



**Success
stories**



Ziaur Rahman Choudhrey

Montaz

Newmarket CB8 8DN

Ziaur Choudhrey, who is one of the cofounders of Montaz, a popular modern Indian restaurant in Newmarket, Suffolk, started his career at a restaurant called The Merryland Tandoori in 1992.

He soon established himself as a key member of the business and was offered a partnership in 1997. It was a time when the restaurant sector was in good stead and banks were forthcoming with finance, suppliers helpful in giving credit and staffing levels adequate.

With Ziaur's strengths being in menu innovation, interior design and above all customer service, these important aspects encouraged him to oversee many projects, starting from Montaz St.Ives, Montaz Bourne, Montaz Ely, Masala Lounge Rugby, Chai Kai Tea House St.Ives, Chai Kai Tea Company and Montaz Newmarket.

Ziaur says, "I have worked with many different budgets to open different sites, but key to all is good simple food using great produce, excellent and friendly customer service along with presentation of your food and your restaurant. A key factor of Montaz Newmarket's success is to use local suppliers providing quality local produce and on trend, sustainable fish and meat with the latter for example being used in our award winning signature dish "Slow Roasted Ox Cheek."

He adds: "What I enjoy the most is the evolving nature of our menu, taking traditional recipes and giving them a modern spin, which in turn also creates stories for marketing the restaurant as I believe the old way of newspaper ads and leaflet drops are long gone. I believe strongly that creating such material on where perhaps you may have travelled and been inspired to create recipes or even having something on my staff like staff days out, gives the marketing material an emotional depth and personalises everything to the extent that your brand becomes very liked by your clientele. It gives them a connection."

Like good, contemporary and knowledgeable

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restaurateurs, Ziaur takes his inspiration from both recipes of long ago to current ones from Michelin starred chefs because he says, "it gives me an understanding of how food has evolved, how recipes and cooking techniques have changed along with how customer tastes have developed and adapted. Add to that the fact that Britain has such wonderful ingredients and we can utilise them in our cooking to show to the rest of the world."

With the wealth of experience under his belt, Ziaur next intends to create a rollout brand within the catering industry so watch this space!

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