

New Take Away Menu Printing Service from DWJ Group

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There are many ways owners of take away menus to market and advertise their takeaway business. However, the best and most efficient way is by designing, printing and distributing takeaway menus. These are used to attract new customers as well as reminding existing customers of products and a good menu design will help to make money.

With these benefits in mind, DWJ Group in Swansea has introduced a new take away printing service entitled Menu Printing Direct.

The catchment area for takeaway food delivery is roughly within a 5 mile radius of a shop, which will increase or decrease depending on location as densely populated areas tend to have a much smaller catchment area. On average the potential market for any takeaway is between 5,000 and 25,000 homes. If a take away has a large number of competitors within the catchment area, it will be important to make the menu different to stand out from the competition.

The major benefit of distributing takeaway menus within the catchment area is that the business reaching target clients directly.

The design of any take away menu is also very important as is the quality of the paper that it is printed on. As with a restaurant, a good take away menu design is key to marketing the business. When thinking of the design of a take away menu, owners should think about the personality of the shop and should serve to keep the brand fresh in customers? minds.

?Like with any business,? explains Sam Reese, Director at DWJ Group, ?if your take away menu looks eye-catching and well-designed and is printed on quality paper and card, then this impression will reflect directly on your business. Customers will associate your take away with quality and so will, by association, assume your food is of equally good quality.

?This is why have introduced a take away design and print service through our online platform Menu Printing Direct. Take away owners can either commission the design through our service or upload their own artwork, select the size and style of the menu they require and place the order for direct delivery to the shop door. Re-ordering is simple too and menus can also be changed easily online.?

Take away owners who are looking for an affordable and efficient menu printing service, including large wall menus, should visit https://www.menuprintingdirect.co.uk/.

For press enquiries, call Steve Brown at Omni Marketing on 07977 117 907.

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DWJ Group

DWJ Group is proud to be one of the leading printers in the UK, achieving a reputation for excellence in lithographic, digital, large format and exhibition printing since 1897.

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