

Mega **Mealzo** Magazine

www.MealzoForBusiness.co.uk



The Inspiring Success Story of Burger N Bites

**Ready to pack your cafe
with one cute cup?**

April Issue

Inside: Exclusive offers!

WE DID IT!

Mealzo's First-Ever Television Advert

We launched our very first advert on STV and it was amazing! Scotland loved it and we couldn't be more excited about the incredible feedback. Our goal was to bring Mealzo to your screens and show how easy, tasty, and affordable takeaways can be.

At Mealzo, we know every penny counts. That's why our ad reminded everyone that you can enjoy the meals you love from the comfort of home... at in-store prices!

The response has been fantastic!

Thank you for all the amazing feedback and for ordering your next takeaway on Mealzo.

Keep an eye out for more, and maybe a little hungry.

Order your next takeaway on Mealzo and see why everyone's talking about it!

TAP TO SEE THE FULL AD





WE RECENTLY EXHIBITED AT WHAT'S COOKING? 2026



Mealzo proudly participated in the What's Cooking? event in Harrogate. It was a day dedicated to the trade of fish and chips, food service, and takeaway / restaurant professionals.

Amidst this dynamic crowd, Mealzo stood out, drawing attention from eager new faces and numerous partners gathered at the Great Yorkshire Events Centre.

For those of you who visited our stand, it was great to connect in person and hear your feedback.

For those who could not make it, here are some highlights:

- We showcased our all-in-one **0% commission ordering platform**
- introduced our **Self-Ordering Kiosks**.
- We also featured our **Mealzo Hot Bags** and offered an exclusive **50% discount on delivery** bags during the event.



The response from visitors reinforced our commitment to empowering local businesses to keep more of their hard-earned profits and grow sustainably. If you would like to learn more about anything we presented, including Zoleds, our Self-Service Kiosk, or our ordering solutions, please tap to **contact us**. Thank you for your continued partnership.

Burger N Bites

From mouthwatering Burgers in Broxburn to irresistible milkshakes, Burger N Bites has become the go-to spot for locals craving fresh, tasty fast food. Famous for crispy loaded fries, tender chicken wings, and a menu packed with flavours everyone loves, they use fresh, local ingredients to make every bite unforgettable.

Let's see what the owner Amber has to say about her experience with Mealzo



Tell us a bit about yourself and your business.

Hi, I'm Amber! We're Burger n Bites. We're the best in Broxburn for burgers, baked potatoes, and chicken wings. We love our food, and we know you will too.

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How has Mealzo made a difference for your business?

I love working with Mealzo. They make it really easy. The system is super simple to use, and I was able to train my staff on it quickly. On our busy nights, it really helps me get through the weekend smoothly.

Any features that stand out?

As a business, I'm really glad we got the Mealzo digital signage. It looks sleek, it's very visual, and it really helps our customers when they're ordering food. They absolutely love seeing exactly what they're getting.



Any final thoughts for other businesses?

So, what are you waiting for?
Join Mealzo now!

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CUTE CUPS, CRAZY LINES:

Turning Scarcity into Profit for Your Cafe



When Starbucks launched its 2025 holiday merchandise, one item stole the show: the limited edition Bearista cup, a cute bear shaped 29.95 dollar glass cold cup. What began as a simple product drop quickly turned into chaos.

Stores received tiny quantities, leading to overnight camp outs, marathon lines, and even Bearista brawls in some locations. Social media flooded with videos of frantic shoppers, sold out signs, and accusations of staff hoarding. Despite shipping more Bearista cups than most other holiday items, they sold out fast.

A booming resale market soon emerged, with prices skyrocketing on eBay.

Starbucks apologised, admitting the excitement exceeded even our biggest expectations.

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The frenzy highlights two powerful marketing forces: cuteness and scarcity. Cuteness taps into deep human psychology. Big eyes and rounded features trigger joy, empathy, and care giving instincts. For many Gen Z customers, these adorable items offer affordable self-care. Scarcity creates urgency and turns products into status symbols. You either have the Bearista cup, or you don't.



As cafe and restaurant owners, you can harness this combo by launching limited-edition cute drink ware, playful packaging, or collectable menu items. Release small batches, promote heavily on social media, and create shareable in-store moments to drive traffic and build loyalty.

Cuteness + scarcity can spark viral obsession. Success, however, requires smart planning, realistic stock levels, and looking after both customers and staff. Get the balance right, and you'll create buzz while delivering a smooth experience.



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