



Mega mealzo Magazine

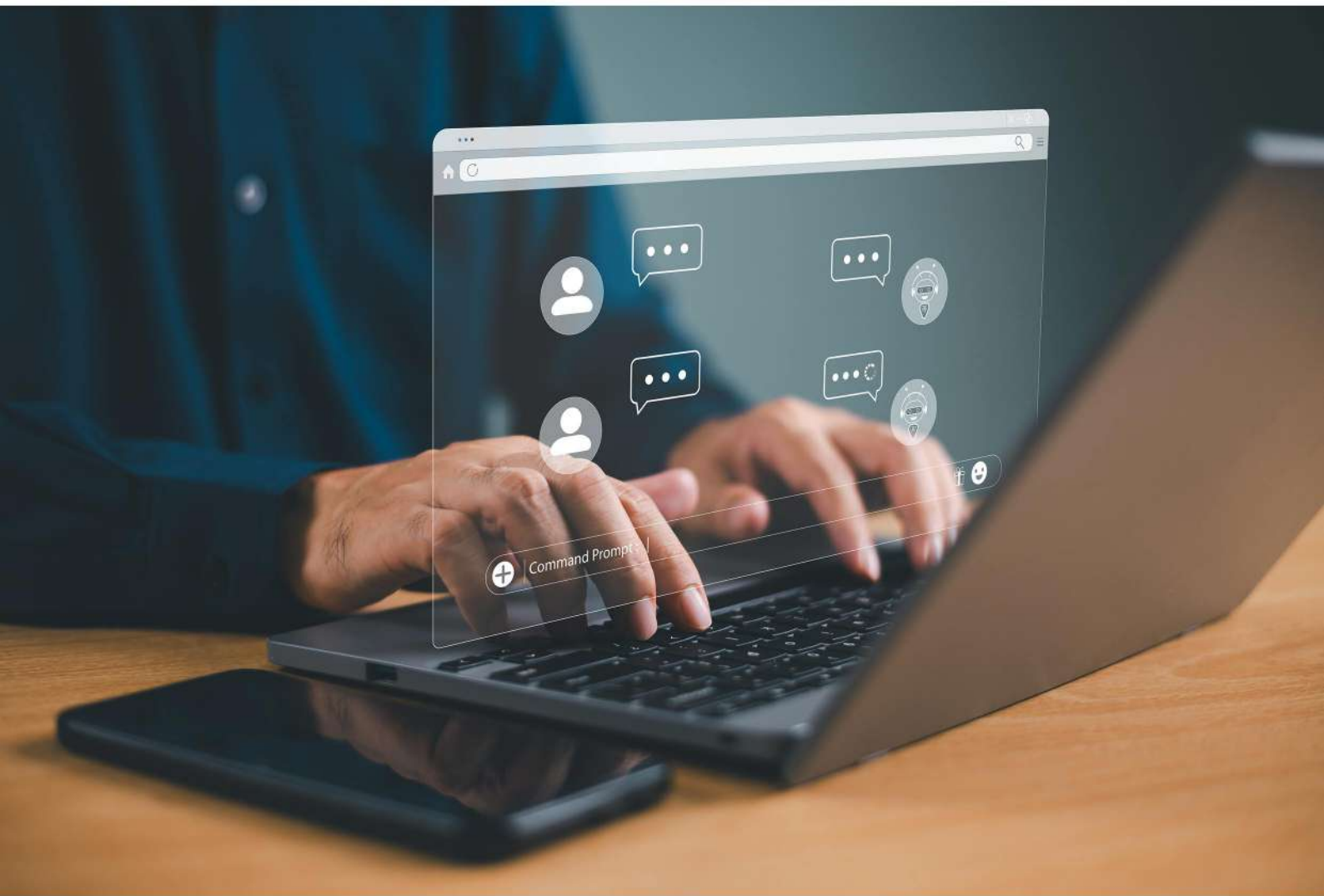
March Issue

Inside: Exclusive offers!

UPDATE AND UPGRADE:

The latest food technology in 2025

From Artificial Intelligence to Augmented Reality, the food service industry is accelerating up to a new level of technology. Whether its to improve customer service, or to offer a greater overall product, these are the top 3 developments in the hospitality industry.



Keeping it personal

While Artificial Intelligence (AI) has been around for years, it has never been as important as it is now. Through this tool, your business can personalise its suggestions to customers when they order through your website and app, optimise your pricing through algorithms, or provide simple chatbots.

This has been found on average to increase repeat orders by as much as 20%!

Automated and efficient

For as long as kitchens have operated, making the day-to-day production of food easier has always been a key driver in innovation. From automated cooking systems like kebab meat cutters, to smart ovens and refrigerators that measure and maintain peak energy use, your business can make lengthy admin a thing of the past.



Owners of these highly advanced machinery have reported a 40% drop in energy wastage monthly.

Breathtaking visuals

Augmented Reality (AR) in the past has been seen almost as a gimmick product. However, with a steep 38% rise in products involving this technology, the future is far more fundamental. With AR visuals promoting realistic dishes and virtual tours, this latest trend can be the final reason for a customer to visit your business!



The next steps

While not every one of these may be feasible currently, keeping an eye on technologies that can benefit your business can be more than beneficial in the long run. Just by entertaining the possibility of some of these can put you ahead of the rest.

REPETITION: REPETITION: REPETITION:

Why your takeaway should have a loyalty program

All across the UK, keeping your customers coming back for more takes a lot of effort. An effective and useful way to create customer loyalty is through a reward system. For smaller sized takeaways, these can turn a possible couple of orders into 5 or 6. Here's why loyalty programmes work, again, and again.

Don't get complicated

As soon as make your loyalty program based on points, or is multi-layered, you will lose all effectiveness going forward. By offering something, from a side dish to a full-on discount every 8-10 purchases/visits, your business can see a growth in repeat business within just a few months



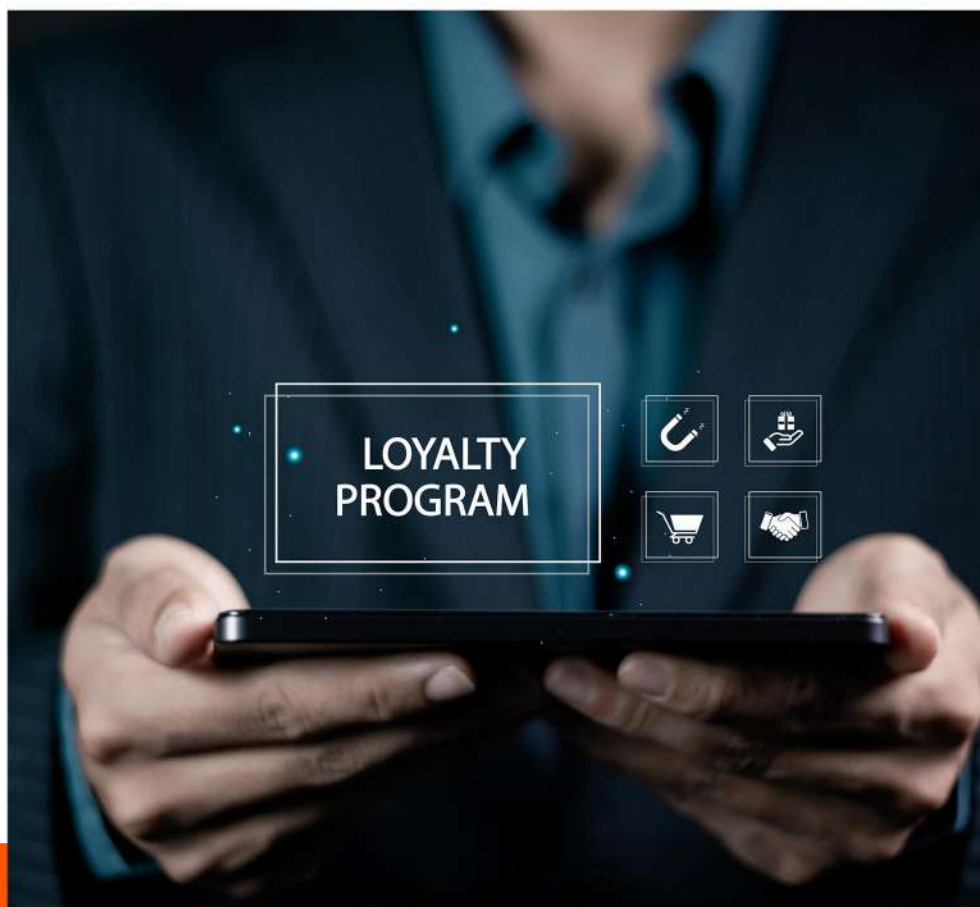


Offer something worthwhile

While it might be tempting to offer something small, or get rid of a product that's not as popular, rewards should be easily identifiable as beneficial. For cafés a free coffee would do, while for a takeaway a discount that will actually make a difference to the end price (like 15% off) can be incredibly appealing.

Data is key

All this effort isn't just to drive repeat customers through rewards; it is to get data on who orders what, and how much. The more repetition you get, the more obvious the trends are. For example, if your reward system is accessible through your app as well as in-store, you can understand what your most popular foods are for your loyal customer base.



Try it out!

All that is left to say is try it out! Experimenting with what items work and how to make an impact with your first time customers is part of the process. But, when the process is complete, you and your business will reap the rewards as well as your customers!

Snapshot: How making an 'instagrammable' spot

For today's social media-focused environment, creating an "instagrammable" spot that encourages your customers to promote your business for free is a no-brainer. It doesn't just attract influencers to do content, but makes your takeaway, restaurant or café look better as a result. In 2021-2024, businesses with these saw their online presence (and therefore orders) grow on average by 45%! With the right choices, you too can get that picture-perfect spot for your business.

The best location

What is essential with these spots is accessibility. It should be a high-traffic area inside your business, either with natural light or a well-lit artificial lights as part of it. However, be careful not to get in the way of the flow of service, as you want to encourage people to promote your business, not disrupt it.

Branding is everything

Your spot should reflect your brand identity. This can be achieved using bright and vivid brand colours, your business' catchphrase/motto in signage/neon lighting, or even a well-placed seating item like a swing or bathtub. The lesson here is to be true to your business, but bold!



Make it easy to share

Once you've put in the work and got this area to your liking, remove as many obstacles in the way of your spot being shared! Include your social media handles and hashtag in signs, or even better, QR codes to take them to your business' profiles. You can even run contests monthly for the best photo shared each month to drive further engagement.

The perfect balance

If all done correctly, you can make your business far more approachable and reachable for those near and far. If you can get that reach, the orders will follow.