

NEWSLETTER



NEWSLETTER EDITION 17 (JAN - MARCH 2023)

Opening Words



Happy 2023 to all.

We've finally stepped into another brand-new year. Which means it is also a brand-new beginning for most of us. With the start of 2023 and with most of the COVID-19 restrictions lifted, people are stepping out of their homes more comfortably and business that struggled and survived is now thriving. This also applies to Hot & Roll that manage to keep up with the pandemic despite all the challenges. We did not only overcome it but we also manage to expand our wings to more places.

This year Hot & Roll is looking not only to expand the business inside and outside Klang Valley but also give makeover for our long-standing outlets. On top of that we will also be continuing our marketing activities to engage more with our consumers.

We are looking to be bigger, better, and bolder for the current year.

Product Launch 2023

Cheezy V-Eats



What better way there is to kick start the year if it is not an introduction of a new menu.

This year for the first time in Hot & Roll history we have launched our Plant based wholemeal wrap. With an increase in demand for meatless option of food item, Hot & Roll decided to bring in a new variation of Wholemeal wrap called Cheezy V-eats Wrap.

A wholesome wrap filled with fresh vegetables, nachos cheese sauce and the highlight of it the Plant Based nugget making it a healthy and fulfilling choice.

Product Launch 2023

Gong Xi, Kongsì



Soon after the launch of our Cheezy V-eats which has become a favourite among the Hot & Roll fans, we set off with our Chinese New Year promotion. This year with the theme of sharing we offered Buy 1 Crispy and get 2nd one for RM 6.

Product Launch 2023

CNY Event

Besides the promotion, Hot & Roll welcomed the year of Rabbit with Lion Dance to bless us with good fortune and wealth. We hope that this year will bring more prosperity, fortune and blessings to Hot & Roll.



New Outlet Opening & Outlet Makeover

Eco Shop Tasik Perdana

On top of new item, we also set up new outlets to mark our continuous growth and expansion. Our first outlet of the year was set up at ECO SHOP TASIK PERDANA on 10th January 2023.



Amanjaya Mall

On 12th January 2023 we opened our outlet in Amanjaya Mall, Sungai Petani Kedah. The outlet is located at ground floor of the mall.



New Outlet Opening & Outlet Makeover

Center Point

Our business expansion this year focus not only within Klang Valley and West Malaysia but we also venture more into East Malaysia. One such effort leads to the opening Centrepont Kota Kinabalu outlet on 11th Feb 2023. The opening was also made more exciting with Lion Dance and mascot walkabout.



Fresh Mart Hypermarket

For the month of February, we opened another outlet on 26th Feb 2023 in Kuantan, Pahang. The outlet is located in Fresh Mart Hypermarket. What's unique about this outlet is that we are located outdoors so customers can see us as soon as they are within the Hypermarket premise.



Monash University

On 6th March 2023, we opened our outlet in Monash University. This allows us to introduce to the younger generation about Hot & Roll and allowing them to know the joy of having our delectable wraps anytime, anywhere.



See you in the next edition

