

OBAMA INAUGURATION PARTIES WIDESPREAD ACROSS UK OFFICES

Submitted by: 10 Yetis PR and Marketing

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As Obama prepares to be sworn in to office as President of the United States at 5pm GMT today, offices across the UK are holding Inauguration Parties. Research of nearly 900* office workers across the UK has shown that 71% of people will be watching the build up and inauguration either via the Internet or TV, staying late at their place of work.

Offices across the UK are getting ready to watch Barack Obama's inauguration as President of the United States, with just fewer than three-quarters of office workers staying late to watch the event via their computer or a communal office TV, with the oath itself taking place at 5pm GMT.

The research was conducted today by online takeaway site www.Just-Eat.co.uk as a result of sales orders being higher than targeted, with thousands of takeaway meals being delivered to offices to watch the event with.

Pizza is the meal of choice for most takeaway lovers, with over 60% of online orders being for the shareable option.

41% of office workers claim that they will watch the historic oath on their office computer, whilst 35% say that they will watch it with their colleagues, the reason Just-Eat believe that takeaway orders have been so high today.

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

"The national interest in the inauguration of Barack Obama has sparked a huge rise in takeaway orders today, prompting us to research our customers' intentions, which led us to learn of these 'office parties', with workers staying late at work to watch the oath take place at 5pm.

"Inauguration Parties are the perfect way for UK office workers in particular to come together and witness the historic oath that will officially begin the term of the new Leader of the Free World. Sharing food has always been a way to bring people together, and this event will be no different."

www.Just-Eat.co.uk is the UK branch of the highly successful European model, which provides an average of more than 30,000 meals for customers in any given 24 hours. Just-Eat have a strategic partnership with Coca Cola.

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, 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 further information, or to arrange interviews or case studies, please contact Rich Leigh, of 10 Yetis Public Relations Agency (<http://www.10yetis.co.uk>) on 01452 348 211 or at rich@10yetis.co.uk.

EDITORS NOTES

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

The research was conducted using a large database of online users who opted in to help with surveys

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.