

Dear Resident,

I am the licensing consultant acting for Fudam at 238a Ealing Road Wembley HA0 4QL in their application for a premises licence.

I have read your representation and note the serious concerns you have with regard to the numerous anti-social problems associated with alcohol consumption by street drinkers.

I hope that the following information will assist and reassure you that these premises will not contribute to these problems:

- a) No sales of alcohol will be made to street drinkers.
- b) Unless a satisfactory dress and behaviour code is complied with no person will be permitted to enter or remain on the premises.
- c) All staff will be fully trained to ensure compliance with the 4 licensing objectives.
- d) A significant amount of money has been invested in the business. With the premises being fitted out to a far higher standard and quality of furnishings than is the norm in the area.
- e) The premises are a family run, and family friendly restaurant, serving a variety of substantial meals and snacks, primarily for consumption on the premises.
- f) Both the Metropolitan Police and Brent's Public Safety team submitted representations with regard to the 4 Licensing Objectives. Full agreement has been reached with both responsible authorities. A raft of conditions has been agreed to their satisfaction that the premises will fully support the licensing objectives. Following the agreements the representations were withdrawn
- g) A maximum capacity limit of 43 seated members of the public, has also been agreed
- h) Alcohol may not be consumed by anyone unless they are seated at a table or the fully supervised service counter
- i) All sales of alcohol will be directly made and supervised by serving staff (waiters) to ensure that no excessive consumption takes place and that customers drink responsibly
- j) There will be no vertical drinking at anytime
- k) Off sales have been requested primarily to allow anyone who has consumed food at the premises to take away an unfinished bottle of wine. This will be properly sealed prior to them leaving the premises. It would be irresponsible to require that any unfinished wine be drunk prior to them leaving the premises, and the request has been made for this reason.
- l) The premises will not become an off licence, and will not make sales of alcohol for consumption off the premises other than in the example given above, or if someone has enjoyed a particular alcoholic drink with a meal and wishes to purchase a full and sealed bottle to take away with them, or if they have made a substantial food order to take away in person. Single bottles or cans of beer/lager/cider will be excluded from this.
- m) Alcohol will not be sold with any orders made for delivery of food.

**Mark Altman ALES Licensing Services**

Tel 07919 446 323 [aleslicensing@mail.com](mailto:aleslicensing@mail.com) [www.aleslicensing.com](http://www.aleslicensing.com)

- n) We are willing to adopt a condition to include the wording of bullet points, K, L and M above, if this would satisfy your representation (objection)

The business model is primarily for the sale of food and the levels of alcohol sales and consumption are expected to be low.

Due to the operation of the restaurant it is improbable that any street drinker would wish to, or be able to obtain alcohol from the premises. Besides the operation of the business acting as a barrier to street drinkers, the price of alcohol and type of alcohol on sale would not be something to attract them.

I hope that the explanation and offer of an additional set of conditions will be sufficient to allay your fears.

**In the light of this I would invite you to consider withdrawing your representation, and allow this family friendly restaurant to demonstrate that they are an asset to the community.**

Yours Sincerely,

Mark Altman

(Ales Licensing - duly authorised licensing consultant for the applicant)



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**ACCOMPANIMENTS** ✓

Plain Yoghurt 1.5  
 Green Salad 3  
 Onion Tomato Raita 2  
 Chota Papad/Masala 2

Plain Rice 1.9  
 Jeera Rice 2.5  
 Biryani Rice 2.9

**BREAD** ( Butter add 0.25 )

Plain Naan 1.25  
 Garlic Naan 1.75  
 Peshwari Naan 2.5  
 Roti 1.25

**DESSERTS**

Gulab Jamun 3  
 Ice cream (Assorted Flavours) 3  
 Srikhand 4

**DRINKS**

**FIZZ:**  
 Coke / Diet Coke 2  
 Fanta Orange 2  
 Sprite 2  
 Red Bull 2.5

**Juices:**

Orange Juice 2  
 Pineapple Juice 2  
 Apple Juice 2  
 Mango Juice 2  
 Passion Juice 2.5  
 J20 Orange & Passion Fruit 2.5  
 J20 Apple & Raspberry 2.5  
 J20 Apple & Mango 2.5

**HOT DRINKS**

Tea 2  
 Indian masala Tea 2.5  
 Coffee 2.5

**Lassi:**

Mango 3  
 Rose 3  
 Salted 3  
 Still Water 3  
 Sparkling water 3.5

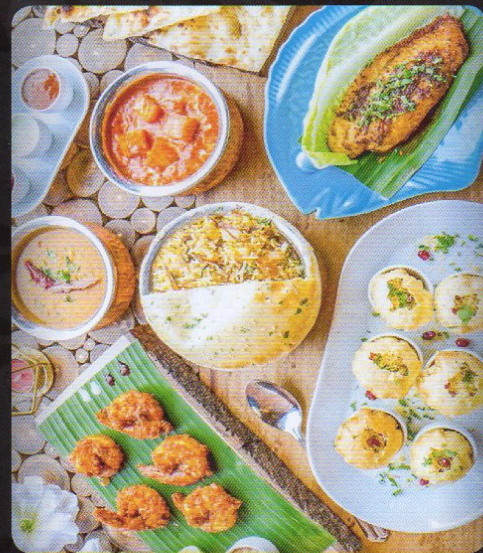
**SPECIAL OFFER**

( TAKEAWAY ONLY )  
 15% does not apply with this offer

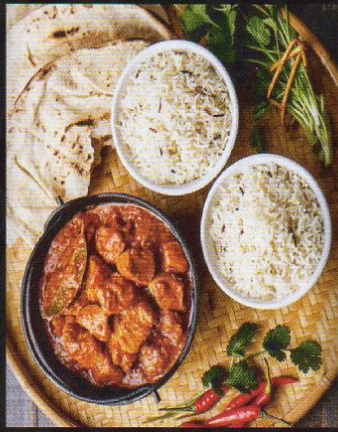
**Chicken Biryani 4.99**  
**Lamb Biryani 3.99**  
**Veg Biryani 3.99**  
**Chicken Curry with Rice 3.99**  
**Lamb Curry with Rice 3.99**  
**Veg Curry with Rice 2.99**

**ROLLS**

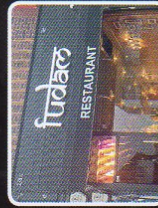
**Kebab Roll 2.99**  
**Chicken Tikka Roll 2.99**  
**Paneer Tikka Roll 2.99**  
**Channa Roll 2.99**



**fudaco**  
 RESTAURANT



**15% OFF**  
 WITH THIS MENU



Free Delivery  
 Orders over £15

☎ 0208 723 0043

📍 238a Ealing Rd, Wembley HA0 4QL

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<b>VEG STARTER</b> ✓			
<b>Pani Puri</b>	2.9		
A crisp fried sphere stuffed with flavoured water and stuffing			
<b>Channa Chat</b>	2.9		
Tangy & Flavourable chickpea salad			
<b>Bhel</b>	2.9		
Mixture of puffed rice, tangy tamarind sauce & sev			
<b>Fries</b>	2.9		
Potato Fries			
<b>Masala Fries</b>	3.9		
Potato Fries tossed in tangy & spicy sauce			
<b>Vegi Wrap</b>	4.9		
Selected vegetable leaves and paneer			
<b>Mogo Plain / Masala</b>	3.9		
Boiled Mogo and fried with some seasoning			
<b>Chilli Paneer</b>	5.9		
Indo chinese style Paneer with pepper and soya sauce			
<b>Paneer Shashiik</b>	5.9		
Succulent pieces of Cottage cheese and grilled veg			
<b>Vegetable Samosa</b>	3.9		
Medley of vegetables encased within a savoury pastry			
<b>NON VEG STARTER</b>			
<b>Tandoori Mix Grill</b>	14.9		
The ultimate starter to share. Enjoy a mouth-watering selection of tandoor cooked meats			
<b>Chicken Wrap</b>	5.9		
Marinated chicken cooked in tandoor and vegetable leaves			
<b>Tandoori Chicken Wings</b>	5.9		
Marinated chicken wings cooked in tandoor			
<b>Desi Chicken Tikka</b>	5.9		
Chicken pieces marinated in yogurt and spicy masala and cooked in tandoor			
<b>Chicken 65</b>	5.9		
Deep fried chicken marinated with different spices			
<b>Prawn Koliwada</b>	6.9		
Deep fried Prawn Marinated in gramflour, yoghurt & spices			
<b>Fudam Special Fish Fry</b>	6.9		
Pan Fried Fish Fillet marinated with a special masala			
<b>Ronaki Seek</b>	6.9		
Lamb Kebab with cheese, coriander, cumin and glazed onion.			
<b>Tandoori Chicken</b>	6.9		
Chicken pieces marinated in Tandoori Masala & cooked in tandoor			
<b>Masala Prawns</b>	6.9		
Prawns marinated in a special masala pan fried with chillies & garlic			
<b>Chicken / Lamb Samosa</b>	4.9		
Medley of Chicken / Lamb encased within a savoury pastry			
<b>Lamb Chops</b>	7.9		
Trimmed lamb chops marinated in delicious brown onion paste & a variety of Indian spices. Grilled to perfection in an authentic clay oven. Flavourful & aromatic			
<b>VEG MAINS</b> ✓			
<b>Achari Bhindi</b>	6.9		
Okra cooked in tangy & spicy sauce			
<b>Pindi Chole</b>	6.9		
Chickpea cooked in special blend of Punjabi Masala			
<b>Kalonji Baigan</b>	6.9		
Aubergine tossed with Nigella seeds & Tangy Sauce			
<b>Makai Saag</b>	6.9		
Corn tossed in spinach & cumin seeds			
<b>Mix Veg Curry</b>	6.9		
Mix Vegetable cooked with tomato, onions & masala			
<b>Daal Makhni</b>	6.9		
Black lentils cooked in tomato puree and butter			
<b>Tarka Daal</b>	5.9		
Daal trio with tomato garlic and ginger tarka			
<b>Paneer Butter Masala</b>	6.9		
Cottage cheese cooked in tomato with a creamy sauce			
<b>Saag Paneer</b>	6.9		
Cottage Cheese cooked in spinach & cumin seeds			
<b>NON VEG MAINS</b>			
<b>Karhai Murgh</b>	7.9		
Tandoori Chicken cooked with a Karhai Special Masala			
<b>Malabar Prawn</b>	7.9		
Prawn cooked in coconut milk and Malabar style Masala			
<b>Madras Fish Curry</b>	7.9		
Fish cooked with a tangy mustard tossed sauce.			
<b>Murgh Tikka Masala</b>	8.9		
Succulent Chicken pieces cooked in creamy tomato gravy and topped with glazed onions			
<b>Chicken Chettinad</b>	7.9		
Chicken Breast cooked with special chettinad masala			
<b>Butter Chicken</b>	7.9		
Tandoori Chicken cooked with a creamy base with tomatoes			
<b>Mirchi Gosht</b>	8.9		
Tender Lamb Pieces cooked together with green chillies & tomatoes in an onion gravy.			
<b>Rogan Josh Kashmiri</b>	8.9		
Tender Lamb cooked with spicy Kashmiri spices			
<b>Fudam Special Chicken On The Bone Curry</b>	8.9		
A traditional Chicken dish cooked on the bone in a beautiful aromatic sauce			
<b>Fudam Special Gosht On The Bone Curry</b>	9.9		
A traditional Gosht dish cooked on the bone in a beautiful aromatic sauce			
<b>BIRYANIS</b>			
<b>Vegetable</b> ✓	7.9		
Mix vegetables, cooked in layers of rice with saffron, butter and whole spices			
<b>Chicken</b>	8.9		
Chicken cooked in layers of rice with saffron, butter and whole spices			
<b>Prawn</b>	8.9		
Tossed Prawns cooked in layers of rice with saffron, butter and whole spices			
<b>Gosht Dum</b>	9.9		
Lamb cooked in layers of rice with saffron, butter and whole spices			