

Love At 'First Bite' For Single Brits This Valentine's As Deliveroo, Tinder And Wingstop Partner To Launch 'Deliverdate' Service

- **Deliveroo, Tinder and Wingstop, join forces to put singletons top of the 'pecking order' this Valentine's Day with the launch of a new two-day service called 'DeliverDate'**
- **Tinder profiles of 30 local singletons will be printed on 1,000 Wingstop chicken wing boxes, available nationwide through Deliveroo**
- **DeliverDate launches as 84% of Tinder members include 'Takeaway' in their bio**
- **It's a 'wing-wing' situation for new-to-Deliveroo customers as they can use the code 'WEGETFOOD' to get £10 off their first order over £15**

10th February 2021: Today, Deliveroo, Tinder and Wingstop announce a partnership to launch a new 'DeliverDate' service just in time for Valentine's. 'DeliverDate' will see Tinder profiles of 30 local singletons printed on Wingstop chicken wing boxes, available nationwide through Deliveroo. By the looks of it, food really is the way to another's heart, with an 84% increase year-on-year in Tinder bios featuring the word "takeaway".

From 13th - 14th February, 2021, profiles of 30 Tinder members will be given a platform which is 'beaks' ahead, to help find a match as their profiles will be printed onto 1,000 special edition Wingstop order boxes.

When ordering from one of five Wingstop restaurants on Deliveroo, customers will be able to opt-in to the new 'DeliverDate' service, and soon enough, their delivery will arrive at their door featuring the quick-scan Tinder profiles of fellow chicken wing fanatics also looking for love.

The match-making doesn't stop there. Customers will be able to follow up with anyone they fancy by scanning a QR code featured on the box stickers, and if they match together, single Brits can see where a mutual love of wings takes them.

Tinder user Aaron from Birmingham said, "By being part of 'DeliverDate' I hope potential matches will 'flock' to my Tinder profile. It's also the perfect ingredient to cook up a storm for my future virtual dates. We can talk about our common love for hot, crispy chicken wings and build a sweet, sticky connection over the fact my face is plastered all over food delivery boxes in the UK!"

Aisha Jefferson at Deliveroo, said: "With help from Tinder and Wingstop, we're asking the nation to let us be a wingman and bring love into their living rooms. Any single Brits should opt-in for the 'DeliverDate' service because they might just satisfy their hunger for love and with any luck be putting a 'wing' on it by next year. And if not, at least they can satisfy their hunger for wings."

Laura Wilkinson-Rea, Director of Communications UK From Tinder says: "The start of 2021 has been unplucking believable, so this Valentine's Day, with the help of Deliveroo and Wingstop, we're elevating our status to be the ultimate wingman to UK singletons. And the best bit, you don't have to share your food!"

Tom Grogan at Wingstop UK said: "We're always looking for ways to give our customers unique experiences they can't find anywhere else, and the Deliverdate service in partnership with Tinder and Deliveroo does just that. Whack some tunes on and sit back and relax while we provide the wings you've been dreaming of, and maybe a potential love match too".

To help singletons make the most of their 'DeliverDate' match, Tinder has compiled the top 10 poultry pleasers for new matches to salivate together over this Valentine's Day:

1. I was craving a snack and behold! There you are!

2. If you were a chicken you'd be impeck-able
3. Love the look of your Tinder profile, I've been chicken' you out!
4. They say I'm a real comedi-hen, so good cluck trying not to laugh
5. You've really ruffled my feathers
6. Without being able to meet up, hope you're ready to talk around the cluck!
7. If you don't like midnight drives to get chicken wings this will never work.. 🐔
8. Let me be a chicken nugget and take a dip in yo sauce-
9. There are two types of people in this world: People who love fried chicken and liars.
10. I almost chickened out of sending this

Whether you're left or right-wing, there's a range of potential suitors to be spotted on the special edition Wingstop packaging. Wingstop fans looking for love can order on Deliveroo from Wingstop restaurants in Battersea, Kentish Town, Gloucester Road, Croydon and Birmingham on 13th & 14th February.

If being potentially matched with your soulmate wasn't enough, new customers on Deliveroo can get £10 off their first delivery with a minimum spend of £15 by using the code 'WEGETFOOD'*. It's a 'wing wing' situation.

How the 'DeliverDate' service works:

- Head to the Deliveroo app and order from the Wingstop restaurant in your area
- Before confirming your order, add the 'DeliverDate' special edition packaging to your order
- When you're happy, confirm your order
- Your food in the special edition packaging will be delivered to customers by Deliveroo with its no-contact policy to ensure the safety of customers and riders
- Six profiles of local singletons will be featured on your packaging, scan the QR code of the person you'd like to connect with on Tinder
- Once scanned, you'll automatically be directed to their full profile where you can Swipe Right® and arrange a date (should they also click right and match with you). #dateresponsibly

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* Between 18th January - 28th February 2021, new-to-Roo customers can get £10 off their first delivery with a minimum spend of £15 by using the code 'WEGETFOOD'. The offer has been launched in celebration of the new national brand campaign, "Deliveroo Presents: The Year of Great Food". For full terms and conditions, head to deliveroo.co.uk/legal

CAMPAIGN SOCIALS

Deliveroo – Twitter: [@deliveroo](https://twitter.com/@deliveroo) | Instagram: [@deliveroo](https://www.instagram.com/@deliveroo) | Facebook: [@deliveroo](https://www.facebook.com/@deliveroo)

Tinder – Twitter: [@TinderUK](https://twitter.com/@TinderUK) | Instagram: [@tinder_uk](https://www.instagram.com/@tinder_uk) | Facebook: [@tinder](https://www.facebook.com/@tinder)

Wingstop – Twitter: [@wingstopuk](https://twitter.com/@wingstopuk) | Instagram: [@wingstopuk](https://www.instagram.com/@wingstopuk) | Facebook: [@wingstopuk](https://www.facebook.com/@wingstopuk)

#DeliverDate

ABOUT DELIVEROO

[Deliveroo](https://www.deliveroo.co.uk) is an award-winning delivery service founded in 2013 by William Shu and Greg Orlowski. Deliveroo works with over 140,000 best-loved restaurants and takeaways, as well as 110,000 riders to provide the best food delivery experience in the world. Deliveroo is headquartered in London, with around 2,000 employees in offices around the globe.

Deliveroo operates in nearly 800 towns and cities across 12 markets, including Australia, Belgium, France, Hong Kong, Italy, Ireland, Netherlands, Singapore, Spain, United Arab Emirates, Kuwait and the United Kingdom.

ABOUT TINDER

The Tinder® app was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, it's been downloaded more than 400 million times and led to 55 billion matches. The Tinder® app has 6.6 million subscribers and is the highest grossing non-gaming app globally.

ABOUT WINGSTOP

Founded in 1994 and headquartered in Dallas, TX, Wingstop Inc. (NASDAQ: WING) operates and franchises more than 1,300 locations worldwide. The Wing Experts are dedicated to Serving the World Flavor through an unparalleled guest experience and offering of classic wings, boneless wings and tenders, always cooked to order and hand-sauced-and-tossed in fans' choice of 11 bold, distinctive flavors. Wingstop's menu also features signature sides including seasoned fries and freshly-made ranch and bleu cheese dips.

In 2018, Wingstop's system-wide sales increased 16% year-over-year to \$1.3 billion, marking the 15th consecutive year of same store sales growth as well as 290% shareholder return since its 2015 initial public offering.

Lemon Pepper Holdings LTD, a brand partner of Wingstop own and operate exclusively the UK master franchise.

For more information visit www.wingstop.co.uk

<https://uk.tinderpressroom.com/2021-02-10-Love-At-First-Bite-For-Single-Brits-This-Valentines-As-Deliveroo-Tinder-And-Wingstop-Partner-To-Launch-Deliverdate-Service>