Part A: BBC Text

Adapted from: BBC News (2026) *Viral chicken shop draws customers from hours away*. BBC News. Available at: https://www.bbc.co.uk/news/articles/cm2701py5npo (Accessed: 10 April 2026).

If you post it, they will come: The businesses turning likes into livelihoods

IMAGE SOURCE,ELLIOT DEADY/BBC
Murat Mutlu says he is surprised at how far his customers of his sandwich shop will travel

By Elliot Deady, Essex, Published 19 October 2025

Social media platforms such as TikTok and Instagram have made it easier than ever to get noticed by the world. How does it feel when your business is at the centre of a viral trend?

Spend any time on social media and it won't be long before you see footage of some holiday mishap accompanied by the ironic voiceover, "Nothing beats a Jet2 Holiday."

The travel firm's upbeat theme music and tagline has **become an internet meme** unit, and many smaller businesses are also benefitting from social media fame.

They include **Binley Mega Chippy**, which saw trade increase tenfold thanks to videos on social media.

"Spudman" - aka Ben Newman - saw his jacket potato stall besieged with customers after his own videos went viral.

Elsewhere, **"Chip Shop Diva" Destiny Harold** became an internet star, thanks to her appearances in online videos for Merchants fish and chip shop.

In Essex, meanwhile, a number of businesses are currently enjoying a boost in business after going viral.

'Customers travelled three hours for our chicken burger'

IMAGE SOURCE,ELLIOT DEADY/BBC

Honywood Sandwich Shop is tucked away on an industrial estate in Basildon

It has just gone 09:00 on a Tuesday morning and a flurry of customers have already been through the door at Honywood Sandwich Shop in Basildon.

It is mostly loyal regulars popping in for breakfast, but I am told that come the weekend, people will be turning up from far and wide.

The sandwich shop does post its own videos on TikTok, but it is content posted by its customers that has boosted its bottom line.

IMAGE SOURCE,ELLIOT DEADY/BBC

The shop's chicken burger is drawing customers from far and wide

Owner Murat Mutlu, who employs nine staff, says customers started travelling long distances to try his food after one of his regulars posted about the shop and other customers followed suit.

And while traditional sarnies may be the shop's bread and butter, its other items are what TikTokers are talking about.

"It was a big surprise to me to hear [customers] had travelled for our chicken burger for three hours," says the 42-year-old, who took over the shop two years ago.