JUST EAT DROPS GAMING CONTROLLER WITH A ‘CHEAT BUTTON’ SO GAMERS CAN ORDER FOOD MID-GAME

- **Just Eat introduces a limited-edition ‘Stay In The Game’ controller featuring a dedicated ‘ChEAT Button’ for ordering food at the press of a button.**
- **Built for marathon gaming sessions following major new game releases, ensuring players never have to stop playing when hunger strikes.**
- **Two of the UK’s biggest gamers, ‘Angry Ginge’ and Danny Aarons, debut the controllers and reveal how fans can win one.**

Every gamer knows the struggle when hunger strikes right in the middle of an epic gaming session. However, today Just Eat is ending the mid-game pause forever with the unveiling of the Stay In The Game controller featuring its very own ‘ChEAT Button’. The custom-built gaming controller delivers a takeaway straight to the door at the press of a single button.

The launch follows the release of the most highly anticipated game of the last decade, with fans gearing up for marathon sessions where every second counts. Designed to keep players completely immersed in the action over the next few months, the bespoke controller features a dedicated, custom-engineered Just Eat ChEAT Button built right into the hardware.

Synced to the player’s Just Eat account, one quick tap triggers a real-time delivery. So, when a 5-star hunger level strikes, players can keep both hands on the controller, stay locked in the moment, and never miss a beat while their meal speeds straight to their front door.

For the chance to win one, the on-demand delivery app is teaming up with two of the UK’s biggest gaming streamers, Morgan Burtwistle ‘Angry Ginge’ and Danny Aarons to

giveaway a strictly limited run on their social channels. The exclusive controllers will include £300 of Just Eat credit (£100 per month until end of January), to see gamers through the next few months of gameplay!
Fans are encouraged to keep their notifications on and watch their Instagram and TikTokfeeds closely for drop details. Both ‘Angry Ginge’ and Danny Aarons will also be showcasing the controller on Twitch livestreams.

Tina Koehler, UK&I Marketing Director at Just Eat, said: "When you’re deep into a high-stakes gaming session nothing kills the moment faster than having to pause the action just to sort out food. With the Just ChEAT Button, Just Eat has unlocked the ultimate hack to evade the kitchen, enabling gamers to stay just where they are and locked into play.”

To be first in line when the giveaway drops, follow @justeatuk, @angryginge13, and @dannyaarons across Instagram and TikTok. The ‘Stay In The Game’ controller is also available in Germany and the Netherlands.

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About Just Eat Takeaway.com

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Just Eat Takeaway.com is one of the world's leading global on-demand delivery companies.

Headquartered in Amsterdam, the Company is focused on connecting consumers and Partners through its platforms. With 362,000 connected Partners, Just Eat Takeaway.com offers consumers a wide variety of choices from restaurants to retail.

Just Eat Takeaway.com has rapidly grown to become a leading online food delivery marketplace with operations in Austria, Belgium, Canada, Germany, Ireland, Israel, Italy, Luxembourg, Poland, Slovakia, Spain, Switzerland, the Netherlands and the United Kingdom.

Most recent information is available on our corporate website and follow us on LinkedIn and X.

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For more information please visit our corporate website: https://justeattakeaway.com

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