

Just Eat partners with Booker Wholesale to offer delivery to Symbol group convenience stores

New partnership offers Just Eat delivery to Londis, Premier, Budgens and Family Shopper

Just Eat and Booker Wholesale have partnered to offer delivery to 1000s of Symbol group convenience stores.

Operators of Londis, Premier, Budgens and Family Shopper will be able to offer customers a range of fresh food, everyday essentials, drinks and tobacco delivered to the door, within 25 minutes.

As Just Eat has a customer base of over 18 million and delivery reach of 97% of UK postcodes, the partnership will enable Symbol group stores to reach thousands more customers in the local area and provide greater convenience.

As part of the agreement, Booker Wholesale's sales team will promote Just Eat delivery to their store customers as a preferred partner. Retailers can also sign up via the Booker Retailer Bulletins. Once the site is live on the food delivery platform, the site can then begin receiving orders from the Just Eat app and website.

As Just Eat's delivery network can service over 3,000 Symbol group stores, the new partnership is set to accelerate the delivery platform's expansion in the convenience sector at pace.

“Consumers are increasingly looking to have anything and everything delivered to the door - not just their favourite takeaway. That's why convenience stores are among the fastest growing sectors for delivery. Just Eat's position as the UK's leading food delivery app coupled with Booker Wholesale's scale means we're well positioned to help Londis, Premier, Budgens and Family Shopper retailers capitalise on this surge in demand. It's an exciting next step in the expansion of our grocery offering.”

— Amy Heather, Strategic Accounts Director at Just Eat

Just Eat first began offering on-demand grocery delivery late last year, launching with a partnership with Asda. Since then, convenience operators One Stop and Co-Op Central England have partnered with the food delivery platform, steadily rolling out delivery to more stores across their estates. Through these partnerships Just Eat now offers over 1,500 SKUs of grocery products, typically delivered within 25 minutes.

This deal strengthens Just Eat's longstanding relationship with Booker Wholesale, which sees Just Eat use its scale to negotiate deals and pass on savings to its 60,000 restaurant and grocery partners across the UK.

ABOUT JUST EAT TAKEAWAY.COM

About Just Eat Takeaway.com

Just Eat Takeaway.com (LSE: JET, AMS: TKWY) is a leading global online food delivery marketplace.

Headquartered in Amsterdam, Just Eat Takeaway.com is focused on connecting consumers and restaurants through its platforms. With over 634,000 connected partners, Just Eat Takeaway.com offers consumers a wide variety of food choice. Just Eat Takeaway.com mainly collaborates with delivery restaurants. In addition, Just Eat Takeaway.com provides its proprietary restaurant delivery services for restaurants that do not deliver themselves.

The combination of Just Eat and Takeaway.com has rapidly grown to become a leading online food delivery marketplace with operations in the United States, United Kingdom, Germany, the Netherlands, Canada, Australia, Austria, Belgium, Bulgaria, Denmark, France, Ireland, Israel, Italy, Luxembourg, New Zealand, Poland, Romania, Slovakia, Spain and Switzerland, as well as through partnerships in Colombia and Brazil.



Just Eat Takeaway.com

