

HOT & ROLL NEWSLETTER

EDITION 14 (APR 2022- JUNE 2022)

HOT & ROLL.COM

HOT & **ROLL**[®]

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hotandroll.com



BEST CREPE

SINCE 2003

**EVENTS &
ACTIVITIES**

SELAMAT HARI RAYA

Ramadhan, a month that is not only about fasting but also about sharing and the beginning for the Raya celebration. Raya brings together family and loved ones.

What's a better way to celebrate this auspicious month if it is not with Hot & Roll. In conjunction with Ramadhan and Raya festival we have launched a Ramadhan bundle made for 2 pax and 4 pax.

The highlight of this bundle was our very own limited edition **Crispy Durian Cheese**. Filled with Durian paste and cheese slices accompanied by the crispy crepe, it is a mind blowing pairing for your 'Buka Puasa'.

This campaign took place through Ramadhan month and was extended till the middle of May.

Ramadhan Bundle



The advertisement features a dark background with hanging lanterns and crescent moons. The Hot & Roll logo is in the top right. The main title 'Ramadhan Bundle Promotion' is in a stylized yellow font. Two bundles are shown: a 4PAX bundle on a red background and a 2PAX bundle on a green background. Each bundle includes a large paper cone of fries, two smaller cones of 'BEST CREPE', and two bottles of Lively tea. The 4PAX bundle includes a Crispy Durian, a Crispy (Sweet / Savoury), 2 Paratha (Sweet / Savoury), and 2 Nestle Lively Tea. The 2PAX bundle includes a Crispy Durian, a Crispy (Sweet / Savoury), and 2 Nestle Lively Tea. The price for the 4PAX bundle is RM35.00 and for the 2PAX bundle is RM25.00. Social media handles and the website are listed at the bottom.

HOT & ROLL

Ramadhan Bundle Promotion

4PAX BUNDLE
RM35.00

- 1 Crispy Durian
- 1 Crispy (Sweet / Savoury)
- 2 Paratha (Sweet / Savoury)
- 2 Nestle Lively Tea

2PAX BUNDLE
RM25.00

- 1 Crispy Durian
- 1 Crispy (Sweet / Savoury)
- 2 Nestle Lively Tea

* Terms & Conditions apply

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Hot & Roll Ramadhan Bundle



In addition to running our own Ramadhan campaign, we have also participated in events organised by some of the malls for Ramadhan as well as Raya.

One of the successful campaign would be the RM 3 lunch deal at Setia City Mall. Hot & Roll and our new concepts IMP'za and MyRotee took part in this campaign.

With the help and support from the A&P team of the mall this activity garnered a lot of attention from the customers towards our brands and boosted the sales of the brands.

BRAND VISIBILITY

Hot & Roll as a brand has been in the market for over a decade. And as a rapidly growing organisation we also pay close attention in sustaining our brand among the locals.

One of the measures that was taken is the use of in-mall ad space. These ad spaces aids in bringing our brand closer to the visitor even while they are shopping. The strategic placement of these ads helps to increase traffic especially with the newly opened outlets.



MITSUI KLIA OUTLET SEPANG

SOCIAL MEDIA CONTEST



'Solve the Puzzle and Win'
April contest for our fans in
Facebook.



It's Raya time and what better
way to have fun if not by playing
' Guess the Raya Food name'



Walk down the memory lane
with a game of
Hot & Roll Tic Tac Toe

NEW OUTLETS

In the second quarter of 2022 we have successfully set up 5 new outlets across Klang Valley and East Coast Malaysia.

On top of that, we introduced our new concept which is Hot & Roll pushcart. The first prototype of our pushcart is located in Aurelius Hospital, Nilai. We are expecting to set up more of this concept in the near future.

Besides setting up new outlets, we also gave some upgrade to our existing outlet. We relocated one of our long standing outlet in Curve to a more strategic location within the mall. This not only encouraged better sales performance but also attracted more customers.

SNEAK PEEK AT OUR NEW OUTLETS



IOI Puchong - April 2022



Pasir Pekan, Kota Bahru - 1st April 2022



Jeli, Kelantan -
1st April 2022



Aurelius, Nilai -
May 2022



Sunway Carnival – June 2022



The Curve Relocation – June 2022

OTHER ACTIVITIES

With 2022 opening up for physical events post the pandemic, we at Hot & Roll decided to take this opportunity to grow our network while expanding our business.

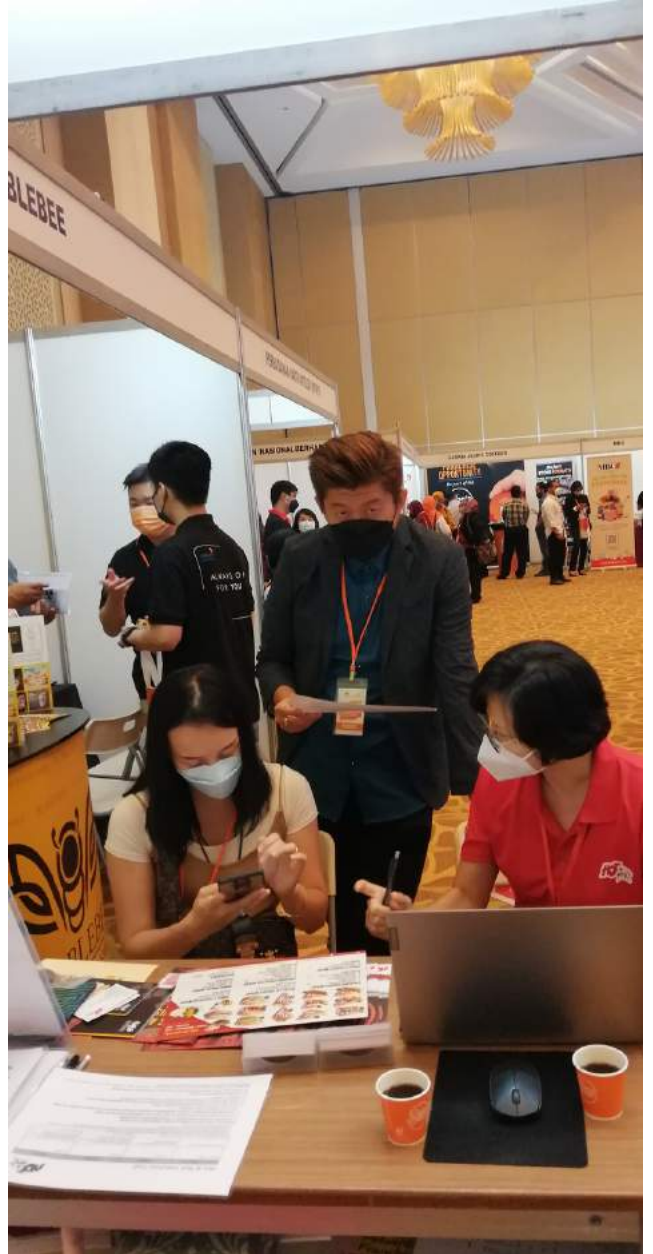
One of the events that we have participated is the Jelajah Franchisee event at Plaza Angsana, Johor (9-11 Jun 2022). This was an event co-organised by the Kementerian Perdagangan Dalam Negeri & Hal Ehwal Pengguna (KPDNHEP) with Malaysia Franchisee Association (MFA).

Besides that we also took part as exhibitors in PERNAS event held in Penang on the 12 June 2022 at Light Hotel, Penang.





Jelajah Franchise – Johor



PERNAS - Penang

Meet our Mr CRISPY

In celebration with the opening of our new outlets we had a mascot appearance/ walkabout as well as some vouchers giveaway in selected locations





Snap & Win

GET FREE
Hot & Roll
Cash Voucher

SEE YOU THERE

Location : Mid Valley Outlet Level 3 mezzanine
Time : 1.30 to 2.30 pm
Date: 2/7/2022

