



Media contact: Jake Miller, jake@lsb.com, 608-268-5318

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EatStreet, Feeder meal plan join forces to feed University of Iowa students
EatStreet continues to expand in top US college towns

Iowa City, Iowa – A new partnership between EatStreet and Feeder gives hungry University of Iowa students access to a growing number of food delivery options from local and chain restaurants.

EatStreet, the largest privately owned online and mobile food ordering service, caters specifically to towns and cities with major universities, which makes teaming up with Feeder a natural fit.

“We’ve partnered with other student dining cards, including Red Card at University of Wisconsin, and found it gives students so many more options and makes getting food incredibly easy,” said Matt Howard, EatStreet CEO and co-founder. “The opportunity to work with Feeder will allow us to do the same for Iowa City.”

Feeder’s meal plan allows parents to select a meal plan or create a custom plan, so University of Iowa students can purchase discounted food at their favorite restaurants. With EatStreet, students can use their cards to order food through EatStreet.com or its iOS and Android apps.

Based in Big Ten country (Madison, Wisconsin), EatStreet has rapidly grown in just six years to over 250 cities with more than 15,000 restaurants available to diners, and has remained focused on serving smaller cities other online food ordering companies often neglect.

“When we founded EatStreet, we were just three hungry students at University of Wisconsin looking to solve a problem,” Howard said. “We’ve held true to solving that problem nationwide, never forgetting our roots and effort to make food ordering as easy as possible. Working with Feeder, we’ll do the same at University of Iowa.”

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About EatStreet

EatStreet is the largest independent online and mobile food ordering service in the U.S., offering 15,000 restaurants in more than 250 cities through its easy-to-use app and website. For hungry diners nationwide, EatStreet is the most convenient way to order delivery and takeout. With 24/7 customer support, the company ensures every order is fast, convenient and correct. Founded in 2010, EatStreet is headquartered in Madison, Wisconsin, which is home to its team of 145-plus staff. For more information, visit eatstreet.com/press.

About Feeder

Feeder Meal Plan is an expansion of Red Card Media's Red Card Meal Plan, which has been popular with students in Madison, Wisconsin since 2010. Feeder launched with 33 participating restaurants in addition to EatStreet's large list of restaurants. The initial list of participating restaurants include local and national favorites like Bread Garden Market, Chipotle, CVS Pharmacy, Nodo Downtown, Buffalo Wild Wings, Oasis Falafel and Noodles & Company. Red Card Media, headquartered in Madison, Wisconsin, has a portfolio that now includes Red Card Meal Plan, Feeder Meal Plan, Isthmus Publishing and College Athletics Meal Plan.