

Mega mealZO Magazine

Inside: Exclusive offers!

June
Issue





Mealzo is now **B CORP CERTIFIED!**

We're thrilled to announce that **Mealzo** is officially a **B Corp Certified** organisation. This is a true testament to our commitment to using our business as a force for good, benefiting both society and the planet.

What is B Corp?

B Corp certification is awarded exclusively to businesses that meet the highest standards of social and environmental performance, transparency and accountability. This signifies a commitment to prioritising more than just profit, instead focusing on ethical business practices and long-term positive impact.

Mealzo is proud to join an exclusive group of only **2,400** businesses in UK to be certified.

To achieve B Corp Certification, **Mealzo** had to get the highest possible score possible on the B Impact Assessment, in five areas:

- 1. Governance**
- 2. Workers**
- 3. Community**
- 4. Environment**
- 5. Customers**



11%

Only a fraction of companies applying get past the application stage



55%

of Gen Z and Gen Alpha place more orders on platforms recognised as ethical, as well as sustainable



Thank you for being part of this journey with us. Together, we can create a better future for the industry and beyond!



Success in Corstorphine

Based in the centre of Corstorphine, Edinburgh, Wok Ninjas is the success story of a family reinventing their takeaway for a new generation, serving the masses traditional favourites, but with both a Scottish twist. Let's dive and talk to one of the owners Andrew Law about how being Mealzo exclusive has helped their business grow from the start!



Why did you only use Mealzo from the start?

We've been exclusive with Mealzo from the start, primarily because they've given us everything we needed, from the thermal bags, to the EPOS and the Self-Ordering Kiosk. We've not been interested in anyone else, and have not tried any competitor, and it's worked for us!

You have a Mealzo Self-Ordering Kiosk, how has this impacted your business?

In my opinion, the Mealzo kiosk has helped us tremendously. It connects with our EPOS system, and it just streamlines everything, makes it all so much easier, so much quicker, and it's very easy to use. There's been times we have been short-staffed, but because of the Mealzo kiosk we've been able to cope. It's really popular with a younger audience as well!



How would you rate Mealzo's support?

If anything would go wrong, we've always had the support from Mealzo. They've been really good and they always sort out the problems as soon as possible. You can reach them through the system, by Whatsapp or by phone really easily.

How has your community impacted your business?

We've actually just been recently nominated for the Scottish Business Awards, which was massively thanks to the community around us, and also thanks to Mealzo for getting us there!





THE VEGAN OPTION: Is it worth it?

Since 2021, Veganism has increased by 1.1million year on year in the UK. With such a growing demographic consuming vegan meals outwith their usual diets, this is a market that has no sign of slowing down. For takeaways and restaurants, the question remains: it is worth it for my business?



1. Growing Demand

1 in 3 UK diners now regularly chooses vegan or vegetarian meals when eating out.

2. Menu Expansion

Over 50% of UK restaurants now offer clearly labelled vegan options, including fast food giants like McDonald's.



3. Customer Expectations

Key motivators for choosing vegan dishes include:

- **Health consciousness**
- **Environmental concerns**
- **Animal welfare**

4. Operational Trends

Restaurants offering vegan options report a **30% increased footfall and wider customer appeal.**



5. Veganuary

A new trend where consumers are vegan for the entirety of January sees a spike in demand, with **40% of UK restaurants** preparing special vegan menus or promotions.

The Key Takeaways

Ultimately, for 70% of takeaway and restaurant businesses, this may not be a viable option. But for the **30%** that attempt vegan cuisine, the benefits from this new market could be invaluable.

