

Mega MealZO Magazine

April Issue



Inside:
**Exclusive
OFFERS!**

A TASTE OF THE FUTURE:

Mealzo at Food & Drink Expo 2025 and Fry It 2025!



Hot off our success in February, Mealzo is excited to announce our participation in two more expos this month: Food & Drink Expo 2025 and Fry It 2025! With both events scheduled to be massive for the food service industry, here's what to expect!

**FOOD & DRINK
EXPO**

7-9 APRIL 2025
NEC BIRMINGHAM



Held as part of the UK Food & Drink Expos 2025 from Monday 7th to Wednesday 9th April, thousands of visitors will flood the NEC Birmingham for the largest Expo for takeaway owners in all of Britain!

With suppliers, innovators and industry figures all exhibiting or attending, this an event not to be missed. Mealzo will be set up in Hall 17 at Stand LL288 to offer up spectacular deals for our products, showcase their latest features, and talk to you about your business and how we can help you grow! The team would like you to stop by our stand between 10am-5pm (and 10am-4pm Wednesday) to say hello!



Hosted by fish & chip shop supplier Friars Delight in NAEC Stoneleigh, Fry It 2025 is guaranteed to be an event full of special deals, demonstrations of new frying technology and ranges, and many free samples!

With the event held exclusively on Sunday 13th April from 10am-4pm, expect an excited atmosphere from start to finish! Why not drop in to the Mealzo team at Stand 23, who will be offering fresh discounts, detailed demonstrations, as well as discussing how we can better help your business!

**DON'T MISS OUT,
MARK YOUR
CALENDARS NOW
AND REGISTER FOR
FREE!**



ZAIN'S CURRY HOUSE: A Success Story

Based in Dalry, Zain's Curry House has been a loyal and committed partner to Mealzo, and a massive positive influence in their community for the past 25 years. Let's hear from the owner, Khurum Jabbar, about the secret to their success!



How did Zain's get started?

Zain's was started off by my father Abdul Jabbar, who has worked tirelessly all his life to support his family, and is still our chef, and keeps producing amazing recipes. Now I've taken over the reigns and scaled the business to the next level. I have been in the business for the past 10 years, and it has gone from strength to strength!



Have you won any awards?

We have won numerous awards, which we are proud of. We have won the Best Takeaway in Scotland award for the past 3 years in a row. We have a great team who work hard and make sure the food is prepped to the highest standard.



What sets your food apart from the rest?

Firstly we use all fresh Ingredients. We prepare everything in-store and source local produce. Our food has multiple flavours and our chefs do an amazing job with the turnaround of food. This means we can make large quantities of food and still have the same flavourable taste. Our food is the highest of standards and our quantity and quality can't be beaten.



What is your most popular dish for your customers?

Our most popular dish for our customers are our hand-crafted pizzas. We make our pizzas from fresh dough and freshly-made pizza sauce that has all our house ingredients inside it.



What's your favourite dish you produce?

Our favourite dish at the moment is our Pizza Boats. We are the only ones to do this in Scotland and it's our signature dish. We sell hundreds and hundreds of them on a daily basis!



How do you give back to your customers?

We do a lot of charity work. We donate to cancer research all the time. We have many other charities that we donate to, do a lot of raffles, and also donate to the local schools.

What's it been like working with Mealzo?

Working with Mealzo has been a breath of fresh air. They have been amazing and their staff are all amazing and very responsive. Reza has always been there for me from day one, he's a great guy. Mealzo has definitely helped me increase my revenue in sales. They are an amazing partner in my business and their systems are great value for money!

You're based in Dalry, what do you think of your community?

This one is an amazing one to talk about. Our community means everything to us. We have been here for 25 years and feel a big part of the community. Our community has done so much for us and we are proud to be part of this amazing town. We have been operating for 25 years and, like they say, hard work pays off. We as a family have seen Dalry grow into a lovely town with so many lovely people who we can call family and friends now. We love giving to the local school raffles, and sponsoring many football teams - the community means a lot and we wouldn't be here where we are without them! So a massive thank you to Dalry! We love you!

Pop!

The FAQs of Pop-Up Restaurants

A decade-strong trend, Pop-Up restaurants can almost be considered more events than food service locations. Usually appearing for a limited time in a fresh location, often in a mobile form, these extensions of traditional restaurants and takeaways can cause a sensation. Here's everything you need to know about Pop-Ups!

What makes a Pop-Up?

In one word, exclusivity. It's not just about a unique location, limited availability, or fresh ideas for food. What makes a Pop-Up often is the buzz surrounding it, and how it is a departure from the normal food a takeaway produces - the more daring the better!



What do I get out of it?

Investing in doing these events can draw greater numbers to your business, as it can be used as a marketing exercise to boost your brand. They generate immense social media buzz and an extensive word-of-mouth range, as well as give you enough content to put out there for months. They are also a playground for your chefs to experiment with new dishes, concepts, or trends - if they're successful, you can then implement these at your business!



How much is this going to cost me?

As much as this seems like a heavy cost, it actually isn't. These Pop-Ups are often more cost-effective than opening a new branch of your business, as well as a finite amount of produce needed to be bought, due to their limited timeframe. In addition, as they let you try new locations away from your business, these can be used as a tester for where you should expand next!



Should I do this?

The short answer is, it depends. For your traditional cuisine takeaway or restaurant, this may not be for you. But for those with a strong brand built on signature dishes, a social media presence, and a hunger for new ideas, this could be an interesting way to change up your brand!

