

FOCUS ON

Food to Go

Bar & Kitchen



The Nation's **FAVOURITE** Mayonnaise Brand*

- Rich & creamy
- Versatile in hot & cold applications
- Keeps an ideal texture in combination with other ingredients and meets all your culinary needs

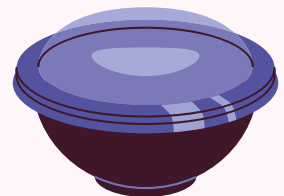
*Source Nielsen, GB Total Coverage, MAT Feb 2025



Did you know...



Market value of Food to Go is expected to reach **£26bn in 2028**



44,010 takeaway food outlets were turning over an estimated **£10.67m as of March 2024**



Food to Go is set to hold a **23.6% share of the total eating out market**

Sources:

Lumina Intelligence, Office for National Statistics

Authentic

YAMAS!

INTRODUCING YAMAS! COATED HALLOUMI RANGE!

NEW



The **NEW** frozen range from YAMAS! showcases authentic Halloumi PDO cheese, wrapped perfectly in a range of crispy coatings! Delivering a premium eating experience, with taste, texture and provenance. Yum!

HALLOUMI POPCORN

A mellow, savoury flavour with a springy texture, wrapped in a crispy breadcrumb coating – mouth-wateringly moreish!



CHILLI HALLOUMI BITES

Bring the fire with these delicious Halloumi pieces coated in a spiced, crispy breadcrumb. Tongue-tingling tastiness with a fiery kick.

GARLIC & HERB HALLOUMI BITES

Savoury Halloumi pieces coated in a rich garlic and fragrant herb breadcrumb. Golden, garlicky, gone in seconds.



To find out more, pick up with your Account Manager today or email: hello@yamasdairy.uk

Focus On Food to Go

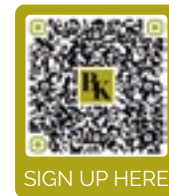
Welcome to this year's edition of Focus On Food to Go.

While restaurants and pubs are seeing drops in market share, quick-serve venues are continuing to grow. We're here to celebrate that success and help you make the most of that competitive edge.

Be inspired by new approaches from Gills, get tips on creating healthy, low-margin options, and boost your profits with value-add sides and speciality drinks.

We hope this Focus On helps drives greater success.

Katie Hinchliffe & Phil Dawson.
Out of Home team, Unitas Wholesale



**Bar &
Kitchen**

Insights

- **Quick service restaurant market share is growing year-on-year**
- **Diner satisfaction is at 77% for restaurant deliveries**



- **Tech investments in AI, mobile ordering and delivery integration are setting restaurants apart**
- **Demand has jumped for everyday treats such as burgers, milkshakes and jacket potatoes**

Source: Lumina Intelligence, SquareUp and Uber

HOW A DIGITAL PRESENCE WILL GROW YOUR BUSINESS

Efficiency in the kitchen paired with engaged customers means satisfaction every time at Gills



Flaming bright red chicken tikka chunks on a grill, flying pepperoni pizzas and a regular one-hour kitchen livestream.

They are just a few of the fun social media reels constantly updating to showcase one of the UK's most innovative and unusual takeaways.

Weekly refreshed content keeps David Gill's customers up to date with competitions such as free takeaways and 50% off fish and chips, and the latest on new dishes his chefs are trialling like cod in a spicy masala batter.

The Gills' Facebook page also features local influencers raving about delicious-looking bowls of teriyaki chicken and rice, cooked – along with a wide range of Indo-Chinese dishes – by a former Michelin kitchen chef.

David Gill owns two venues in the northeast near Sunderland and both are, he insists, "like no other takeaway in the UK". He's right – they're bright, digital and offer restaurant-quality food cooked by professionals.

CLICK AND COLLECT

Most importantly there are no long queues forming in the modern waiting area with its bright overhead video gantries showing off what's cooking, because many of the 90% of online orders are click and collect.

David says: "This is where the technology comes in. We invested in a system that shows the orders, their timings and payment status from the customer's first click through to when the food is in their hands.

"That and the monthly social media support have been the best investments we've made. The system is the foundation of everything we do and gives us real-time data to tweak things going forward."

The Integer system makes ordering and choice of payment – in venue or on delivery – intuitive and easy-to-use. Items can be organised logically, customised with toppings or sides to help customers build their orders easily and confidently.

The overhead displays draw attention to the £9.99 cod and chips, but also double as a 'menu teaser' to spotlight new dishes, promotions and competitions.

PERFECTLY ALIGNED SERVICE

Four distinct areas in the large open kitchen – grill, Indo-Chinese, frying and pizza – each have their own screen displaying incoming orders, time they need to be ready and information including addresses and payment.

"It means all our four teams are working together to get their individual items ready for the collection or delivery time. That ensures the food aligns with our 'fast food fresher' motto," says David.

No waiting paired with great food means increased customer satisfaction, particularly during the busiest times from Friday through to Sunday.

GILLS' FAVE



Gusto Plain Pizza Sauce is our top choice for pizzas. The well-balanced flavour is fantastic.





CONVENIENCE COUNTS

Modern consumers increasingly expect flexible payment options including debit cards, credit cards, and mobile wallets such as Apple Pay or Google Pay. Digital payment allows Gills to offer these options securely while also speeding up transactions.

Pre-payment through an online ordering system further simplifies things and gives David flexibility to add a surcharge if customers prefer a third-party delivery provider over his own JustGills service.

“Our website is the cheapest place to buy so the system allows us to tweak things. Start-up costs weren’t cheap but for any busy takeaway, it really is money well spent,” insists David.

EASE OF USE AND EFFICIENCY

The second customers place their orders, the information appears on the digital order management system. Staff simply print off a ticket that goes on the heated gantry and corresponds to the digital countdown.

That reduces the risk of mistakes and ensures kitchen staff clearly see exactly what customers have requested, including customisations or special instructions. This improves accuracy and helps maintain consistent food quality.

David’s system also allows his team to organise orders by time or priority, helping them prepare efficiently and ensuring walk-in and delivery orders are co-ordinated to keep service moving smoothly.

DIGITAL ENGAGEMENT

Gills use a social media expert once a week to ensure the content is as fresh as the food.

Social media platforms such as Facebook, Instagram and TikTok help the venues connect directly with their local communities by sharing photos of dishes, announcing special offers or promoting meal deals.

David says: “It seems extravagant but one day’s content a week means we have enough to keep us updating all of the following week. It’s a great way to get people talking about us – apart from the excellent food of course.”

Hour-long livestreaming and short video content is a great way to focus on food preparation, busy kitchen moments and new menu launches.

David’s son Nav says: “This type of content builds authenticity and gives our customers a behind-the-scenes look at how their food is prepared.

“The live videos have been really popular and grow excitement to encourage viewers to visit the takeaway or place an order. In a competitive food market, digital storytelling helps us stand out while strengthening relationships with our customers.”

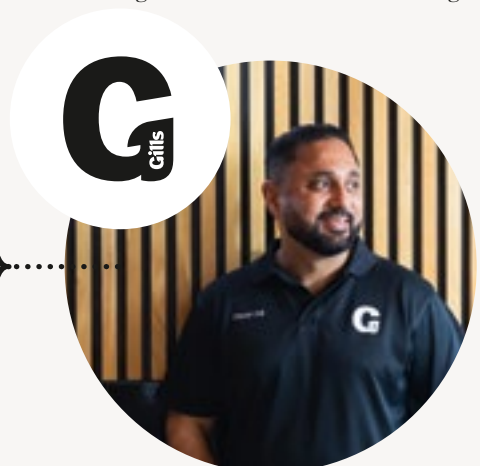
EAT WITH YOUR EYES

The other social media bonus comes in the shape of customer feedback, with comments, reviews and reactions helping the staff find out what customers enjoy most.

David says: “It’s an old saying but people eat with their eyes, so all the digital work we do in store or online supports that. We’re doing well so it looks like it’s working.”

“All our four teams are working together to get their individual items ready for the collection or delivery time. That ensures the food aligns with our ‘fast food fresher’ motto”

David Gill, Owner at Gills





Gusto
BY FOMODORO RUSTICA

**Crafted for Consistency.
Built for Real Kitchens.**

Great pizza starts with great sauce.

Gusto range is crafted using carefully selected Italian tomatoes, delivering a naturally rich flavour, smooth consistency, and reliable coverage on every base.

Ready to use and designed for foodservice, it helps kitchens maintain quality, reduce prep time, and stay consistent.



Recognised by industry professionals, Gusto Sauces have been awarded by the Craft Guild of Chefs at the 2025/26 Awards.



SCAN ME TO DISCOVER GUSTO



Boost your beverages

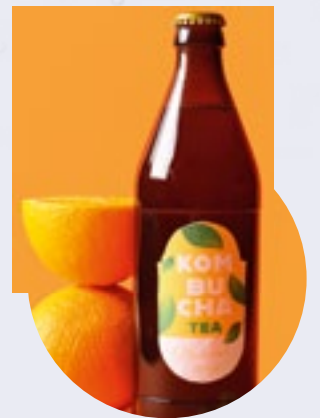
Your drinks range might not be top-of-mind. Refreshing it regularly or testing out new options could prove lucrative

Get a licence

Save customers having to take an extra trip for their lunch out or big night in by stocking some alcoholic drinks. Before you start selling beers, wines or ciders, you'll have to apply for your alcohol licence via the local council and may have to pay a fee. Alternatively, work with a nearby pub or bar to offer joint discounts or deals.

Think nutrition

Customers aren't just more conscious of calories, but artificial sweeteners and unnatural ingredients too. Stock cold pressed juices, smoothies, kombucha and natural sodas with no added extras. This will help customers prioritise their health and make them more likely to return regularly, not just on treat days.



Refresh palates

Help customers feel more hydrated with low-sugar, fresh drinks. Opt for fruity, botanical or herbal flavours. Coolers, infused waters and spritzes are all grown-up alternatives to the traditional 'pops'. Iced teas and mocktails also feel like an invigorating treat that complements, rather than overpowers, dishes.

Go frozen

Cold drinks aren't just enjoyed in hot weather. Slushies, iced coffees or flavoured lemonades are year-round beverages. If you don't have dedicated machines, invest in high-powered blenders to get a consistent texture from fresh ingredients. Layer up the drink in clear cups so they look as good as they taste.



Add indulgence

When customers want to go all-out, let them. Milkshakes, ice-cream blends, hot chocolates and flavoured coffees all bring a sense of luxury to your drinks menu. Give topping, sauce and syrup options and make them feel extra special by serving them with a free biscuit or chocolate on the side.



STANDALONE SIDES

Whether they're watching costs or calories, takeaways are increasingly seen as a treat by customers. Although they're still willing to spend, they want to get the best value for money. This starts with quality ingredients, with 68% of people saying they're even more essential than before.

Starting with a premium base, such as wedges, thin-cut fries or crunchy hash browns, develop sides that will offer customers indulgence or stand-out flavours. Use these elements to create restaurant-standard sides. For something different, try the new Yamas! Halloumi Bites – amazing with hot sauce.

So even if they don't fancy a whole meal, customers may be tempted by smaller 'treat-sized' portions.



Drive spend with value-add sides

Sides can offer high margins. Start with quality, cost-effective ingredients and leverage their value with our tips



BUILD-YOUR-OWN OPTIONS

Giving customers options to personalise their dishes has long been a trend. Gen Z preferences mean it's not going away anytime soon, with 75% saying they like to customise their orders. So, giving as many build-your-own options as possible will help customers tailor your sides to their taste and make them more likely to come back.

Different sauces, meat and plant-based proteins and thin or thick-cut chips are all swaps your kitchen team can easily do. They will also make your sides much more attractive, whether they have specific dietary requirements or prefer certain flavours. One of our faves is Maggi Truffle Flavour Seasoning – a simple, delicious way to premiumise your fries.



MAKE THEM A REWARD

Promotions and perks have always been popular with loyal customers. With 22% of younger customers trying new menu items 'very often' and 60% switching to brands with better loyalty rewards, fresh sides can make the perfect bonus.

After a certain number of purchases or amount spent, offer your returning customers a free side. This will get them trying new menu items and make them more likely to purchase the dish again. It also builds a greater sense of connection between your customers and business.



TEMPT WITH DEALS

Alongside cost-effective options, a smooth, easy ordering experience is a big differentiator in the quick-serve world. Creating meal bundles ticks both boxes for customers. When they're hungry, they don't want to waste time deciding. Do it for them by suggesting a side and drink that would pair well with a main.

Although this means upselling at a supplemented price (e.g. an extra £2 to £5), it will make the ordering process easier and faster for customers. Then, once they've tried the bundle, including your delicious side, they're more likely to purchase it again.

Source: Deliverect

TOP PICKS

LUTOSA ULTRA CRUNCHY 10-10 SKIN-ON FRIES

These fries offer exceptional crunchiness thanks to the level of gluten-free coating, plus it helps them stay warmer for longer. They deliver incredible crunch with minimal oil absorption, making them better for fryers and healthier for you. Lutosa pride themselves on quality and their Ultra Crunchy range is no exception.

HELLMANN'S REAL MAYONNAISE

Rich and creamy, this mayo makes a great sauce on its own or with added flavourings such as pesto, chilli sauce or garlic.



BOOST HEALTH, MAINTAIN MARGINS

Lots of customers are trying to improve their diet. Yet high-protein and fibre foods can cut your margins. Follow our tips to find the right balance

43% CUSTOMERS HAVE INCREASED PROTEIN INTAKE

Protein supports the growth and repair of cells, making it key in building muscle and maintaining collagen. Here are some ways to up your dishes' protein levels cost-effectively.

Source: Ocado

Swap proteins with meat prices

The prices of different meats fluctuate according to demand and seasons. Keeping an eye on these changes means you can switch to cheaper options without sacrificing protein levels. Understanding the cuts of different meats and fish will also help you switch to cheaper options without sacrificing taste, texture or nutrition.

Blend meat and plant-based proteins

Soy, nuts and seeds, legumes and pulses and some grains are great wholefood, plant-based proteins. In many cases, they're often cheaper per gram than meat or dairy proteins. By mixing together meat and plant-based proteins in sauces, patties and meals, you can extend your margins. It also gives your dishes an extra health boost.

Use frozen proteins for added value

Lower cost per gram isn't the only benefit of using frozen proteins. With a longer shelf life, you can cut down on waste. It also allows you to buy in bulk, helping lower costs further and keeping you well stocked for longer. Be sure to double check what needs defrosting and what can be cooked straight from the deep freeze.



Garden
Gourmet



Boost protein in
your vegan dishes



52% UK ADULTS ARE TRYING TO EAT MORE FIBRE

Fibre is essential for maintaining gut health, with adults requiring 30g per day to keep their digestive systems functioning well. Fibremax your menu cheaply with these tips.

Source: Ocado

Bulk out with pulses

Pulses are delicious, filling and full of fibre. They're also cheap per gram and easy to add to a range of dishes, including soups, sauces, sandwiches and salads. Chickpeas, lentils and black beans can be used straight from the tin, or you can buy dried varieties in bulk and soak them first. Quick and easy to cook with, they're great for packing in fibre, texture and flavour.

Offer high fibre carbs

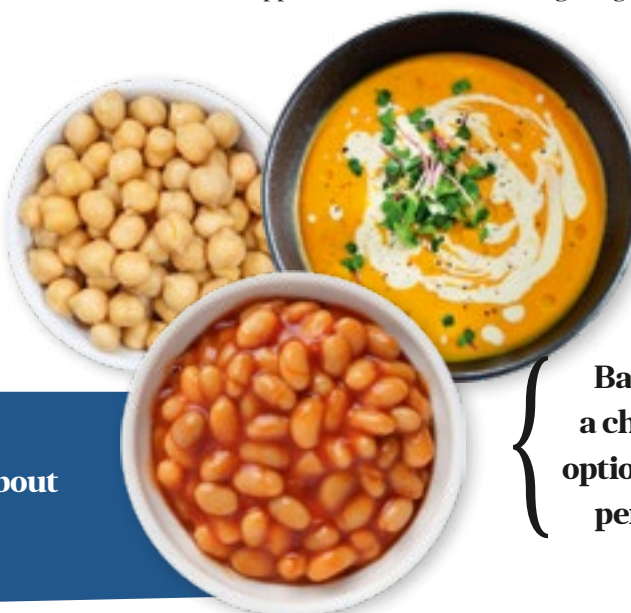
Simply switching to wholemeal or wholegrain ingredients will give your dishes an instant fibre boost. Although they can cost more than refined breads, wraps and pastas, they will keep well in your freezer or walk-in. Plus, having the option on your menu means health-conscious customers can make the switch for a small supplement.

Create fibre add-ons

Side dishes or deals are great ways to extend your margin. Putting a few high-fibre options on your menu means even if your customers aren't treating themselves, they can get a complete, filling and healthy meal for less. Homemade baked beans, bean salads and lentil soups make great sides for burgers, grilled meats and sandwiches.

Dry chickpeas cost 0.9p per gram of protein, making them the cheapest source

Source: NimbleFins



Baked beans are a cheap, high-fibre option, offering 14.8g per meal for 46p

Source: Which?



Learn more about fibremaxxing



You're a true
Magician*



TO DISCOVER
THE MAGGIC

Shake in NEW MAGGI®
Truffle Flavour Seasoning for
gourmet flavour made simple

An affordable way to elevate your menu

