

**SPOTLIGHT**

A CHRONICLE *of* culinary

ventures

There has been an immense boost in the restaurant industry in Dhaka city. Eateries are opening up at a break-neck speed. Apart from the staggering number and the rapid growth, there is now more variety as well: fine-dining restaurants, fast food outlets, lounges, carts, et al serve a wide plethora of authentic cuisines. People now have more options to choose from.

The underlying causes of the boom give us fascinating indications and insights -- not just about this sector but about our economy, society, lifestyle and the changing preferences and perceptions.

AN INCREASED APPETITE?

Starting with an obvious reason, the demand for eating out is so high because in Dhaka there are lesser alternatives for entertainment, leisure or recreation. When one seeks to spend quality time with his/her friends or family out in the city, the list of things s/he can expend time and money on is rather limited. This is a key reason why eating out is so popular.