



Abdul Sattar

Bengal Tiger
London EC4V 5EA



Abdul Sattar has a wealth of experience in the food service business. A love of food and innovation in recipes has been with him throughout his varied and accomplished life. He opened his restaurant Bengal Tiger at the age of 25 in the year 2000, inspired by the success and ethos of iconic Asian restaurants such as the Red Fort in Soho. Throughout his business career, he has run 8 successful restaurants, and in each one he has managed his time to create unique dishes inspired by his South Asian roots and pushes the boundaries of what an authentic Asian restaurant can be.

Bengal Tiger was his first ever business venture and he was fortunate in acquiring a venue in an enviable location close to St. Pauls cathedral in the heart of London. Set on two floors, the restaurant sets the standard for trendy chic with cutting edge interior design, complete with its very own Bengal Tiger (of the ornamental kind). With a reputation for food that was a cut above the rest, diners flocked to the 140-seat restaurant every day of the week. At weekends, however, without the custom of the city workers, Sattar found that the venue was a lot quieter. He decided to expand his business and eight years went into partnership to open his second restaurant in Cannon Street in East London.

A third restaurant, Papadum, was launched in 2009 on Brick Lane the curry mecca of East London, followed up with involvement with Masala restaurant, one of the largest restaurants on Brick Lane.

Abdul Sattar is a gastronome who is passionate about food. Now, with interests in eight restaurants specialising in Thai, Japanese, Indian and Italian cuisines, he employs over 100 staff. Business success rests on his good team of trusted partners who look after individual restaurants. Sattar spends most of his time travelling from one restaurant to another to ensure they are running smoothly. Each of his ventures has its own character and style with no uniformity imposed. Sattar says his Thai restaurant in particular is very popular, situated in a historic area of London.

Sattar believes success has only come with hard work, commitment and effective communication. With a high benchmark for quality, fresh food and good service he strives to achieve authenticity, sourcing ingredients from around the world.

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A firm believer in staff development he ensures his team are well looked after and takes a personal interest in their training. When it comes to training, it must not just be about what happens behind the scenes, but also how staff interacts with customers. He treats each member of his team in the same fashion and expects each customer to be treated the same as well. There has to be a welcoming smile when the customer arrives. At the table they must receive attention quickly and the food must arrive with perfect timing with consistency in the preparation and delivery.

His catering commitments take up most of his time but Sattar is also an investor in property and some of his restaurants are freehold. When he is not busy overseeing his many business interests he enjoys travelling and takes his family of wife and three children on holiday three times a year.

Eating out is another hobby but one that combines business with pleasure as an ulterior motive is keeping abreast of trends and developments in the culinary world. Abdul Sattar is a keen supporter of charities and gives to many charitable organisations. Mindful of his roots in Bangladesh, he has built houses for poor people in deprived areas of the country. He is also heavily involved with community organisations and is senior vice president to Jagannathpur Unnayan Shangtha. An impressive business person, he never does anything by half, giving his time and talent to whatever project he is on.