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Zonal gets in the ring with Boypark

Street food, drinks and events specialist, Boypark, has appointed Zonal as its technology partner.

The first of its three sites to install [Zonal's](#) award winning [Aztec EPoS](#) system is its latest venture at Wembley Park, spanning 50,000sq ft of modern street food and leisure space and attracting up to 10,000 people a day. Established Boypark sites in Shoreditch and Croydon are to follow later in the year.

With ambitious plans to open another 12 locations across the UK, Boypark was looking for a technology provider that could flex and grow with the business, while providing a stable and secure solution that could cope with high levels of footfall.

Boypark's operations manager, Ben McLaughlin, said: "The installation of 13 Aztec EPoS systems has gone without a hitch. We are already serving more people at a faster rate, as we only accept card and contactless payments, helping us to build sales and customer satisfaction levels without having to increase our 50 strong staff."

For Boypark it was also important that Zonal could fulfil the Wembley contract within a short space of time while coordinating activity with onsite contractors and other third-party network and broadband providers. Zonal's sales director, Tim Chapman, added: "It has been exciting for the Zonal project team to work with such an innovative pop-up concept and hugely rewarding to see it come together on time and within budget."

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Notes to Editors

For further press information about Zonal, please contact:

Jo Mathers on 07799 662389 / jo@limegreencommunications.com

For further press information about Boypark, please contact:

Lily Freeman, W Communications, 07885790727, lily.freeman@wcommunications.co.uk

About Zonal

Zonal is the leading provider of integrated hospitality management solutions to over 16,000 leisure and hospitality businesses across the UK. For 40 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

About Boypark

The world's first pop up mall [Boypark Shoreditch](#) was launched in 2010. Effortlessly fusing the concepts of the modern street food market and the pop-up retail mall, Boypark stands proudly in the heart of London's Shoreditch to deliver a community of brands specialising in fashion, arts, food and drinks.

Boypark Croydon opened in October 2016. It is the biggest food and culture outlet of its kind in London with 40 traders from around the world, both established and start-up, set in over 90 shipping containers. Boypark Croydon has a 2,000 capacity space, plus a dedicated weekly community events programme that offers music nights, markets, fitness sessions and more for the community and visitors to Croydon to attend for free.

Boypark Wembley opened on the 8th December 2018 and is the largest site to date for the Boypark team. Offering a diverse selection of street food vendors and a year-round schedule of entertainment, Boypark Wembley provides the ultimate fan zone with a 20,000 square foot dedicated events space, offering an immersive food, drink and leisure experience based on the Boypark philosophy of Eat. Drink. Play.