

## Asia revolutionising food ecosystem for digital-first future

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### Foodpanda and Rebel Foods launch Asia's largest virtual brands partnership



Foodpanda, Asia's largest food and grocery delivery platform, has announced a long-term, multi-market partnership with Rebel Foods to enable restaurant partners and cloud kitchen operators to grow additional revenue streams, at little or no startup costs.

Rebel Foods is the world's largest internet restaurant company headquartered in India. The new digital-first F&B format sees foodpanda and Rebel Foods joining forces for the benefit of local and small players in the F&B industry.

Through this partnership, for an initial five years, both companies will aim to launch more than 10 virtual brands in over 2,000 outlets across the region, making this the largest virtual brand partnership in Asia, and the first of its kind in the region at this scale.

As part of the partnership, Rebel Foods brings their culinary expertise, efficient SOPs and iconic ready-to-deploy brands that are easily customisable for local preferences in any region.

"This foodpanda-Rebel Foods partnership introduces a new digital-first F&B format to Asia. foodpanda is always seeking new, innovative ways to change the way F&B businesses operate in a hyper-digitalised economy — we want to push our ecosystem further into the future," said Pedram Assadi, COO, foodpanda. "Most importantly, these virtual brands will give our restaurant partners, especially SMEs, new opportunities to earn additional revenue."