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**EatStreet unveils new headquarters to support rapid growth**

*Expansion signals strength of Madison as a start-up hub*

MADISON, Wisconsin – When EatStreet’s rapidly expanding work space bubbled into the game room, leaders knew it was officially time to upgrade. Cue the opening of their new headquarters this month, complete with more than enough space for its growing team to work – and play.

With two levels, a roof-top terrace and nearly 20,000 square-feet of beautifully designed, tech-filled work space, EatStreet now has a professional office to match its position as a major player in online food ordering, where it has gone from start-up to success story in just over six years.

“The game room and terrace are where people are going to come together, create friendships and work together. Collaboration has led us through three successful rounds of investor funding and national growth, and it doesn’t happen in cubicles,” said Matt Howard, EatStreet CEO and co-founder.

From client meetings, creative sessions and start-up happy hours, the terrace – complete with greenery and a lakeside view – is the type of place where a team can hammer through a major user-experience challenge or kick back and drink beer with friends. As for the game room, well, it’s complete with shuffleboard and ping-pong tables, a kitchen, three beer taps and a 30-foot bar.

Given Madison’s increasing reputation as a start-up hub, spurred largely by the success of organizations such as EatStreet, the company never considered moving out of town. EatStreet headquarters is home to the entire EatStreet team, including senior leadership.

“We’ve grown from three founders with a vision to 100-plus employees serving millions of diners at 15,000 restaurants in more than 250 cities throughout the U.S.,” Howard said. “We ask our team to work hard, so we needed to create a space where they can play, too. We had to retain the culture and energy that’s pushed us to where we are.”

A focal point of EatStreet's new headquarters is an eye-catching staircase that connects the two floors. It may sound simple, but Howard felt so strongly about keeping the entire team connected that it was a necessary addition to the new headquarters.

Many of the key design elements, including the staircase, spawned from employee input. Good ideas come from everyone within EatStreet – a notion not lost on the founders – which is why Howard pushed to design the office in a way that meets both functional and living needs of his team.

“I want to keep us connected and operating like when there were only 30 of us,” Howard said. “Our team puts in countless hours because they're passionate about our company. That's why I want our new headquarters to feel like a home away from home.”

EatStreet HQ by the numbers:

- **Address:** 316 W. Washington Ave., Madison, WI
- **Design firm:** Aro Eberle Architects
- **Contractor:** CG Schmidt
- **Work area:** Approximately 20,000 square feet.
- **Key features:** Rooftop terrace, game room; two-story, interconnected work space; bike lockers, showers, on-site parking.

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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 100-plus staff. For more information, visit [eatstreet.com/press](http://eatstreet.com/press).