

# BRITAIN'S NATIONAL TAKEAWAY DISH KARATE CHOPPED INTO SECOND PLACE

Submitted by: 10 Yetis PR and Marketing

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The UK's leading online take-away portal has revealed that for the first time ever, Chinese is now the number one take-away for Brits who order online, pushing curry to second place and knocking pizza to the third spot.

For the first weekend since their launch; over 7,000,000 delivered takeaway meals ago, the UK's largest online takeaway site have seen Britain's favourite takeaway dish, curry, ousted from the takeaway top spot by healthier Chinese meals.

www.Just-Eat.co.uk has every form of takeaway available on its website and has historically always sold more Indian and pizzas over the weekend period than Chinese.

However from Friday onwards though, across the entire UK, Chinese accounted for 43% of all takeaways ordered online, Curry accounted for 32% and pizza had 21% of sales

Just-Eat's own historical sales statistics have shown that since its launch in the UK nearly 2 years ago, curry has accounted for on average, 49% of sales every weekend.

By looking across its entire back catalogue of sales, the company is also able to determine that the most common time for purchasing a takeaway on the weekend is 7.24pm, and the most common time from Monday to Friday is 6.19pm.

The Top 5 most popular Chinese takeaway dishes for the UK are, (in order): Chicken Chow Mein; Sweet and Sour Chicken; Chicken & Cashew Nuts; Special Fried Rice and King Prawn Fried Rice.

Speaking about the results Just-Eat.co.uk CEO, David Buttress said,

"It looks as though Chinese is snatching the X-Factor from curry when it comes to the battle of the online takeaways but we are not sure how long it will last for."

www.Just-Eat.co.uk provides a quick and convenient service supplying customers with a large directory of varied restaurants and eateries in their area, which when selected provide the user with a full, up-to-date menu including prices. The site also gives the customer an estimated delivery time as well as beverage options.

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For more information or to set up interviews with Just-Eat.co.uk please call Rich Leigh, 10 Yetis Public Relations Agency (<http://www.10yetis.co.uk>), on 01452 348211 or email [rich@10yetis.co.uk](mailto:rich@10yetis.co.uk)

EDITORS NOTES:

Just-Eat have been featured in The Sun, The Daily Sport, The Daily Star, The Daily Express and many

regional papers, as well as providing national broadcast interviews.

Just-Eat have received and dealt with more than 7,000,000 meal orders

Just-Eat are partners with Coca Cola

Just-Eat.co.uk was given a glowing endorsement in hit BBC 2 Show Dragons Den – as the Dragons awarded investment to a start-up company imitating the Just-Eat concept.