Natural Fast Food Sales Report Record Growth

Tuesday 17 February, 2015

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Natural fast food chain Wrap It Up! has revealed figures which show a 48 percent sales growth, returning profits of £236,524 in 2014.

With McDonalds reporting a 4.6 percent decline in sales for the first time in 12 years, natural fast food it seems has well and truly taken hold in the UK, indicating a shift which has taken place in consumer tastes and demand.

This shift, along with increased competition, has led to a battle between processed and natural fast food takeaways. Without doubt, consumers are more knowledgeable about the links between food and health, which puts pressure on all outlets to be as transparent about their ingredients as possible.

"Our customers want quality food, good variety and regular changes to the menu, which processed fast food restaurants have historically found difficult to maintain", explains Wrap It Up! managing director, Tayub Mushtaq. "We've noticed a specific increase in demand for speciality food products and global flavours. Now, due to our flexibility, our menus are driven in part by customer suggestions and emerging tastes. People want to know what they are eating, and respond to transparency about the nutritional value of their food and the sources of the ingredients".

Traditional fast food outlets have also noticed this change in demand, refining their ingredients and trying to reposition themselves within the marketplace by claiming to use meat free from antibiotics, steroids and hormones. It still remains to be seen however, whether over time, they will be able to compete effectively with their healthier counterparts.

Mushtaq became the brand's first franchisee in 2010 and became managing director in 2012 following a management buyout. Despite appearing on Dragon's Den and being declined funding, the company has since expanded to include 12 outlets across London, with plans to open five new company outlets and 12 franchise outlets elsewhere in the UK, over the next three years.

In November last year, Wrap It Up! began plans to move into a new centralised kitchen in Stratford. Due to be completed by 31 May, it is expected that this new kitchen will be able to support up to 100 sites, with the creation of around 500 jobs.

www.wrapitup.co.uk

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PR contact:
AJ Sharp of Sharp Relations
0844 77 66 342
aj@sharprelations.com
@Sharp Relations

Company Contact:

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