



# Hotbrands International, Dubai

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# Hotbrands International

- Based in Dubai, with over 60 units in the Middle East and India.
  - Indian, Chinese, Thai, Italian and Japanese cuisines
- 'Shamiana' first to implement Menu-Safe.
  - Flagship store.



# Implementing Menu-Safe

- Serving safe food to customers is seen as the primary responsibility at HBI.
- After watching the Menu-Safe presentation at last year's conference, we realised it was:
  - An effective, user friendly system.
  - A way to achieve HACCP standards and certification in our stores.



# The Chefs Reaction

- Our chefs easily adapted to the new system
  - Most existing practices were in line with Menu-Safe 'best practice'.
  - They like the SOPs as they have good visuals and are easy to use.



Menu-Safe  
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# Knowledge & Attitude

- We have seen improvements in knowledge
- We have also seen a change in mind set:
  - Increased sense of ownership
  - Employees believe in the system
  - Increased teamwork!
  - A sense of purpose
  - Increased confidence in team members



# Thoughts on Menu-Safe

- The system:
  - Systematic and flexible
  - Easy to use (no jargon)
  - Explains the 'why's' in simple terms
  - Has easy to use guides & training tools
  - Gives confidence in external audits
  - Provides legal compliance
- Additional support is also provided



# Thoughts on Menu-Safe

- HACCP is not as difficult as it looks!
  - It just needs dedication, commitment, attention to detail and legal compliance.
- Menu-Safe forces you to do an objective evaluation of your current practices
  - It is flexible and adaptable.
- Certification is just the beginning
  - Ongoing implementation and monitoring is key to success.



# The Audit

- Overall the audit was great!
  - A learning process for all!



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# The Future

- Menu-Safe is a systems management approach that will allow us to consistently deliver safe food to all our customers
- It will be easy to roll out after standards are set for each brand
  - You need to do the work once, in terms of set-up, for each type of cuisine/ brand
- We plan to implement Menu-Safe in our Hotbrands stores.





Thank you

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