

Inside: Exclusive offers!



Mega **mealzo** Magazine

September Issue



WHERE'S MY ORDER?

THE FUTURE OF DELIVERY

Who delivers the food, and how, have been two of the most important questions since the takeaway was conceived as a business model. While the part-time delivery rider has become the norm, in 2025 the industry is in a state of flux, with new ideas flooding the market to make deliveries quicker, more efficient, and more wild than ever.



DELIVERY ROBOTS

In the past five years, a fleet of self-driving delivery vehicles have popped up across the world from companies like Exotec, Starship and Nuro.

- ✓ Driven by advanced AI, these robotic delivery solutions come in all shape and sizes taking all the pressure off human delivery.
- ✗ These are far from replacing tried and true methods of delivery, due to the range of errors and issues they still have, including incomplete AI systems, and a lack of practicality outside of cities.

DRONES

Once thought of by some as the next generation of necessary invention for human progress, drones have become the fastest growing market for food deliveries, increasing by **65%** in profitability.

- ✓ As a more sustainable, cost-effective, and further reaching alternative to human drivers and riders, many are anticipating a new generation of drones in the near-future.
- ✗ With aviation regulations, questions on safety in populated areas, and the weather of the UK all being a concern, these devices have a long way to go.



DELIVERY RIDERS 2.0.

While the current model of gig-work riders are not going away just yet, **35%** of UK adults are against this model of delivery. With growth in pay structures, more adherence with motoring laws, and also more protections for riders, this system could maintain its hold, however this is still to be seen.



WHAT IF THESE DON'T WORK?

By employing your own drivers, you are ensuring ethical, moral and financial stability for your business, rather than by relying on quick-fix trends. At **Mealzo** we produce **driver screens** and **tracking technology** so you can manage your own deliveries with accountability, transparency and at a competitive price.



A FALKIRK FAVOURITE

A cornerstone of Falkirk since 2016, **Giulio's** is a family-run takeaway that works tirelessly the best and freshest fish and chips, pizzas, burgers and more, day in, day out. Let's hear from the owner Michael about everything from their numerous awards, to why he's beyond satisfied with Mealzo...



WHAT WOULD YOU SAY IS THE SECRET TO YOUR SUCCESS?

All this is happening because we have a wonderful team. They work really hard, come here very early, and we have fresh preparation everyday. We're so proud of the sacrifice we make everyday, so we can be the best place around.





WHAT AWARDS HAVE YOU WON?

For 3 years in a row, we've actually gotten Best Takeaway in Central Scotland, and we've managed to receive the Best Fish and Chips with the Italian Awards. We're so pleased the customers continue to come here, it's their everyday feedback that gives us all the power to keep going for more!

WHAT DO YOU THINK OF YOUR PARTNERSHIP WITH MEALZO?

I cannot really thank Mealzo enough, for the support, especially the service we have from them, it's exceptional. We're been partnering with Mealzo for years now, I cannot really recommend any other platform than them. Yeah, partnering with them was the best, best thing I ever did for my business. Chose Mealzo, you will be satisfied.



WHAT WOULD YOU SAY IS YOUR FAVOURITE PRODUCT?

With Mealzo, they give you everything from A to Z that you really need, they do a lot of things for your business, like marketing your business. The custom app and the website are great for our customers to order our food through, that would be my choice.

WHAT SOCIAL MEDIA IS **BEST** FOR YOUR TAKEAWAY?

In the modern world of marketing your takeaway, it's massively beneficial to pay attention to social media. However, how you use them is different dependent on your business. Let's dive into what to use each platform for, the advantages and disadvantages of each, and what you can do right now to get ahead!



FACEBOOK

The longest-lived of the big three, Facebook still has a role to play for the modern takeaway. While it does not have the following that it used to, Facebook retains **55.9million** active users, which is **80%** of the UK population!

- ✓ Facebook has the easiest marketing tools to run campaigns to attract customers
- ✓ Facebook is the app of choice for UK parents for choosing a takeaway to order
- ✗ For businesses wanting to grow a new younger audience, Facebook has a aging customer base, being strongest with those aged 40-75



INSTAGRAM

Often seen as Facebook's cooler cousin, Instagram is Meta's answer to TikTok. With still a sizeable user-base, it still is a competitor to it's main rival TikTok, ranking **2nd** out of all platforms.

- ✓ Above all, Instagram's focus on visuals means it is essential for takeaways that focus on sharing food posts
- ✓ Equipped with Meta Marketing, your business can use all the benefits of Facebook's platform without using it
- ✗ While Instagram grew on being about high quality images, it now pushes Reels to compete with TikTok so your best images won't get the reach they used to



TIKTOK

TikTok is the fastest growing, and most widely-used platform by businesses by a large margin. Any business that wants to grow should invest in this platform.

- ✓ Has the highest engagement of any platform for businesses, with as high rates as **15%**
- ✓ The algorithm heavily favours creative, catchy videos, even from new accounts starting out, all without paid promotion
- ✗ The TikTok algorithm rewards frequent, high-quality videos (15–60 seconds). This can be very demanding when your hands are already full with running a business!

NEED MORE HELP?

Mealzo offers a wide range of marketing solutions so your business too can get the most out of social media. Set at a competitive price, let us take the pressure off and do the work for you!



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