

Preoday success: Hungry Monkey



The founders of Hungry Monkey identified an opportunity in Gibraltar to create a new mobile and online takeaway service. There were no existing online or mobile takeaway providers but there was a high-tech population ready for one.

Hungry Monkey wanted to streamline the food ordering process, as well as offer consumers more choice on how, when and where to order from. The founders wanted to be there when hunger kicks in and consumers don't have time to wait in line for food. Ultimately, they wanted to be the consumer's first thought for everything food-related in Gibraltar.

The solution

Preoday provided Hungry Monkey with the solution to their challenge and helped create Gibraltar's first collective takeaway and food ordering app. Hungry Monkey went online November 2015 with Preoday's mobile and online ordering system, accessed from the website as well as downloaded on App store and Google Play. Hungry Monkey now has 70 restaurants in Gibraltar using Preoday's ordering system.

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The result

The result of Hungry Monkey's collaboration with Preoday has been overwhelmingly positive. By the end of May 2018 over 216,000 orders were placed through Hungry Monkey's ordering system, with a population of around 30,000 (2012 census) this equates to every single person in Gibraltar ordering through Hungry Monkey at least seven times.

How Hungry Monkey has helped a local business

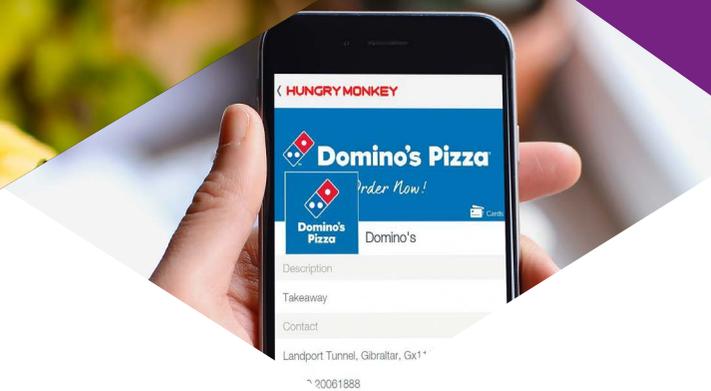
Bridge Bar & Grill, The Star Bar, Lord Nelson, Jury's and the Gibraltar Arms, all owned by [Hunter Group](#), can be found on Hungry Monkey.

With an American-themed menu and a prime location, close to the marina, the [Bridge Bar & Grill](#) is popular with locals and visitors to the area. Despite its success, Hunter Group knew local residents were inclined to remain loyal to one or two restaurant brands, rarely experimenting with alternative venues. This limited the venue's opportunities for attracting fresh custom.

Being on Hungry Monkey, it strongly believes, has given it an advantage over competitor restaurants not yet offering pre-ordering and delivery with their food options.

Leading the way for others on the platform, it was the first to include alcohol options, something that has proved particularly popular with customers based on yachts within the marina.

Feeding data collected by Hungry Monkey into fresh marketing and promotional campaigns, the Bridge Bar & Grill has grown and diversified its customer base; it has even received orders from patients at the local hospital. The bar has seen an increase in revenue alongside a rise in the average spend per order. With mobile orders arriving between 18:00 and 20:00 staff remain productive ahead of the influx of sit-down visitors at the peak time of 20:00 each evening, while the customers are more inclined to try new foods and experiment with their food options.



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Hungry Monkey was born when we saw a gap in the Gibraltar takeaway market, which had a very tech-savvy population and a strong takeaway culture, but had no way of ordering on mobile devices or online. Our vision was made reality thanks to Preoday.

The flexibility of Preoday's platform allowed Hungry Monkey to scale very quickly as well as accommodate a variety of different requirements, such as integration with third parties and multiple ordering channels.

We are now proud to offer app & online ordering for Gibraltar's finest, from local favourites such as Ramsons and Maharaja to internationally recognised brands such as Domino's and Pizza Express. We are already looking forward to where Hungry Monkey will be expanding to next!”

By Mat Caldwell,
Founder, Hungry Monkey