

RECESSION BEATING TAKEAWAY LEADER GETS SITE BIRTHDAY REVAMP AND OFFERS BLOGGERS FREE MEALS TO CELEBRATE

Submitted by: 10 Yetis PR and Marketing

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As Brits get the taste for takeaways in the midst of the recession, the UK's leading takeaway portal Just-Eat.co.uk; which recently celebrated its third birthday, has today announced a total site overhaul, in a bid to simplify the process of online takeaway ordering and delivery.

As detailed in financial year end reports for the UK's leading takeaway companies including Just-Eat, cash-strapped Brits have given up fine dining in favour of the stay at home meal, meaning the takeaway industry has seen a huge rise in profit and public interest.

As such, www.Just-Eat.co.uk will experience a total-site overhaul, in order to simplify the customer order method and give each individual restaurant, of which there are over 2500 at present, a dedicated 'profile' page complete with reviews, their full menu and map, which calculates the distance from the restaurant to the potential customer.

It will now be easier than ever before for hungry users to find their favourite cuisine locally, with the possibility for visitors to search for restaurants by locality, cuisine and even dishes.

Each user can individualise their profile and enjoy a personalised Just-Eat 'homepage', including shortcuts to previously ordered meals and favourite restaurants.

BLOGGERS

To celebrate the site redesign and their birthday, the takeaway portal has decided to offer fifty hungry bloggers and e-journalists the chance to blog for their dinner. Just-Eat are looking for people interested in reviewing the new website and will, in return, deliver to the 50 best a free takeaway meal of their choice from the thousands of UK partnered restaurants available.

The 50 successful bloggers will all also receive active links back to their blog review on the main Just-Eat.co.uk website and the Just-Eat Facebook group.

To enter to get a free meal of their choice, including starters and drinks from the site up to the value of £15, interested bloggers and online journalists should:

- Sign-up to Just-Eat
- Blog/write about their experience subject to a few Just-Eat guidelines*
- Tweet to www.Twitter.com/JustEat_UK or send Ash Ali, ash@just-eat.co.uk the details of the blog/site URL and their Just-Eat sign-in username
- Sit back and wait to see if their URL is listed on Just-Eat as a winner on Monday evening
- Check their account credit
- Enjoy their takeaway!

Just-Eat soft-tested the blogging offer with their 2000 Facebook fans recently, in order to gain an

insight into whether or not the process could work. Just-Eat gave away dozens of free meals and were inundated with hundreds of blogs within 24 hours of the offer. The site intends to repeat the effort on a larger scale, including by attempting to harness the power of the 'retweet' function on tech-friendly Twitter.

For every £2 spent on the site, customers earn 400 loyalty points which can be spent in the Just-Eat Pointshop, on items ranging from Xbox 360s to Cinema tickets and from charity donations to robots and jet skis.

Ash Ali, Marketing Director of Just-Eat.co.uk said,

"This is fantastic for us and our growing and dedicated community of restaurants and takeaway lovers. In terms of marketing, Just-Eat have always been the hottest, gaining targeted national visibility and penetration through our unique brand which is shown in every one of our partnered restaurants. Our search engine performance will also be greatly improved now thanks to the more open structure.

"Our two-way communication method of relaying the complete order to restaurants at the instant the order is made ensures that there is none of the potential 'misheard address/partial order' issues that can occur through phone ordering, meaning customers can sit back, relax and wait for their piping hot order to reach their front door."

With regards to the blog offer, he had the following to say,

"As an online business, we're keen to reward the bloggers and online gurus who share our enthusiasm for a great takeaway and see the site redesign as a perfect opportunity to do so. One of the key areas for us is to develop the already-present sense of community, proven by more than 60,000 individual customer reviews and extend this to people with a passion for writing online."

David Buttress, CEO of Just-Eat.co.uk said,

"This redesign will encompass everything an industry leading website should, with simple two-click ordering capabilities, easy to use payment methods and more than 50,000 trustworthy user restaurant reviews.

"Our hope is to encourage even more restaurants to join the 2500 others already enjoying online visibility during this amazing time for takeaway restaurants, as well as provide credit crunch bitten Brits with the ultimate portal through which they can find any food, any place and anytime."

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, and has serviced more than 7 million meal orders since launch.

The service supplies customers with a large portal of varied restaurants and takeaways 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.

ENDS

Interested bloggers should sent their finished blog URL and Just-Eat Username to Just-Eat by Tweeting to www.Twitter.com/JustEat_UK or emailing Ash Ali, Marketing Manager of Just-Eat.co.uk at ash@just-eat.co.uk.

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, rich@10yetis.co.uk or on Twitter @RichLeighSmith

EDITORS NOTES

*Blog Guidelines:

1. The review must be in a blog that people don't have to sign in to see
2. There must be a LIVE link to <http://www.Just-Eat.co.uk> within the blog
3. There must be more than 250 words
4. The 50 best blog efforts will be decided by the following factors:

- * How established the blog is
- * How many people read and/or comment on the blog and...
- * The effort that has gone into the blog

The 50 successful blog URLs will be posted on the Just-Eat website and Facebook group on Monday evening

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

Just-Eat has over 2500 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 62,000 customer reviews, secure card ordering and automatic confirmation of orders and delivery times.