

## ChefOnline partners with ARTA programme

Tuesday 12 June, 2018

We are delighted to declare our support for the ARTA (Asian Restaurant and Takeaway Awards) programme, which is announcing its regional winner for the inaugural 2018 run of its programme. Held on 25<sup>th</sup> June, 2018 at House of Lords, the event will see the announcement of the shortlist for each of the sixteen regions, leading directly to the commencement of the string of [ARTA 'cookoff' events](#) to be held throughout the rest of the year. This will be a unique chance to see which of the amazing companies will be making waves as the competition heats up for the rest of the year. During the grand finale gala event, we will find out which restaurateurs are in the running for ARTA's exclusive 'Champion of Champions' trophy, designed by Thomas Lyte.

Our partnership with the programme began when ARTA was launched on 17<sup>th</sup> of October (2017). Using [online voting](#), ARTA was able to create a fully representative shortlist drawn up from more than 2400 registered restaurants. We at ChefOnline fully celebrate ARTA's drive to 'give back' to the community. As a business that provides a platform for more than a thousand restaurants currently registered with system we know first-hand how companies are finding themselves increasingly hemmed-in the current environment and are happy to sponsor and provide support.

At [ChefOnline](#), we believe it is critically important to support businesses that are struggling financially, or to find due acclaim in the current marketplace. In ARTA's case, this is seen through their commitment to engage with individual diners and the emphasis the programme places on education. This has informed ARTA's decision to base its cook-off events at educational institutions throughout the UK to help drive engagement with anyone who is seeking to enter the industry.

Being able to raise up these unsung heroes is an amazing gift to give the sector and with ARTA's emphasis on newcomers and seasoned professionals, we're excited to discover what kind of talent we will uncover.

**ChefOnline CEO Mohammed Munim said:**

*"We chose to back ARTA because it simply made sense. Our model is based around helping businesses enter the online market for the first time and solving unique problems for companies that are struggling to make an impact in a competitive market. We believe that celebrating those that haven't been heard is essential. And having seen first-hand the quality of the talent that we have worked with in the past, there is no doubt in my mind that the awards are going to be something special."*

To contact our team directly, email: [info@chefonline.co.uk](mailto:info@chefonline.co.uk) or contact us by phone on +44 (0) 330 380 1000.

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