

# HUGE TAKEAWAY SALES HEAT UP THE BIG FREEZE

Submitted by: 10 Yetis PR and Marketing

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The UK's leading takeaway site has seen a huge 340% rise in food orders yesterday, with tens of thousands of Brits ordering in whilst millions were housebound due to the incredible weather conditions.

Tens of thousands of Brits ordered takeaway food in yesterday whilst unable to go to work and school, according to a 340% order increase on the UK's leading takeaway site, [www.Just-Eat.co.uk](http://www.Just-Eat.co.uk).

Residents in Yorkshire were the most likely to order a takeaway, accounting for 17% of all meals ordered on the site, having been badly affected by the worst snow to hit the UK for 18 years.

Londoners were second most likely to order takeaway food throughout the last couple of days, with transport down throughout much of the capital during Monday accounting for 15% of all sales through Just-Eat.

Percentage of takeaway orders taken by region:

1. Yorkshire – 17%
2. London – 15%
3. North East– 10%
4. South East – 9%
5. East Midlands – 7%

Pizza was the flavour of the day outstripping Indian food by a small margin, 46 per cent and 39% respectively, whilst Indian was the undoubted winner during the evening, with more than 60% of all takeaway orders attributed to the nation's adopted favourite.

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

"Millions of Brits were stuck at home yesterday, asked by schools and employers to refrain from attempting to come into work, meaning that ordering a takeaway online was an easy option meal, as they wouldn't have to venture outside.

"The amazingly high amount of orders yesterday was similar to the level we would see on a national holiday, showing just how disruptive the adverse weather conditions were. Even if the weather was cold, takeaway lovers were adamant they'd warm up with their favourite dish!

"I think the high volume of orders is testament to the hard work of the delivery drivers, who braved the conditions in a bid to ensure Britain didn't go hungry."

[www.Just-Eat.co.uk](http://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 (<http://www.10yetis.co.uk>) Agency on 01452 348 211 or at [rich@10yetis.co.uk](mailto:rich@10yetis.co.uk). Find me on Twitter at [www.twitter.com/richleighsmith](http://www.twitter.com/richleighsmith)

EDITORS NOTES

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

Just-Eat has over 2000 restaurants signed up to its UK site and uses it's patented Just-Eat technology to offering a seamless on-line ordering service including latest menu's, over 40,000 customer reviews, secure card ordering and automatic confirmation of orders and delivery times.