

# FURTHER EVIDENCE OF THE RECESSION-DEFYING GROWTH IN TAKEAWAY FOOD

Submitted by: 10 Yetis PR and Marketing

Friday, 9 January 2009

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Just-Eat Group today announced that online takeaway orders from local restaurants grew over 250% in 2008.

Following on from yesterday's reports for Domino's and Greggs showing the shift away from eating out to eating in, Just-Eat Group, the UK's leading internet portal for local restaurant takeaways today provided further evidence with the announcement of UK order growth exceeding 250% in 2008 and an all-time daily record on New Year's Day 2009.

With over 2000 active UK restaurants, [www.Just-Eat.co.uk](http://www.Just-Eat.co.uk) is well positioned to speak for the British takeaway food market with local restaurants, just like their chain restaurant competitors seeing a huge shift to home delivered meals in the midst of the credit crunch. Local restaurants are increasing their web presence with the use of sites such as [Just-Eat.co.uk](http://www.Just-Eat.co.uk) as a medium to market themselves to an increasingly web-savvy and cash-strapped population.

Just-Eat have a large and increasing variety of cuisines now on-line including Japanese, Korean and Jamaican as well as the more common Chinese, Thai, Italian and Indian.

Just-Eat processed more than £7.5 million worth of takeaway orders during 2008, with more than £100,000 sold on the 1st of January this year alone.

David Buttress, CEO of [Just-Eat.co.uk](http://www.Just-Eat.co.uk) said the following,

"Dominos' figures show that their online ordering had grown by 74% in 2008, supporting our own evidence with Just-Eat achieving growth of more than 250% for the same period. Furthermore we are expecting this growth to continue in 2009 when Just-Eat will service over 2 million orders as Britons continue to enjoy stay-at-home meals.

"In a harsh climate for many businesses, local restaurants are, like their chain restaurant competitors, waking up to the potential of online ordering and partnering with us at a fantastic rate. We plan to again double the number of restaurants featured on Just-Eat over the coming year."

[www.Just-Eat.co.uk](http://www.Just-Eat.co.uk) is the UK portal for the London based Just-Eat Group which currently operates in 5 counties across Europe processing orders for an average of more than 30,000 meals each day.

The service supplies customers with a large directory of varied restaurants and eateries in their area, which when selected provide the user with a full on-line ordering system with up-to-date menu's including prices.

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For further information, or to arrange interviews or case studies, please contact Emma Stockley, of 10

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## EDITORS NOTES

Just-Eat has over 2000 restaurants signed up to its UK site and uses its patented Just-Eat technology to offering a seamless on-line ordering service including latest menu's, over 20,000 customer reviews, secure card ordering and automatic confirmation of orders and delivery times.