

# NEWSLETTER



**NEWSLETTER EDITION 18 (APR - JUNE 2023)**

# Opening Words

## Hello fans of Hot & Roll.



In a blink half a year is in the past now. And everyone is bracing themselves for the remaining of the year. Many ups and downs have come and gone. Yet here we are standing strong. Here's a little fun fact. Hot & Roll now officially have over 115 outlets all across Malaysia. On top of the steady growth of our business we are also working on introducing new variation of wraps to cater to more customers.

Let's take a look at our exciting adventure throughout the 2nd Quarter of the year.

As our brand approaches its 20th anniversary, we decided to challenge ourselves and go beyond what we have done. The question is how did we do that??

# 2nd Outlet Opening 2023

## Mid Valley



For the first time in Hot & Roll history, we have set up 2 outlets within one mall. Unlike before, Hot & Roll decide to set a new milestone and make history by setting up 2 outlets within the same mall. Our outlets are located at Level 3 Mezzanine and the newly opened is set at Lower Ground (LG) Floor right in front of AEON Wellness.

On the day of the soft opening, we were able to witness a long queue waiting to place their order at our outlet. The strategic location of the outlet as well as the hospitality of the staffs encouraged more crowd to get their wraps.

The outlet Grand Opening was celebrated with a Buy 1 Free 1 (B1F1) Indulgence Crispy for the followers of our Key Opinion Customer (KOC). On top of that we also introduced a new menu which is available for a limited time exclusively in Mid Valley.

## Wholesome Hearty Wrap



A wholemeal wrap filled generously with chicken chunks, colourful array of fresh vegetables and topped with our pure fruit filling. It comes in 2 flavours; Jackfruit and Passion Fruit. The juicy texture of the chicken with crunch from veggies compliments the sweet and tartness from the filling. Making it a warm and hearty meal for those who want to have something on the go.

Come and visit us now at our Mid Valley Lower Ground outlet. Right in front of AEON Wellness

# New Outlet Openings

## Eco Shop Puncak Alam

Besides Mid Valley Megamall 2nd outlet, we have also set up our kiosk in more location. Here is the list of places you can find us now.

We kick start the 2nd Quarter with the opening of our Eco Shop outlet. It was up for business on the 28/04/2023.



## Tropicana Gardens Mall

Followed by the opening of our Tropicana Gardens Mall outlet on the 29/04/2023. To celebrate the opening, we had our Mr Crispy make an appearance and say "Hello" to the crowd and gave away some balloons for the little kids there.



# New Outlet Openings

## Mid Valley

Soon after, we opened our 2nd outlet in Mid Valley. This is our new milestone and a moment which will go down in history.



## C-Mart Nibong Tebal

In May, we opened an outlet in the northern area to bring Hot & Roll closer to the people of Penang. You can come find us now at C-Mart Nibong Tebal and get your favourite wraps. This outlet was set up on 12/5/2023.



# New Outlet Openings

## KSL Esplanade

On 31/5/2023, we set out footprint in KSL Esplanade mall in Klang. The opening of this outlet was blessed with Lion Dance and ribbon cutting ceremony by our founder and director Ms Tracy and Mr Jon respectively.



# New Outlet Openings

## Lotus Bandar Indera Mahkota

In the following month, we have opened a new outlet in Lotus Bandar Indera Mahkota, Kuantan. The outlet was opened on the 15/6/2023.



# New Outlet Openings

## Serai Wangi

And we closed the curtain for 2nd quarter outlet set up with Serai Wangi. The outlet was opened on the 12/7/2023.





# Promotions of the Months

## Ramadan Promotions

This year Ramadhan and Raya was celebrated with the special menu introduction Banana Nutella which was given free when customers purchase any of our crispy product.

**Ramadan Raya Special**  
Buy any 1 Crispy, Get 1 Banana Nutella  
for **8.90** ~~11.90~~  
(nett) (nett)  
20/3/2023 - 30/4/2023

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# Promotions of the Months

## May Mother's Day Celebration

Mothers...The sweetest and the toughest people in the world. A being able to give their child the world.And to celebrate this beautiful people Hot & Roll gave special offer of MIX & MATCH. Customers get to choose their favourite sweet crispy and match it our very own special V-eats Wrap for a limited time only.



**HOT & ROLL**

# MOTHER'S DAY MIX & MATCH

Buy 1 Cheezy V-Eats and 1 Sweet Crispy  
for **RM13.00**  
Valid from 13/5/2023 to 26/5/2023

Cheezy V-Eats

Crunchy Peanut

Banana Chocolate

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The poster features a pink background with a large white heart and a red heart. It displays three items: a Cheezy V-Eats wrap, a Crunchy Peanut sweet crispy, and a Banana Chocolate sweet crispy. The items are arranged around a large red plus sign. The Hot & Roll logo is in the top right corner. The bottom of the poster includes social media handles and the website URL.

# We're Now Going Cashless

In line with the current trend and rise of cashless payment method, Hot & Roll is also implementing the strategy of cashless payment only.

At the moment only 16 selected outlets transitioned from cash to CASHLESS payment. Below is the list of outlets that only accepts CASHLESS. Some of the cashless payment mode that you can use are as following:



See you in the next edition

