

Mega Mealzo

Magazine



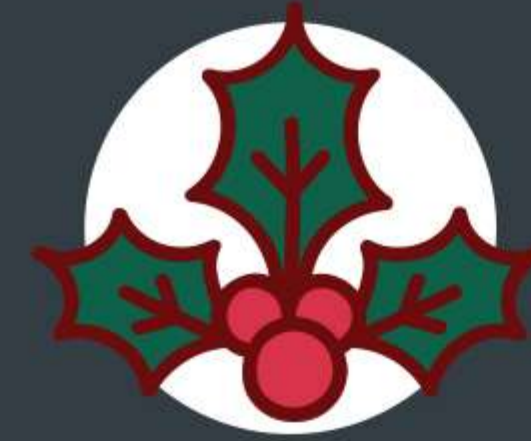
December Issue



CHRISTMAS 2024:

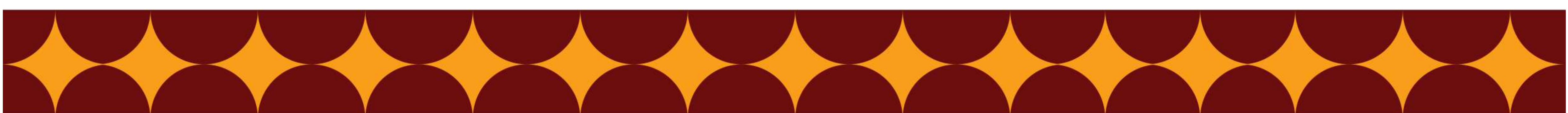
3 KEY TRENDS EVERY TAKEAWAY SHOULD CONSIDER

As the industry marches into the last quarter, it's important to continue to keep on top of the latest and best trends so your business can end the year on a high note! With Christmas fast approaching, it is worth implementing some new and different strategies to get the most out of your customers. Here are the top three ideas to put you above the rest this December!



Hyper Local-Sourcing

The winter season brings a significant shift in the average customer and in what they value. For the Christmas time especially, this brings out the importance of the local sourced produce. For takeaways, this means pushing where they get their ingredients from, especially if in the same region as they are based. This will simultaneously appeal to customers from a sustainability point of view, all the while also building a bond with your customers.





That Christmas Taste

It is a big thing this time of year to add seasonal items to your menu, especially at a slightly upscaled price. A recent study showed that the British in December buy seasonal takeaway food at a 25% increase compared to other orders. Key savoury tastes to try include turkey, cranberry and bacon, while adding cinnamon and mint chocolate to sweet treats may get a higher purchase rate from your customers.



The Season of Giving

Gift cards are a quintessential part of the Christmas season, for the big day or into the New Year. The takeaway industry has transformed over the past 4 years, with 65% of businesses big and small investing in special gift cards to entice new customers. Make it easy for one of your loyal customers to bring in new faces going into 2025!

To conclude

While your business may do some, or perhaps even all of these already, trying out trends and ideas outside your business' comfort zone often yield great benefits. This December, make sure to experiment during a time of assured high intake, so that you can reap the rewards in the new year!

MARKETING IN DECEMBER: IS IT WORTH THE INVESTMENT?

The twelfth and final month in the takeaway and food service industry is the busiest and toughest of the year. With an almost guaranteed increase in order numbers, size, and frequency due to the Christmas and New Year buzz, some businesses may consider lessening off promoting their business. However, it is key to remember that the end of the year can acquire new customers into 2025, as well as solidify the base you already have. Here are 3 reasons marketing in December is essential.



The UK-wide trend

While it may be tempting to ease off funding for marketing to maximise your business' profit margin, the trend in last quarter compared to the rest of the year is to increase. In the UK, the food service industry increases their promotional budget by 32%, with this increasing to 45% for small businesses. This can be especially effective when focusing on special seasonal menus, gift cards and events associated with your business. As a result, it's important not to be left out of the competition at this time of year.

Getting your money back

One major concern for takeaways and restaurants is getting the most out of their investment. While social media is the most prevalent, and through sponsored links and ad campaigns you can push your brand into your key demographics pathway, email and SMS marketing remains the highest ROI in December time. With an average return of £36 for every £1 spent on seasonally themed emails, and an increase of 41% of orders through SMS, getting the most of your money in this period can be more effective than the rest of the year combined.



The key to orders

But when is the best time to implement this? New Year's Eve is a particularly high-traffic day, with some businesses reporting a 200% rise in demand compared to the rest of the year. Similarly, from the 15th December, as it coincides with most businesses' christmas break, there is a steady 5% daily increase in takeaways being ordered until the massive drop on the 1st of January. As a result, choosing the right time and date to apply this extra investment is important.

Still unsure?

The bottom-line is that competitive businesses invest in their marketing in this timeframe. For high-traffic days especially, that little bit extra investment can make a big difference. Luckily, Mealzo provide marketing services that cover every possible angle to raise the public's awareness of your brand. Reach out today, and we'll take care of the rest!



THE BIGGEST NIGHT OF THE YEAR:

Tips for Takeaways this New Year

The takeaway and food service industry all knows the weight that the 31st December holds. From the millions that gather to order in, the long busy hours, to that end of year feeling, New Years Eve can be a big earner, and a great way to make an impression going into 2025. Below are 3 tips and tricks to streamline your shift, and get the most out of every order.

Accepting Pre-Orders

While it may seem like an obvious idea, accepting pre-orders can allow your business to thrive on the busiest shift of the year. A recent study found that this can reduce the stress on your kitchen by up to 40%, while increasing order sizes by an additional third. In addition, as you can prepare particular dishes in advance, this can reduce food waste by 20%.



The Best Deal for the New Year

Special promotions built for your business' strengths are a vital step in maximising your profit. An example of this, such as group meal bundles, or festive meals, often see an increase in order value by 20-25% by targeting gatherings of your customers. A "New Year's Party Pack" featuring popular main items, sides, and a choice of drinks, with a discount or a free add-on (e.g., desserts) can be particularly attractive.



A Countdown Competition

Using social media, you can engage a lot of key customers and build up your brand through direct engagement, and using the countdown to the New Year to maximise this. It's been reported that social media contests where prizes can be won can drive brand loyalty better than anything else, as well as increasing orders by 25% on an average day, let alone on New Year's Eve. This could be achieved, for example, by running a competition where customers share a photo of their meal tagging your takeaway, where you can then choose one before the bells for a prize! The only limit to this idea is your own imagination.

2025

Experiment!

The main point from all this, is not to get comfortable with the status quo of your business on the 31st. By mixing up how you approach New Year, you can access a much greater audience, and create a better customer base going into 2025!