Our Mission
Bringing good food into your everyday

Press kit
2017
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Two students, two cities, one story.

For our founders, two friends studying in the urban hubs of Manhattan and Tokyo back in 2013, ordering every imaginable kind of good food to their door was not just an eye-opener, it was a game-changer. Young and dynamic, on return to Europe, they realized it was time to blow apart the narrow idea of food delivery and create a service for hungry people with great taste.

As today’s city dwellers want great quality selected by passionate local foodies, our founders teamed up to bring this to them anywhere in a savvy, flexible way. The two friends’ daring story started to write itself...

Such energy is infectious, and more tastemakers with know-how joined them to form today’s brilliant team. And their name for it? foodora.
We want to change the way people see and experience food delivery by bringing good food into their everyday.
We make food our passion and expertise, always going the extra mile to find the most dazzling dishes to share with our customers.

It’s about caring at every moment, from interpreting chefs’ concepts to knocking on the customer’s door and bringing the good food ourselves.

That’s why we don’t just deliver – we bring it.
We want our customers to enjoy good food anywhere they are and fill their everyday with deliciousness.
Explore
Get inspired by our curated selection of local restaurants and their delicious dishes.

Crave
Whatever you’re craving, indulge in your perfect meal through our smooth ordering process.

Dig In
Our riders bring you your tasty food fresh from the kitchen – enjoy!
A SECRET INGREDIENT
A secret ingredient

Loving good food means always treating it with the care it deserves. That's why we strive to bring you every meal just as if it came fresh from the kitchen.

To do this, we created a special algorithm that identifies the best-positioned rider for each order. They zoom to the restaurant, pick up your order and bring it fresh and tasty anywhere you are, so it arrives in perfect condition for you to enjoy.
A dash of pink into the world

Since launching in April 2015 we’ve created our own path, always adding a dash of pink to more and more streets around the world. Today, we’re active in more than 50 cities and 10 countries worldwide and work with over 7,500 popular local partner restaurants.
Bringing food delivery into your everyday.

Remember that night you had a killer burger? Or enjoyed the ultimate pad thai from your favourite local spot? That’s what being a food lover is all about – seeking out the freshest flavours in the city, and the unforgettable experiences that come with them.

We help our food lovers discover that fresh flavour anywhere they are, whether that means a healthy salad for a late night at the office, indulgent pizza for a no-fuss supper party, or sushi in the park for a romantic picnic. They could be treating their toddler, relaxing with brunch in bed or refuelling after a long run.

If they can dream it up, we make it happen.
The most happening and authentic places in the city? We’ve got this.

If it tastes great, we’re on it. The foodora family spends every waking hour either searching for food... or eating it. We know that food lovers demand the best - whether it’s for breakfast, lunch or dinner. Because of that, we never stop updating our local networks by using the know-how of the urban dwellers. We ask them who’s got the sourdough loaf of dreams, or the Korean with a kick.

But if the team specializes in researching where to find them (plus the tallest burger, the most spankingly fresh sushi or pasta that’s the ultimate comfort food), it’s not just about striking a deal with those restaurants to deliver their dishes. It’s also about making a connection: behind every great food experience is a story of quality, originality and variety, so we hang out with the chefs, dreaming up menus together that will arrive looking photogenic and packing a flavour punch.
We’re drawn from around the globe

Top-down, side-to-side, we’re the foodora family and we share an exhilarating passion for what we do.

We take pride in every single order. Whether cruising the streets or sitting at our desks, our minds are always moving forward to make the experience better, asking: who ate what last night? Which neighbourhood hangout is getting chatter on Twitter? Is Hawaiian the next big thing in food? Who’s got a puncture-repair kit?

We mean it: everyone at foodora goes the extra mile, whether by jumping on their bike to complete an order or by forming a partnership with the new restaurant that has lines round the block. We’re an essential tool in the urban foodie’s life-kit and we’ll never stop innovating.
Our management team is dedicated to changing the way food delivery is seen and experienced around the world.
They want to share their passion for good food with food lovers everywhere, inspiring the foodora team to always go the extra mile for our partners and customers.
Rodrigo Sampaio
MD and Global Co-CEO

Rodrigo brings a wealth of experience to his position at foodora, having launched Rocket Internet’s operations in Latin America and served in consultancy at McKinsey and in Finance and Strategy at Novo Nordisk. He completed his MBA at Harvard Business School with honors as a Baker Scholar.

As a vegan, Rodrigo loves the idea of a food delivery service that can cater to his needs, and he uses foodora in the office to punctuate his days with intense, authentic curries. He orders from Chay Viet, for its authentic Vietnamese food, and Chutnify, for its hot Indian curries.
Eduardo Goes
MD and Global Co-CEO

Eduardo teamed up with Rodrigo long before joining the foodora management team. The two have launched multiple companies together, including Rocket’s ventures in Latin America. Eduardo previously served as CEO of Novo Nordisk and began his career in consultancy with PricewaterhouseCoopers. He has completed an Executive Program in Strategy and Organization at the Stanford School of Business.

Eduardo frequently orders delicious burgers and salads from Berlin classics like The Bird and Fatoush, and he enjoys sharing a tasty lunch with the team to bond and reenergize for the afternoon.
Emanuel Pallua
MD and German CEO

Emanuel co-founded foodora after completing internships at Rocket Internet and Allianz. Today, he’s responsible for foodora in Germany, our largest market. He graduated from the WHU - Otto Beisheim School of Business with a Master of Science (M.Sc.) in Business Administration.

At the office, Emanuel indulges the same love of Italian cuisine that inspired him, at least in part, to launch foodora. He’s always looking for the next must-try Italian spots in Berlin and counts spots like Salumeria Culinario and Pizza Nostra among his favourites.
Julian co-founded foodora together with Emanuel and now leads our marketing division. Previously, he worked in consultancy at Bain & Company and graduated from the WHU - Otto Beisheim School of Business with a Master of Strategic Management and Finance.

Julian credits his time studying abroad in Thailand and Argentina as an inspiration to launch foodora; there, he fell in love with quality Argentinian steaks and authentic Thai flavours. Today, he enjoys authentic curries several times a week with Rodrigo, and gets his quesadillas from Neta.
David Albert
MD, Canada

David has a hunger for driving growth at foodora. His wealth of experience encompasses being part of the founding team at WagJag, a daily deal site acquired by Torstar, to being instrumental in launching the Canadian business for Handy. He earned his BComm majoring in Finance & Strategy at McGill in Montreal, Quebec.

How does this marathon runner fuel up? By consuming an ice cream sundae every day and debating between the long list of delicious offerings when ordering lunch to the office. As Managing Director, he values people, including supporting restaurant partners, working with a fleet of hundreds of couriers and collaborating with a growing team across three provinces in Vancouver, Toronto & Montreal. His thoughts on Canada? ‘It’s the best, Eh!’
"I found foodora to be the perfect blend of disruptive technology and solid and reliable customer service and it delivered at both ends of the experience."

Canadian Reviewer

"foodora is taking the city by storm — many know this delivery service as the bikers speeding through the city with a foodora bag resting on the back of their bike, and it’s no wonder why it has become the latest craze. foodora allows hangry eaters to not just order delivery, but from trendy, gourmet restaurants that don’t normally deliver."

The Culture Trip

"A delivery service that brings food directly from gourmet restaurants to your door. It’s a bit of a godsend."

High Snobiety