

foodora launches Hong Kong's first 30-minute food delivery service

foodora continues its global expansion in the market for food delivery, bringing high quality restaurants to living rooms and workplaces

Hong Kong, 29 September 2015 – [foodora](#), the highly successful global startup has now arrived to Hong Kong. Since launching in Europe in October 2014 the online food startup has grown exponentially, expanding across Europe and now into Asia. The concept is surprisingly simple – consumers use the [foodora app](#) or website (www.foodora.hk) to order food from a restaurant of their choice and foodora delivers the food in 30 minutes. Consumers can order wherever they are, be it their homes, office, or on-the-go.

The company has set itself apart from traditional delivery services by working with big names in the restaurant scene, including the likes of [Dragon-i](#), [Iberico](#), [Check-In Taipei](#), [The Boss](#) and [Social Place](#). Restaurants such as [Little Bao](#) will for the first time offer hungry Hong Kongers an alternative to waiting in a queue for superior eats.

“Few realize Dragon-I has very talented chefs serving some of Hong Kong’s best Chinese and Japanese food. With foodora we can now extend the Dragon-I experience into homes and offices,”

— Raymond Young, General Manager of Dragon-I.

Behind the scenes, foodora's proprietary logistics system determines the optimal route between restaurants and customers to help drivers navigate the dense traffic of Hong Kong. The company's dedicated, uniformed and friendly delivery team ensures maximum food quality and transportation standards by not stacking orders and knowing their terrain extremely well. The newly launched [foodora app](#) sends updates along the order process, allowing customers to relax while they look forward to enjoying their meal in the comfort of their home or the convenience of their office.

Mat Podesta, CEO of foodora Hong Kong, remarks: *“Hong Kong is one of the world’s great global cities and as such should have access to world-class food delivery services. foodora wants to introduce a new benchmark of reliability, speed, and quality, bringing Hong Kongers what other markets already enjoy.”*

With over 100 partner restaurants already, foodora Hong Kong is shaking up the online food delivery scene. Through its online platform, partnering restaurants enjoy access to a large and engaged customer base, leading to increased revenues without the need to employ their own couriers, or increase their restaurant seating capacity. Currently delivering to Central and Sheung Wan, foodora plans to expand their delivery area to TST, Wan Chai, and Causeway Bay with an expanded list of 400 restaurants by the end of 2015.

New customers can receive HK\$50 off their first order with code: HELLOHONGKONG.

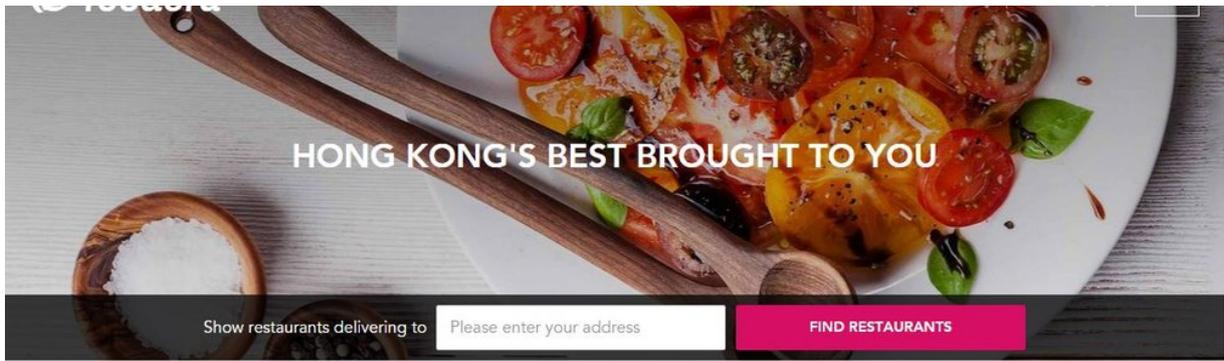
How does foodora work?

Through www.foodora.hk or via the [foodora app](#), consumers can enter their location, view a list of quality-only restaurants serving their neighborhood, and place an order in the comfort of their home, office or even while on-the-go. The order is then carefully prepared by the restaurant, picked-up by the foodora logistics team, and delivered to the customer in only 30 minutes.

About foodora

foodora was launched in Germany in October 2014 and is backed by Rocket Internet and Foodpanda. The on-demand delivery service currently connects high-quality restaurants and foodies in 15 countries and is changing the way food delivery is viewed and experienced globally.

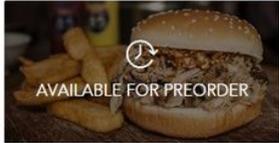




DRAGON-I
Chinese & Japanese
🕒 Open at Wednesday 12:00 pm



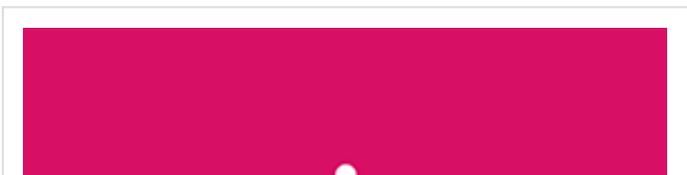
LITTLE BAO
Chinese and American Diner
🕒 Opens at 6:00 pm



THE ROUNDHOUSE TAPROOM
American
🕒 Opens at 5:30 pm



OLD TOWN
Singapore & Malaysian
🕒 Opens at 5:30 pm





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How does foodora work?

Through the foodora website or via the new iOS and Android apps being rolled out customers can select their postal code, view a curated list of restaurants serving their neighborhood, and place their order in the comfort of their home or office, paying online through foodora's secure platform. The order is then carefully prepared by the restaurant, picked up by the foodora logistics team and delivered to their doorstep in just about 30 minutes.



foodora pressroom