

Hellofood celebrates 3rd anniversary in Africa Now receives a new food order every 5 seconds!



Info Lagos, Nigeria | Published on: November 26, 2015

AFRICA INTERNET GROUP

Summary **Three years ago today, Hellofood went live in Africa, receiving orders from its first 2 customers in Lagos. That was the start of an incredible journey to revolutionize how people eat in Africa, which now sees someone placing a Hellofood order every 5 seconds, across 11 countries in Africa.**

Spokespeople

Bankole Cardoso
Head of Communications at
Africa Internet Group
bankole.cardoso@africainternet
group.com
🐦 BankyC

Details **November 2015** -Three years ago today, Hellofood went live in Africa, receiving orders from its first 2 customers in Lagos. That was the start of an incredible journey to revolutionize how people eat in Africa, which now sees someone placing a Hellofood order every 5 seconds, across 11 countries in Africa.

That initial website was the first place to order food from restaurants across Africa. With turbo monthly growth of 20% per month on average in the 3 years from inception, and a huge investment in world-class technology, hundreds of thousands of customers now rely on Hellofood for breakfast, lunch and dinner.

“We started out with a small team in Lagos, creating a service that allowed people to order online from their favourite local restaurants for the first time” Joe Falter, CEO and founder Hellofood said. “Now we’re an amazing team of 500 in 11 countries, and we’ve brought major change to the restaurant industry in Africa”

Today, as Hellofood celebrates its 3rd anniversary in Africa, it is still recording record monthly growth as internet penetration and restaurant diversity boom. Hellofood estimates that delivery riders have travelled the equivalent of one hundred times around the earth to make deliveries. Playing an important part in the African tech ecosystem, women make up roughly 50% of its employees, and 6 alumni have moved on to start their own technological companies.

Joe Falter, Founder and CEO, said: “I’m incredibly proud of what our team has achieved - building this business from nothing to dominate 11 African markets, and change the way that hundreds of thousands of people order food on a daily basis. However, we’ve only scratched the surface, the potential for this business model is stratospheric and right now more than ever we are buzzing about the opportunity to reach more customers and ensure a stress-free ordering experience.”

While the number of smartphone users across Africa continues to grow,

Hellofood has moved to leverage on the market with a free app to help customers shop from anywhere in Africa, and maximising orders for their over 3,500 restaurant partners.

As part of its 3rd anniversary celebrations, Hellofood has announced up-to 50% discount on foods ordered on the 27th of this month to coincide with Black Friday. The sale is expected to record the highest ever levels of food ordering in Africa.

“We thank our customers for their support over the years and we are glad to reward them with amazing discounts on the 27th of this month. They had better be online to catch the deals, “ - Joe

About Hellofood

Hellofood is the leading global food delivery marketplace, active in 11 countries in Africa. The company allows customers to discover great restaurants in their area and order great meals from them online or on the Hellofood app, without any stress. For restaurants, it allows them to become visible in the online and mobile world and provides them with a constantly evolving online technology.

Relevant links

 [hellofood](#)

 [Africa Internet Group](#)

Images



About AFRICA INTERNET GROUP

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use

services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.

powered by  pr.co