

October *Issue*

Inside: Exclusive offers!

Mega mealzo Magazine



GK Food Service

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FALLING FOR FLAVOUR

Autumn's Tastiest Food Trends

Now the temperature is coming down, and the nights are rolling in, your customers will be seeking new food trends to fit their appetite as it gets colder and darker! Below are 3 key trends to look out for this autumn!



THE RISE OF SOUTH ASIAN CUISINE

From Vietnamese and Thai food to Nepalese/Indian fusion, there is a steep rise in UK customers trying and loving these new flavours.

- ✓ Orders of Pho jumped by **38%**, with Ramen similarly growing by **31%** from summer to autumn.
- ✓ Other hearty favourites like Momo, Pad Thai, and Egg rolls have also doubled in orders in the past month.

PUMPKIN REMAINS KING

Across the U.K, pumpkin spice products are still incredibly popular, with as many as 59,000 orders in a single week in 2024.

✓ As many as **20%** of drinks sales are expected to involve Pumpkin flavouring in one way or another this autumn.

✓ The ROI for ingredients remain high on this ingredient, with a massive **40%** margin from sales of involving the product.

DJ Holy

► A fast-rising UK Afrobeats DJ, known for his energetic sets and opening for top music artists. He has made waves with his national radio debut and annual events like AfroCircle and Afrobeats Clash.

☎ 07961 301 189

🌐 DJHoly.com

KUNAFa IN EVERYTHING

2025 has certainly been the year of the viral pistachio-infused "Dubai Chocolate". However, the Kunafa filling has migrated into everything from sundaes to hot chocolates.

✓ If desserts are your main product then simply try applying it to them to add a new twist - these can still get high demand months after the ingredient reached peak virality.

✓ Experts expect Kunafa to increase in popularity by **32%** as the weather gets colder.

RESEARCH NOW

While these are some helpful trends to start with, right now is the time to find a new inspiration for your food, whether based on research, or your own artistic flair.

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WEE GURKHA
CURRY HOUSE

Nepalese Success in Blantyre

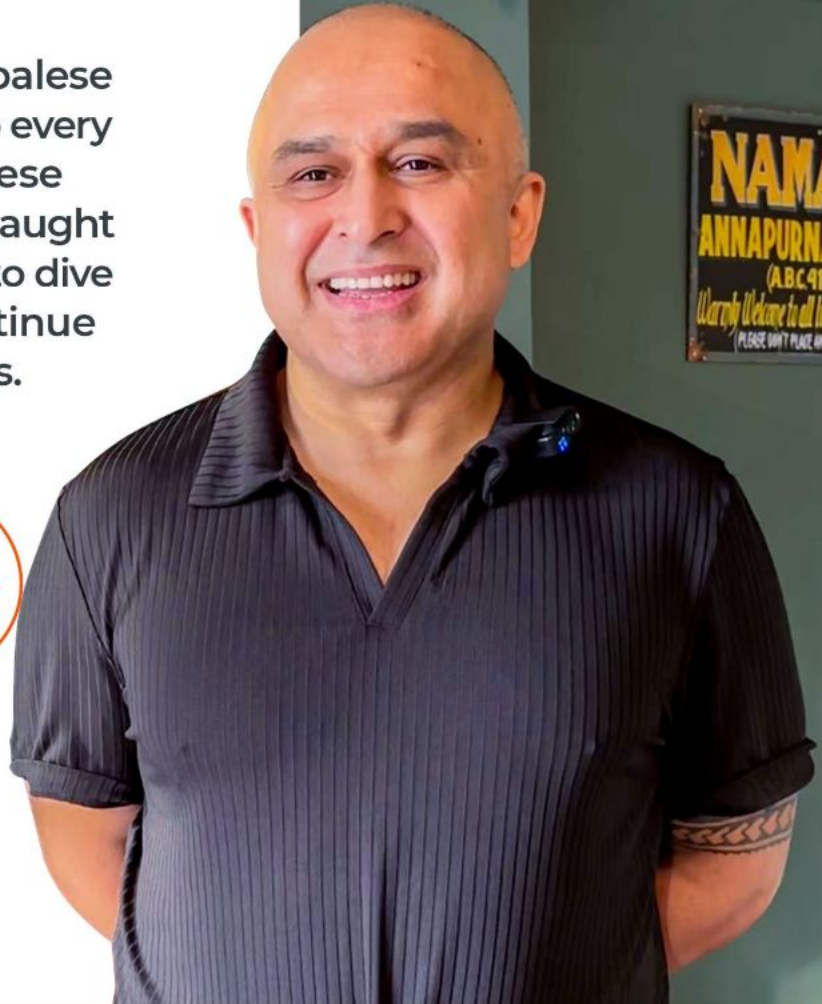
Serving a Scottish twist on the Nepalese dishes, the passion the team put into every order earned them the Best Nepalese Restaurant in Scotland Award. We caught up with Wee Gurkha owner Mohan to dive into how Mealzo help them to continue growing and reaching new heights.

Mealzo Sales

- **Special Offer: Twice the SMS, no extra cost!**
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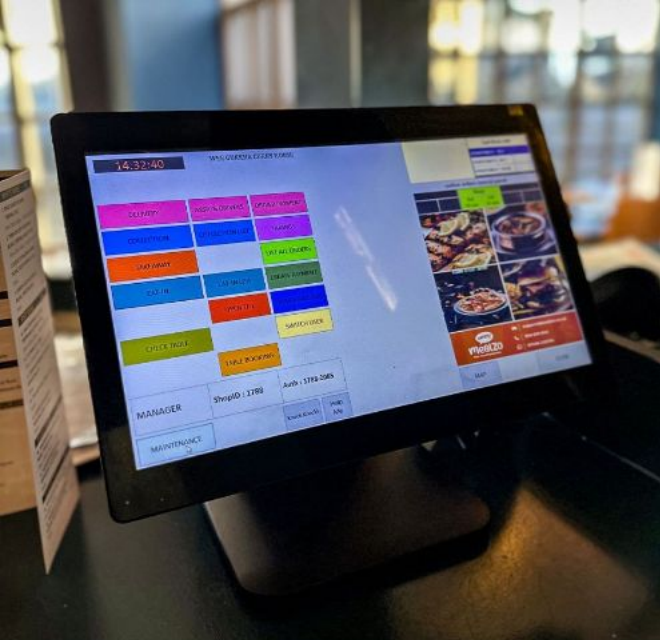
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🌐 MealzoForBusiness.co.uk



What is it about your food that makes it stand out?

Our food is our own, but is still authentic to Nepal. It's a family business, as we bring that tradition and flavours from back home. Our ingredients grow in high altitude, so it gives a unique taste unlike anywhere else to our dishes, like Goat Curry, Simikot Lamb, and Chicken Jire Khuranis.



What has your relationship been like with Mealzo?

We've been with Mealzo for more than 5 years, and we are Mealzo exclusive. What we like about them is it's great value for money and their support is very good. That's why we have two EPOS systems, as they work great on a busy Saturday night. Honestly, we wouldn't work with anyone else.

Why set up in Blantyre?

Me and my wife love being in Blantyre, there is such a hunger for our food here. I'm from Nepal but she's Scottish, so it brings a great combination of flavours to our restaurant. We've been recognised in various curry awards over the years, and we would like to thank our customers for making 2025 such a big year for us. I love you guys!



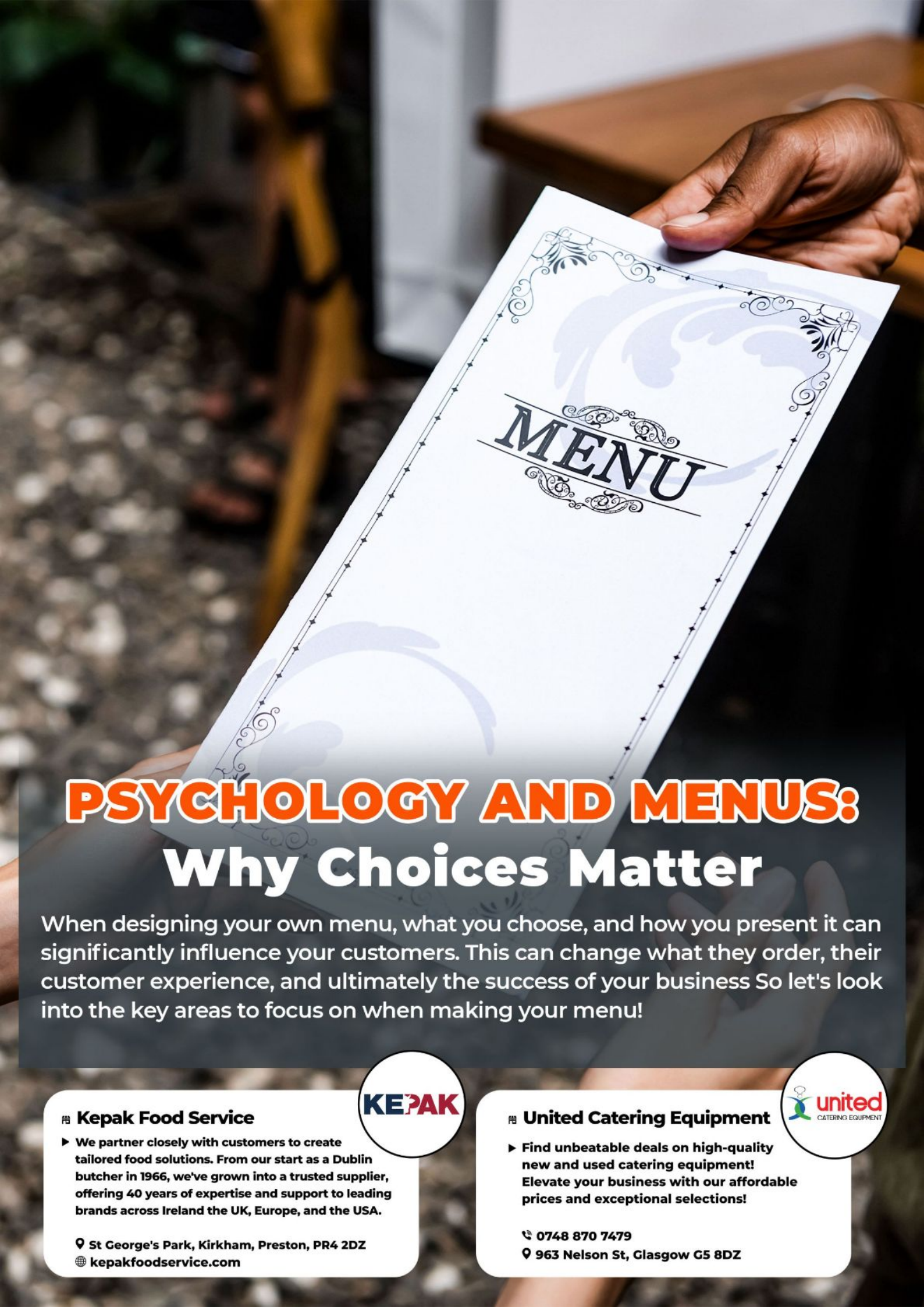
What's your favourite product from Mealzo?

We have our own custom app with Mealzo, it helps with collections and deliveries, as well as it's own table booking system. We'd love our customers to book through there. We love the design of the app, it's fresh and very easy to use.



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PSYCHOLOGY AND MENUS: Why Choices Matter

When designing your own menu, what you choose, and how you present it can significantly influence your customers. This can change what they order, their customer experience, and ultimately the success of your business. So let's look into the key areas to focus on when making your menu!

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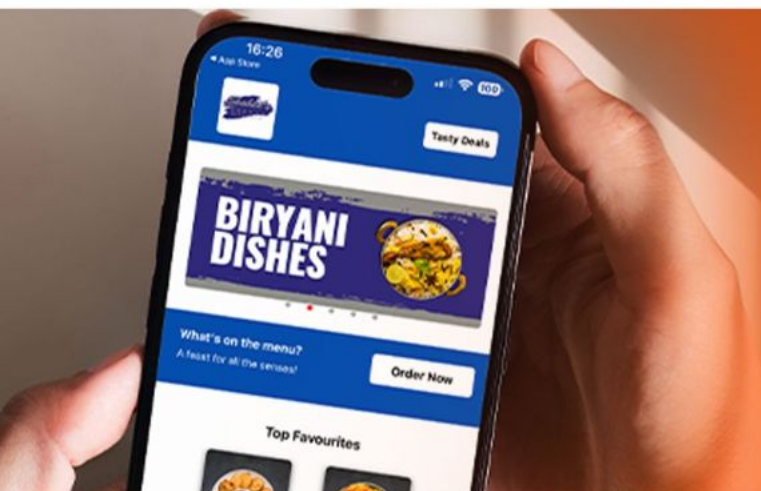


1. What is your audience?

Knowing your key demographic is essential when choosing what to produce for your menu. Are they family-oriented? Health-conscious? Do they want simple food made well, or unique items? It all comes down to your audience.

2. How big is the menu?

There is a fine line between having a good offering of options and overwhelming your kitchen. Keep your customers happy by keeping your menu feasible, maintaining low wait times and high quality.



3. What is your brand?

There is no point having a menu that doesn't push your brand. Are you rebels doing a unique product? Or the classic archetype, sticking to tradition and authenticity? The menu is a cornerstone of making your business stand out.

4. How much?

Pricing is important. While you want to make profit, and the costs are going up, you can't price yourself out of the market. No matter what, you need to make sure your customers are happy to pay for what you're selling.

What else?

This is by no means an exhaustive list. However if you focus on audience, menu size, branding, pricing, you can make a world-stopper menu that can make you stand out.

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