

# hungryhouse.co.uk integrates with leading UK cashback site Quidco

Submitted by: hungryhouse.com

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hungryhouse.co.uk has today become the first online food ordering platform in the UK to be fully integrated with the UK's leading cashback site Quidco, enabled by mobile commerce startup Button Technology.

The online food ordering platform will now be featured on Quidco, showing the option to link directly through to hungryhouse with the touch of a button, so consumers can order their favourite dishes directly via the UK's leading cashback rewards platform. hungryhouse is the first in the booming UK takeaway industry, currently valued at around £8 billion, to offer this innovative technology with a cashback site.

Quidco enables users to earn cashback with every purchase they make and the new integration will make it easier than ever for consumers to earn money back whilst enjoying their favourite takeaway. It also allows hungryhouse to tap into a platform that has six million members and generates £1.2 billion in online sales.

This is the second hungryhouse integration through Button Technology, following the recent announcement that consumers can order via hungryhouse in city guide app Foursquare. These two partnerships represent the first of a series of tie-ups with consumer apps to make ordering online takeaway easier than ever before.

Jordan Lunetta, hungryhouse.co.uk Product Owner, said: "We're excited to be partnering with Quidco, as we continue to provide users all across the UK with the easiest and fastest way to order a takeaway. Building out our APIs and mobile apps has allowed us to better leverage the Button technology and easily integrate with Quidco. Our users can now save time and money as they have instant access to great food."

Michael Jaconi, Co-Founder and CEO of Button, said: "We're thrilled to launch the Button platform with one of the world's leading digital loyalty platforms in Quidco with hungryhouse. Button's platform is being chosen by the leading mobile companies around the world because of the experiences we build and the simplicity of opening up this channel."

Andy Oldham, MD of Quidco, said: "Our members are sophisticated shoppers that want the best value in everything they do, on any platform that they choose to shop on. This solution with hungryhouse, powered by Button, allows our members the best possible user journey via a deep, context based app to app integration."

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#### About hungryhouse.co.uk

hungryhouse is an online food ordering platform, enabling consumers to browse restaurant menus and read customer reviews then order and pay for a takeaway food delivery. Part of Delivery Hero, the world's largest online food ordering network, hungryhouse has over 10,000 UK restaurant partners, which ensures it is easy to discover new cuisines or choose from local favourites - it is the easy way to takeaway. The convenient website and mobile apps have made takeaway food ordering a quick and easy experience, with no additional cost to the consumer.

#### About Button

Button is the leading contextual commerce marketplace, powering connections into the mobile app economy. Button's proprietary plug and play platform provides the connective tissue between apps to allow developers to drive revenue through connecting to commerce in contextually relevant, best-in-class experiences.

The company was founded in 2014 and is based in New York City. Button has raised more than \$14 million in seed and Series A funding from Redpoint Ventures, Greycroft Partners, DCM Ventures, Accomplice, Vayner/RSE and others.

#### About Quidco

Quidco is the smart, free and easy way to earn cashback when shopping online, in-store and on mobile.

With over 4,300 retailers registered on the site, Quidco rewards its members with cashback every time they shop.

Founded in 2005, Quidco quickly established itself as the UK's number one cashback site. It then branched out from its online roots, to offer members the opportunity to earn rewards on the High Street via its in store cashback programme. Supermarket shoppers can also pocket pounds via Quidco's ClickSnap - the most generous and varied grocery cashback tool on the market.

The service is free to join and the average family earns over £780 a year. For more information, go to [www.quidco.com](http://www.quidco.com)