

August Issue

Mega **mealzo** Magazine

Inside: Exclusive offers!

THE RISE OF SPUDBROS:

From Food Tram to Viral Sensation



Starting from a converted tram in Preston's Flag Market, two brothers have transformed a staple of British food culture into **4.3million** followers on TikTok and sells **1,000** dishes a day from just two locations. But what is their secret? How can your business get this success?

Live-stream everything

The power of marketing cannot be understated. SpudBros from the start have filmed their set up through both live-streaming and edited videos. By growing an organic following through being genuine, they jumped from local to global incredibly quickly.



Keep it simple

SpudBros isn't making food art - it's menu is small, simple, and effective. This reduces costs of labour and ingredients, ensures quality service every time, and increases orders per minute by 68% compared to competitors.

Don't sweat the small stuff

It's hard currently to make the most out of small profit margins, but giving away food can make a big difference. SpudBros gained 37 million views on a video where they gifted food passers by. This increases brand trust and awareness, for the price of just two meals!



What now?

While SpudBros seems like a 1 in a billion fluke, by studying their meteoric rise your takeaway too can make a massive difference with subtle changes. All you need to do is trust the process!



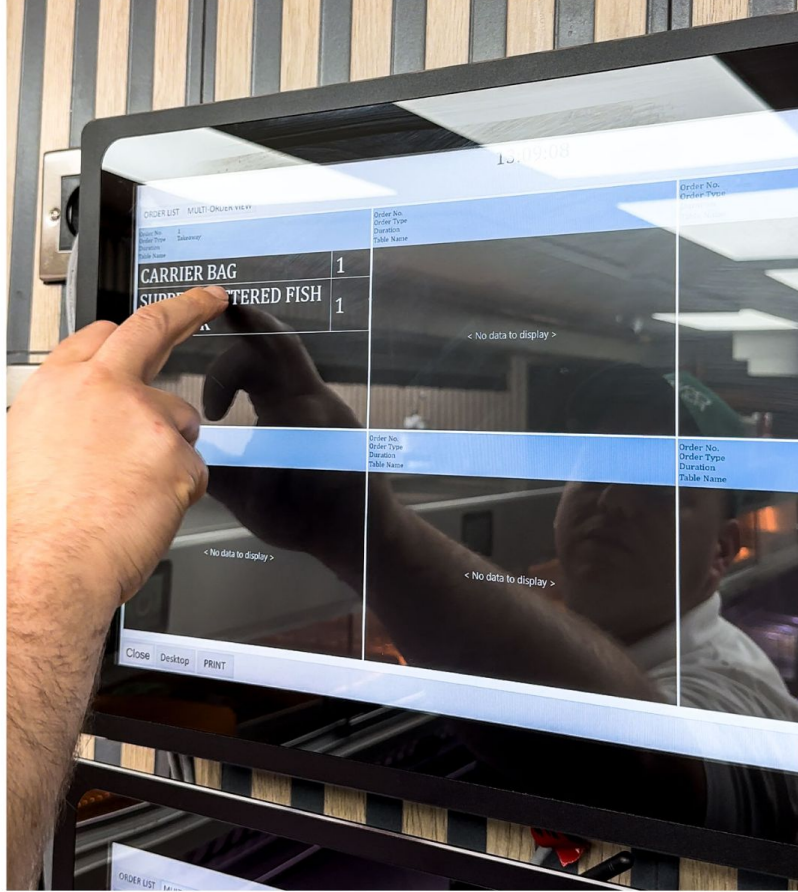
36 YEARS OF EXPERTISE

A fish and chips institution in the heart of Kinross for over three decades, Central Fish and Chips has been run by the same family, from granddad to grandson, serving the best quality food day in, day out. We caught up with the owner Donato to ask why they have remained Mealzo exclusive all this time...



WHY ARE YOU MEALZO EXCLUSIVE?

We were one of the first to join Mealzo, we took on everything they had, and they've made us bigger and better, as they're always improving the products that they offer. In my honest opinion, there's no company that can compete with Mealzo, a partner that you can grow bigger with.



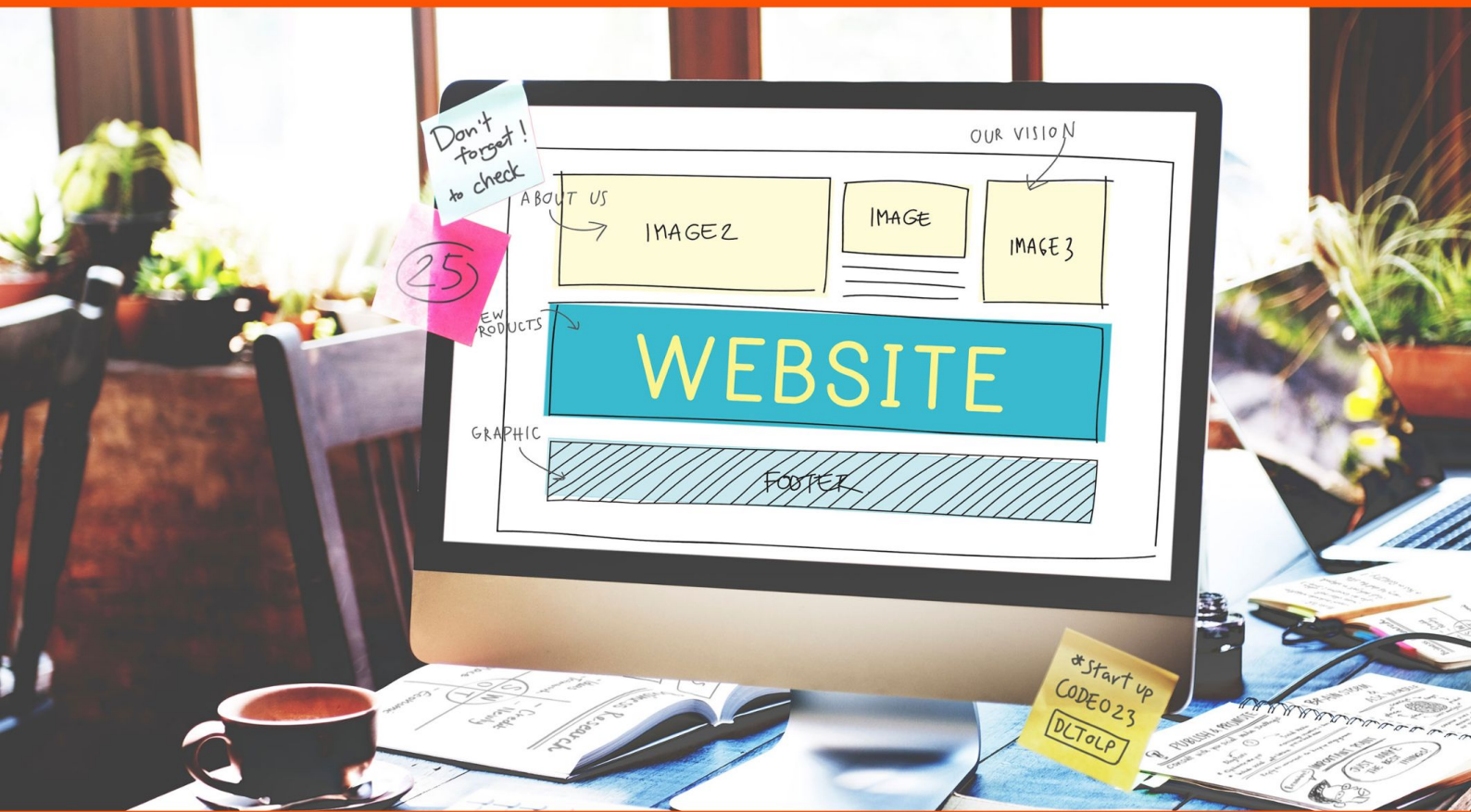
WHAT ARE YOUR FAVOURITE MEALZO PRODUCTS?

We recently did a refurbishment in February, to lighten and spark everything up in the business again, and Mealzo helped us on the way there. We've now got two Kitchen Screens from Mealzo that help our fryers fry even better, and two Self-Ordering Kiosks that help keep the orders flowing and make orders even bigger, even on a busy Saturday shift.

HOW MUCH DO YOU OWE TO YOUR COMMUNITY?

We've been here 36 years because of the backing of our community, they love the spirit of fish and chips. They've always supported anything we've done, and it's the reason we've been nominated for the 2025 Scotland's Business Awards. Certainly they know the only way to reach us is through Mealzo!





1 IN 1.2BILLION

WHY HAVING A CUSTOM WEBSITE MATTERS

In the whole internet, there are **1.2billion** websites, with more every year. You may be overwhelmed by the sheer volume, wondering how you could stand out. However, with a custom website tailored to fit your business' **look, feel,** and **brand identity**, you can grow your business' presence to attract more customers than ever!



1

MAKE THE BEST FIRST IMPRESSION

By adding more than just a list of your menu items, it gives you more depth than others about what you offer, with **43%** of customers saying they will order from a takeaway with an impressive website.

CONTROL THE DATA

When it comes to running your business, a custom website can drive traffic and provide key data. You can then use this data to increase your footfall by as much as **56%**!



2

DRIVE YOUR OWN NARRATIVE

By giving access to the best that marketing can offer, you can help grow your customer retention and recognition of brand identity by **43%**, leading to double the amount of repeat orders.



3

GET YOUR MONEY'S WORTH

While it does come at a price, a custom website can generate an average ROI of **122%**, making it one of the most cost-effective digital marketing investments.

4

WHATS THE NEXT STEP FORWARD?

At Mealzo, we can build you your own tailored website from the ground up, with professional photography, expert developers and unlimited edits working for you to create the best website to help your business stand out from the crowd.