

UK's Taste for Takeaway Diversifies

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Farewell fish & chips, hello oxtail & enchiladas!

As we enter 2013, the UK's appetite for world food has hit record levels. Online takeaway platform [hungryhouse.co.uk](http://www.hungryhouse.co.uk) (<http://www.hungryhouse.co.uk>) has found that as eating in becomes the new eating out; the British public is becoming increasingly adventurous in its tastes.

The hungryhouse study into the eating habits of their customers revealed the less traditional takeaways now make up 15% of total orders. Once barely browsed Russian menus have become increasingly popular on the website, with orders tripling since 2011. Orders for Mexican have almost doubled nationwide, and in some areas such as London (http://hungryhouse.co.uk/london_takeaway) and Birmingham, there's a Caribbean craze cooking.

hungryhouse.co.uk Co-Founder Shane Lake said "Over the past year, we have seen a significant rise in less traditional takeaway choices. We're happy to be able to provide smaller, niche restaurants a platform to be discovered, and compete with larger, more established outlets".

Even though we stayed true to our "Curry Nation" reputation, with Indian the overall favourite for 2012, the sharp rise in orders of foods such as Vietnamese, Sushi, Persian, Brazilian and African is a sure sign that people are open to breaking their typical takeaway habits.

Other trends showed that London spends the most on takeaway, with North West London flashing the most takeaway cash, spending around £22.22 per order, and East London the least. Outside the capital, Cardiff spends the most on a takeaway with an average order costing £18.56, and Leeds the least, around £12.31.

Ordering on-the-go has also become increasingly popular, with 30% of all hungryhouse orders now being made on mobile devices.

About hungryhouse.co.uk:

hungryhouse.co.uk's mission is to become the UK's most trusted source for the takeaway industry. More than just a restaurant directory, it's a convenient and transparent way to find a restaurant, read reviews and order home delivery. The platform, which is part of Delivery Hero, helps restaurateurs keep up with the increasing technological demands of their customers, and through mobile phone apps gives customers a comfortable way to carry over 10,000 menus around in their pocket!

Press contact:

Craig Mather - Marketing & Communications Manager

Email: pr@hungryhouse.co.uk

[hungryhouse](http://hungryhouse.com) – 78 York Street, London, W1H

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