



**Success
stories**



Eftar Hussain

Shelford Spice
Cambridge CB22 5LZ

Eftar Hussain's path into the world of hospitality was forged through early adversity and an unshakable work ethic. Raised in Cambridge, Eftar lost both his parents at a young age. Their absence shaped his outlook—but it was his older brother's guidance and his mother's encouragement to save and invest that became the foundation of his drive to succeed.

At just 13, Eftar took a job at a busy Greek restaurant. By 14, he was managing the shop floor, leading a full team in a 100-seat dining room. That early exposure to leadership, pressure, and the rhythm of restaurant life set him on a course that now spans over 36 years in the industry.

Today, Eftar is the founder of Shelford Spice, a business that redefines the takeaway experience by delivering fine dining standards in a casual format. From curried noodles and mussels malai to his signature 18-inch naan and show-stopping LambKhalaBhuna—slow-cooked in two traditional pans—his food blends heritage with innovation.

But it's more than the menu that sets Shelford Spice apart. "I want every customer to feel as if they're leaving my home," he says. That ethos of care and consistency is extended to his team too. Staff are motivated through meaningful incentives—from monthly outings to badminton nights—and a culture of mutual respect. "We thrive because we enjoy what we do," he adds.

Eftar has embraced modern technology to sharpen efficiency. From Rational steam ovens that reduce fat without sacrificing flavour, to a fully integrated branded app, he's kept operations smart and seamless.

Marketing-wise, he's found success on platforms like TikTok and Instagram, engaging younger audiences with behind-the-scenes content, while traditional Facebook ads proved less effective. Local community groups, however, have helped foster a loyal customer base.

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Despite rising costs and industry-wide staffing shortages, Eftar's outlook remains optimistic. He is now focusing on giving back—mentoring, supporting local charities, and working with organisations like Give Us a Lift, linked to Cambridge Central Mosque.

His advice? Stay rooted in your heritage, invest in your people, and never stop evolving. Eftar Hussain's story is one of resilience, resourcefulness and a relentless passion for food—and proof that with purpose and heart, success is always on the table.