



VOLUME 1 PROFILE



Ana Miah

Juboraj Rhiwbina
Cardiff CF14 6HG



Ana Miah started in the industry as a teenager working in a local Birmingham restaurant. He made the decision to do the very best he could and after a few years his family opened their first restaurant in London in 1982. He moved to Cardiff and opened his first restaurant as an owner in 1989.

Of all the enjoyable aspects of running a restaurant, such as the financial reward, there is little more rewarding than building relationships with local customers that can develop into real friendships. Ana thinks they manage this in the Juboraj by focusing on this relationship. They work hard to make the couple-of-hours customers choose to spend with them a special experience and by providing consistently good food.

Ana likes trying foods in different restaurants looking for new ideas. When he finds something that he likes he takes the idea back and work with his chefs to add a Juboraj twist and create something new. They have a few unique dishes on their menu. Most notably the Chicken Kolapuri, their biggest seller and the Jamdani Hash, a duck dish they created in the early days, made famous by Ruth Jones in her enormously successful television show Gavin and Stacey. Although there are now many restaurants serving a Jamdani Hash, people come from all over the country to taste the original at the Juboraj!

The Juboraj Restaurant Group is one of the oldest, and almost certainly, one of the great Indian and Bangladeshi restaurants in Wales having won numerous awards. For well over 20 years there has been a Juboraj in Cardiff of which the Rhiwbina restaurant with its sumptuous Georgian interior is one of the originals. The Juboraj pride themselves on combining traditional authentic dishes with a fresh new contemporary approach bringing you the best flavours the Indian sub-continent has to offer. The Juboraj Guarantee ensures that only the highest quality New Zealand lamb and Welsh beef, and the finest 100% fresh chicken breast and freshest seafood available, is used in their dishes. With a warm welcome and friendly attentive staff you can be sure that time spent at Juboraj, whether it be a light lunch or a candlelit evening meal, will be time well spent.

Apart from TripAdvisor, which Ana finds too open

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to abuse, one of the most challenging parts of the business is keeping the staff happy and then, once they are fully trained, keeping them permanently. You can't run a restaurant by yourself. You need good quality reliable staff. He thinks it's down to the manager to be on top of their game and that example passes to the staff. They hold a monthly meeting to highlight problems or come up with ideas for improvements.

Juboraj team use a website with online booking and ordering and they keep in touch with their customers using social media. Of all their marketing initiatives he finds the big sport screenings they put is very successful. People enjoy them and pass on the experience by word of mouth. In the same way Ana has always been a big part of the local community, getting involved in festivals and sponsoring sports teams, and the like. Even if it's a simple gift voucher for a local raffle. The kind of recommendations community work generates are priceless.

Ana strongly feels the industry needs to work closely with government to make it easier to bring skilled staff from outside the UK and to enable training initiatives to work with and encourage future business owners by making the industry more attractive to them.