

Mega MealzO Magazine



Inside: **Exclusive offers!**

Feburary Issue

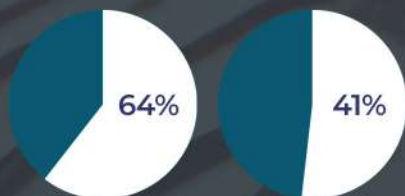
Sweetness, Chilli, and Classics:

The latest food trends that will shape 2025

All takeaway owners know that keeping a close eye on emerging trends is key to understanding your customers, and how they're shaping the industry as a whole. 2025 is no exception, so its time to dig into what will be popular in 2025!

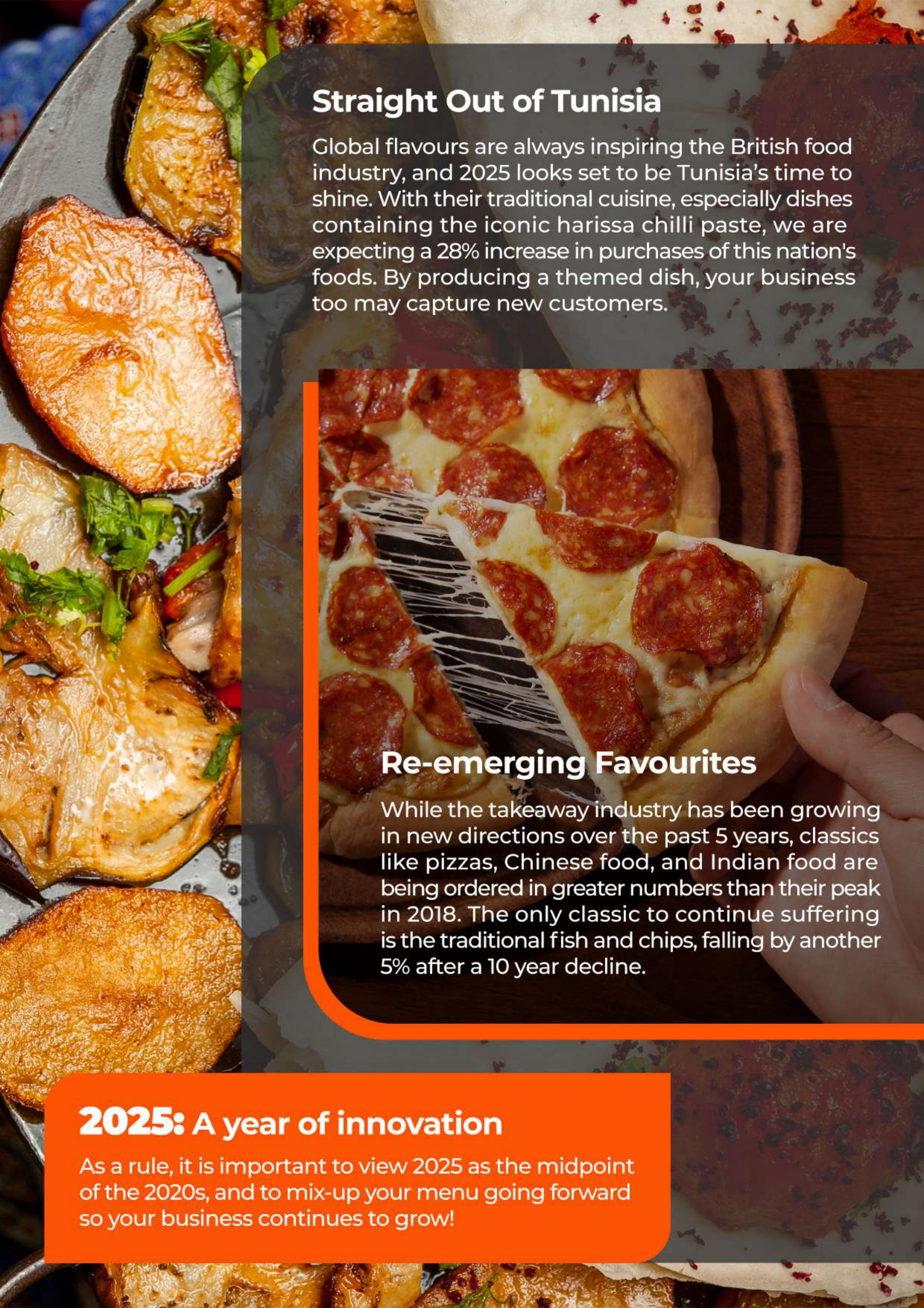
Sweet Enough

With desserts and sugary delights being sold en-masse in the UK, it might surprise you that this year the hottest trend is for low-sugar treats, beverages and snacks to be sold. A whopping 39% of the British public reduced its sugar intake by half in late 2024, with the trend expected to continue late into the year. Offering a low-calorie option may be a wise move for those in the dessert industry.



64% of consumers aim to avoid sugar, with 41% opting for lower-sugar versions of their favourite products.





Straight Out of Tunisia

Global flavours are always inspiring the British food industry, and 2025 looks set to be Tunisia's time to shine. With their traditional cuisine, especially dishes containing the iconic harissa chilli paste, we are expecting a 28% increase in purchases of this nation's foods. By producing a themed dish, your business too may capture new customers.

Re-emerging Favourites

While the takeaway industry has been growing in new directions over the past 5 years, classics like pizzas, Chinese food, and Indian food are being ordered in greater numbers than their peak in 2018. The only classic to continue suffering is the traditional fish and chips, falling by another 5% after a 10 year decline.

2025: A year of innovation

As a rule, it is important to view 2025 as the midpoint of the 2020s, and to mix-up your menu going forward so your business continues to grow!



What's Cooking?

Hosted by nationwide supplier Henry Colbeck, this expo has grown year-on-year into a massive deal for their partners in the food service industry. Hosted in Utilita Arena, Newcastle, on Sunday 23rd February, What's Cooking? will celebrate everything from top-of-the-range fryers to the latest innovations in food technology.

February: A month of exhibitions

Mealzo is thrilled to announce our participation in two upcoming expos: **What's Cooking? 2025** and **ScotHot 2025**! These popular events promise to be exciting and filled to the brim with in-depth new product demonstrations, many a free sample, and exclusive offers. Here's what to expect!



Mealzo will be located at Stand 28, where we will be offering our lowest ever prices for our products, from our full-EPOS set to the Self-Ordering Kiosk! We will also be giving presentations on our freshest solutions, and how they will benefit your work. Drop by between 10am-4pm to say hello, as we'd love to discuss your business with you.



ScotHot 2025

Back at the Scottish Exhibition Centre for the first time since 2023, ScotHot remains Scotland's premier food and hospitality trade show. With over 200 exhibitors and 7,000 visitors, this two-day event from Wednesday 26th to Thursday 27th February is where everyone from food suppliers and distillers come together with industry leaders and technology specialists to celebrate and innovate! The Mealzo team will be set up at Stand 660 both days, with new offers and prices that can only be claimed on the day! With a full range of products to talk to us about, why not come join us so we can talk about how we can help you and your business.



Mark your calendars and register for both for free, and we hope to see you there!

THE ART OF UPSELLING:

GROWING YOUR REVENUE THROUGH PERSUASION

Upselling is a powerful tool that all takeaway and restaurants are aware of, but can be underutilised if not focused on. When done correctly, upselling feels natural, enhances the customer experience, and benefits your business greatly. Here's how to master the art of upselling in 2025!

Why Upselling Works

01

Increased Order Value: Customers are more likely to upgrade or add extras when presented with appealing options.

02

Better Customer Satisfaction: Upselling introduces diners to new flavours or enhancements they might not have considered.

03

Efficient Use of Resources: All efforts have a clear ROI.

Effective Upselling Strategies

1

Leverage Technology

- ▶ **Self-Ordering Kiosks:** Highlighting items and combos on the screen make choices easier for customers.
- ▶ **Dynamic Menus:** Using digital signage or online menus to feature popular dishes.

2

Train Your Staff

- ▶ Prepare staff with prompts to offer add-ons like appetisers, sides, or desserts.
- ▶ Encourage staff to use positive language, such as "Would you like to make that a meal?"



3

Bundle Deals

- ▶ Promote combo meals or group offerings to increase order size. For example, a burger, fries, and drink package at a slight discount.

4

Time-Sensitive Offers

- ▶ Use phrases like "For a limited time" or "Today's special" to create urgency.



Customers spend **15-30% more** using kiosks due to effective upselling and cross-selling options. Restaurants can maximise each order without pressuring.



Customers spend **15-30% more** using kiosks due to effective upselling and cross-selling options. Restaurants can maximise each order without pressuring.