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**EatStreet launches new fan-focused branding to get us all from hungry to happy**  
*Customer-centered app updates, storytelling lead brand's latest changes*

Madison, Wisconsin – EatStreet has launched a redesigned website and mobile app to kick-off its new brand identity that aligns with its quest to be the most fan-focused food delivery service in the market.

The rebranding campaign was spearheaded by EatStreet's new CMO, Suzanne Harms, and Madison-based branding agency Planet Propaganda, which brought the creative and storytelling to life under its mantra to move fans from "Hungry to Happy."

"Priority No. 1 for us has always been user experience, and our fresh new look responds to their feedback," said Matt Howard, EatStreet CEO and Co-founder. "What's so cool about this initiative is that we're living our mission, bringing our customers into the process – and into the culture – that makes EatStreet so special."

For EatStreet, one of the largest independent online and mobile food ordering service in the U.S., the changes come amid rapid growth, making it the perfect time to ensure they're delivering exactly what their fans – old and new – want.

As part of the rebrand, EatStreet will launch outdoor, digital and radio messaging to make users hungry on the spot. With a new logo, color scheme and photography, they'll choose to curb their cravings with EatStreet.

But, the rebrand is much more than a new look. Once diners dive into [Eatstreet.com](http://Eatstreet.com) or the app, they'll notice numerous user-friendly upgrades, all built on users' desires.

Those customer-driven updates include:

- Apple Pay added to iOS app to make payment quicker.
- Restaurant menus restructured to improve clarity and allow users to scan faster.
- Users can search by cuisine type, one of the most demanded ways to find food.
- Prioritized top user interests, such as specials, minimum order prices and delivery fee.
- Reduced time spent on checkout with screens decreased from five to two on Android app.

All the changes now live in streamlined, aesthetically cleaner apps and the EatStreet website, all of which now prominently feature photos of real food EatStreet customers love – of course, based on recommendations from EatStreet’s fans. As an additional homage to its users, all photos were shot by EatStreet customers and employees.

“We've got a one-track mind at EatStreet: To be the most fan-focused brand in our industry,” Harms said. “That simply means we have an obligation to listen to our customers, put what they value into place and entertain them every chance we can get. These new updates are evidence we practice what we preach.”

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#### **About EatStreet**

EatStreet, one of the largest independent online and mobile food ordering and delivery service in the U.S., is the smartest shortcut between hungry and happy. Founded in 2010 by three college students, EatStreet is now in over 250 cities nationwide connecting customers to more than 15,000 restaurants. EatStreet is a privately held company with more than 1,000 employees based in Madison, Wisconsin. For more information, visit [eatstreet.com/press](http://eatstreet.com/press).