spain's history through the incorporation of ingredients and influences from many different cultures and countries. The east coast was invaded by the Romans, who introduced the olive and irrigation methods. The invasion of the North African Moors in the 8th century also brought olives to the south, as well as almonds, citrus fruits and fragrant spices. The influence of their 700-year presence remains today, especially in Andalusia. The discovery of the New World brought the introduction of tomatoes, sweet and chili peppers, maize (corn), beans and potatoes. These were readily accepted and easily grown in Spain's micro-climates."

"It is very common for a bar or a small local restaurant to have 8 to 12 different kinds of tapas in warming trays with glass partitions covering the food. They are often very strongly

flavored with garlic, chilies or paprika, cumin, salt, pepper, saffron and sometimes in plentiful amounts of olive oil. Often one or more of the choices is seafood (mariscos), often including anchovies, sardines or mackerel in olive oil, squid or others in a tomato based sauce, sometimes with the addition of red or green peppers or other seasoning. It is rare to see a tapas selection not include one or more types of olives, such as manzanilla or arbequina olives. One or more types of bread are usually available to eat with any of the sauce-based tapas.”

There is live music every Friday and special dedicated events of Flamenco dancing.

The signature dishes are Zarzuela De Pescado Y Marisco –a seafood stew and Hombro De Cordero –a shoulder of lamb dish.



A TORRE

A Torre is a traditional family owned Portuguese restaurant which places great importance on the delivery of an authentic taste of traditional Portuguese cuisine. The restaurant has been described as “a little gem” by London-eating.co.uk and praised for it’s excellent “food, atmosphere and service”.

The use of fish and shellfish has been predominant in Portuguese cuisine since the 16th century. Dried salted cod, known as “bacalhau” is the national dish of Portugal and it is rumoured that there are more than 365 ways to cook cod, one for every day of the year.

The signature dishes of A Torre are Caldeirada- a traditional Portugeses fish stew, Cataplana- tradional stew cooked and served in a copper dish and Bifa na pedra- steak served in hot stone.

They also hold special traditional Portugese ‘Fado’ singing events.

THE MEDITERRANEA

The Mediterranea is a Mediterranean restaurant run by Efsio Fronteddu which specialises in Sardinian food and wine. The restaurant serves traditional Sardinian food which is noted for its blend of fresh ingredients and local herbs and spices to deliver a simple, yet refined taste.

“The aim is to deliver a flavour of the island itself, with fish, local herbs and fruit and vegetables ripened in warm

Mediterranean sunshine. Seafood and wild game give strength and distinction to meals with different breads and local wines being the essential basics.

There is a large selection of Grappa and a specialist wine list of Moroccan, Lebanese, Spanish and Sardinian wines.

Mr Fronteddu received national coverage when he did a segment on the Sardinian maggot infested cheese Casu Marzu on the TV show The F-Word with Gordon Ramsey.

THE GLAMORGAN

The Glamorgan is a the first gastro-pub in Croydon serving real ales and boasts a South African inspired menu with choices such as the South African Babotie and Bunny Chow to temp locals.

A typical Cape Town minced meat dish, Babotie is of Malaysian origins. Traditional South African food is an eclectic mix of various cultural recipes, brought together to shape a country with a diverse collection of dishes.

Babotie is a recipe featuring spices from the east, and also typical of the Cape, the dish is rather sweet. This theme is carried through in many South African dishes, where vegetables like carrots are sometimes sweetened.

Bunny Chow is a fast food consisting of a hollowed out loaf of bread filled with curry.

Bunny chows are commonly filled with curries made using traditional recipes from Durban: mutton or lamb, chicken and

bean curries are popular fillings now, although the original bunny chow was vegetarian. Bunny chows are often served with a side portion of grated carrot, chilli and onion salad, commonly known as sambals.

During summer The Glamorgan has hosted Braai- traditional South African barbeque lunches.



FLAVAZ FIRST

Flavaz First is a Caribbean take away known for its authentic and fresh food. This takeaway not only specialises in a wide variety of curries but also cakes and speciality foods for all occasions. This business has a very strong team which consists of 3 friendly members of staff and is at the forefront of Caribbean cuisine in Croydon. .

The use of fresh quality ingredients and second to none customer service has ensured a solid client base which return with unnerving regularity.



Caribbean culture and cuisine is celebrated annually at The Notting hill Carnival, which has taken place every year since the 1960's in the UK. Street stalls specialising in Caribbean cuisine such as jerk chicken, fried plantain, goat curry and rice are firm favourites for Carnival goers.

FINAL WORD...

We look forward to sampling the delicacies catered by the restaurants and businesses taking part in the Croydon Food Festival. We would also encourage those businesses not participating this year to show their support and attend the event with their family and friends to ensure another successful event!

CROYDON FOOD GROUP MEMBERS LIST

COMPANY NAME			
1	Albert's Table	24	Good Food Matters
2	Armadillo Training	25	Halal School Foods
3	Ash Bala	26	Health is your wealth
4	Atlantico Ltd	27	Inspired Creations
5	Bake me a cake	28	Kato Enterprises Ltd
6	Blue Jay Café	29	La Baguette
7	Boomfield	30	La Fille Bantu
8	Buffalo Catering	31	Mary Jane's Popcorn
9	Carr Foods Ltd	32	My Little Wrapper London
10	Casablanca Café	33	New Wok's Cooking
11	Check Point	34	Norma's Cakes
12	CoCo Mama Food Supplies Ltd	35	Paul Wayne Gregory Ltd
13	Community Music Skills	36	Peppertons
14	Crown Bakery	37	Perry's Bakery
15	Dos Santos Foods Ltd	38	Rameses
16	Europa Fried Chicken	39	Roti Masters
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59	Carmen's Rose Restaurant		

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