



foodpanda



# Press kit

2017



## Our Mission

Bringing good food  
into your everyday



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We want to change the way  
people see and experience  
food delivery by bringing good  
food into their **everyday**.



THAT'S WHY WE  
DON'T JUST DELIVER –  
**WE BRING IT.**

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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.



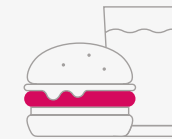
We want our customers  
to enjoy good food  
anywhere they are  
and fill their **everyday**  
with deliciousness.



## EXPLORE

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Get inspired by our curated selection of local restaurants and their delicious dishes.



## CRAVE

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



## DIG IN

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Our rider brings you your tasty food fresh from the kitchen – enjoy!

## A DASH OF PINK INTO THE WORLD

Since our creation we've created our own path. Today, it's with a distinctive dash of pink that we are riding the streets of more than 190 cities across 12 countries in Asia and Central Europe.

Keep an eye out for our signature pink riders while they deliver you food from our 27,000 partner restaurants.





## BRINGING FOOD DELIVERY INTO YOUR EVERYDAY.

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Remember that night you had a killer burger? Or enjoyed the ultimate paratha roll 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 bakery savouries 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. That's why they keep coming back for more.



## THE MOST HAPPENING AND AUTHENTIC PLACES IN THE CITY? **WE'VE GOT THIS.**

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If it tastes great, we're on it. The foodpanda family spends every waking hour either searching for food... or eating it. We know that our food lovers demand the best, morning, noon and night, and we never stop updating our local networks, using the know-how of the urban dwellers. We ask them who's got the perfect pizza dough of dreams, or the barbecue with a kick.

But if the team specialises in researching where to find them (plus the juiciest burger, the spiciest tikka or creamiest 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**

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Top-down, side-to-side, we're the foodpanda 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 foodpanda 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 queues round the block. We're an essential tool in the urban foodie's life-kit and we'll never stop innovating. A shared passion for good food.





#### **Press Contact**

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