

# Curry LOUNGE

## WHERE AUTHENTIC MEANS AUTHENTIC

The now world famous Curry Lounge may be riding high on the back of a huge wave of publicity after kitchen celebrity Gordon Ramsey's visit – but owner, Arfan Razak (better known as Raz), is resolute that as far as the dedication and hard work from the Curry Lounge goes – there's no such thing as a free lunch.

Ramsey's visit transformed **Upper Parliament Street's Indian hotspot** from a good restaurant to one of the hottest tables in town.

Voted the **Best Indian Restaurant 2008 in the East Midlands** by the Customer Excellence Awards, Raz is confident that it's the small things that have taken the Curry Lounge to the next level.

"It has been really hard work to keep abreast of all the advice Gordon offered us."

He said: "Gordon's program and hints put us on the map. In a nutshell, he told us to stick to what we do better than other restaurants – **home cooked Indian food**". He also opened many doors for us since the program – including the opportunity for us to open a branch in London in a few weeks time."

"We make good quality food, that's what we pride ourselves on. We rely on fresh, seasonal produce and **cooking every dish to order** – without leaving people unnecessarily waiting or compromising on quality."

"Feedback from our customers has been excellent. Every dish they order, they tell us how fresh it is and

they **can smell and taste every herb and spice**. When we say authentic, we mean authentic, and we know that comes across in the dishes."

It's clear from talking to Raz that he **sets the bar high for himself and his staff**, and it is not only the customers who he has to answer to.

"To be honest, my **Mum's the restaurant's biggest and harshest critic**," he chuckled.

"Gordon Ramsey? He could come back any time for a re-visit, I'm not as worried what he says as I am about what my Mum thinks. She knows good honest home cooking and she taught me – luckily the menu seems to be much to her liking."

"**Having a top class meal out is more than just good food and service**. Guests expect that. It's often about the little things that make you unique. A team that really goes that extra mile, high quality experience, making them feel at home and being friendly without being OTT. Our motto, treat our guests as we want to be treated if we ever go out!"

"It's about being proud of what you do and not being scared of asking what people think and then being able to act on the opinions of our customers."

"There's a lot of competition in Nottingham, but I think what we've got it – **something different – something special**."

**To see a menu or to book a table visit [www.currylounge.co.uk](http://www.currylounge.co.uk) or call 0115 941 8844.**

