

Middle East Food Forum Hosts Restaurant Leaders Business Series Workshop

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Middle East Food Forum, the UAE's meeting place for all food service business owners and operators hosts the *Restaurant Leaders Business Series Workshop*. A *by-invitation* event only, will serve as an essential meeting place for food service business owners and operators to engage with industry experts, address concerns and find new ideas and inspiration. Targeted towards Franchisors and Franchisees, Restaurant General Managers and Food Service business owners and operators the workshop will address key queries on the reasons for failure and secrets to success for any given restaurant venture.

The Key note address on 'Restaurants: From Chaos to Excellence' will be delivered by Mr. Vinay Lall, a highly qualified business leader with more than 38 years of experience in opening restaurants across the globe. Towards the second half of the session a Q&A session will be held where the attendees get a chance to address key concerns and seek solutions from Mr. Ian Ohan, a seasoned entrepreneur in the fast casual F&B sector and the founder and CEO of Freedom Pizza.

Commenting on the upcoming event, **Mr. Vishal Pandey, Founder, Data On A Plate and Middle East Food Forum** said, "*We are extremely pleased to host Restaurant Leaders Business Series Workshop, aligning ourselves with the learning and sharing culture prevalent here in the UAE. We were very delighted at the response we received at our launch event and I personally feel there is so much to learn from everyone's experience, and this put together acts as an excellent reckoner for do's and don'ts for not only budding restaurateurs but also to individuals that have been in the industry for several years. I feel the workshop will be an excellent platform for restaurateurs to celebrate their successes, learn from fellow compatriots and network with industry leaders.*"

The Middle East Food Forum was launched in May 2016 with over 120 plus motivated and prominent food and beverage professionals, F&B thought leaders and food entrepreneurs. Held on May 3, 2016, with an aim to promote the learning culture in the UAE, the inaugural launch event saw maximum participation from likeminded individuals. The event extensively featured panel discussions and workshops, offering unique opportunities to share experiences, upgrade skills, build valuable connections, and explore ways to start, sustain, grow, or transform any F&B business.

Amidst senior industry professionals and start-ups, the workshop is a great platform for good exchange of ideas, where participants will get maximum clarity on issues concerning them.

ABOUT MIDDLE EAST FOOD FORUM

The Middle East Food Forum is the essential meeting place for food service business owners and operators, including aspiring and established entrepreneurs to engage with industry experts, address concerns, find new ideas and inspiration. The learning and networking event features presentations, panel discussions and workshops, offering unique opportunities to share experiences, upgrade skills, build valuable connections, and explore ways to start, sustain, grow, or transform any F&B business.

Source: Yardstick Public Relations (<http://www.yardstick-marketing.com>)