

CLICK TO BRING IT HOME

Well-cooked and tasty food delivered to your house is one of the most revolutionary aspects of the modern world. Not so long ago a lukewarm pizza delivered by the pizzeria itself was the home delivery standard.

Today with two breadwinner families and people working longer hours than before, the idea of cooking a full meal from scratch at the end of the day becomes tedious and cumbersome at times. The appeal of instant and tasty meals delivered swiftly is a welcome relief for many. Parents with no time to cook can utilise online food delivery and feed the whole family without switching on the stove.

This growing need together with advances in technology for selection of outlets, making payments and GPS tracking systems for delivery created a phenomenon of unprecedented and explosive growth. This in turn led to the rise of specialist dedicated delivery services such as Mr D, Uber Eats, OrderIn etc.

It is a three-way win-win situation for all - the customer, delivery person and the restaurateur. The tech-savvy customer with his mobile device can order from a wide selection of food, all from the comfort of his home and from a selection of scores of restaurants. The delivery service is quick and efficient. Restaurants increase their sales without having to invest in delivery infrastructures while minimising the dining area *“experience”* of attention, staff and décor.

CLICK HALAAL

This developing trend has not been lost on the Muslim community and their need for Halaal food, consumption of which is a non-negotiable article of faith. It is welcomed for it considerably increases the offerings of the few Halaal brick and mortar stores in the immediate neighbourhood.

Amid the jubilation of welcoming this wonderful delivery service, we are duty-bound to sound the alarm on the pitfalls that could compromise our

Halaal regimen that we so zealously cherish and protect. Currently there is no service provider certified for the exclusive delivery of Halaal food. This means that no protocols are in place which exercises supervision and monitoring oversight against contamination with Haraam such as pork and alcohol.

As many of the operators are free-lance entrepreneurs contracted to undertake the deliveries, they also maximise their income by rendering their services to several companies simultaneously. This further increases the risk of possibilities of order mix -ups.

CALL CENTRES

Another trend in the technological leap is the routing of orders through a central call centre. This innovation channels your order to the store located nearest to you of for time and cost efficiencies. It is possible that orders from Muslim patrons could be executed by the nearest Haraam store.

Halaal certifiers should ensure that call centre operators are trained in understanding Halaal in serving our community.

GUIDANCE

1. Although it defeats the full benefits of a delivery to your door, consider picking up your order from your **SANHA** certified outlet. Many outlets are geared for this after the lockdown experience and have special kerbside bays allocated for quick and easy pickups.
2. When placing your order request for your meal to be sealed in a manner that mitigates against tampering. Managers of food outlets are amongst the most obliging and patient who will in most instances meet your request. If they are unable to meet your reasonable request, then you should take your business elsewhere.

3. Check if it is a call centre that is taking your order. Ask for confirmation as to which Halaal store will your order be delivered from and match the delivery with your requests.
4. Always note details, times, dates and names for traceability.

HALAAL HOME FOOD DELIVERY - JUST A CLICK AWAY

Article compiled and published by the Public Relations Department.

Any queries pertaining to the above or any other aspect of Halaal may be referred to our offices

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