

foodpanda and Carlsberg join hands to enhance quick-commerce experience

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foodpanda, Asia's leading food and grocery delivery platform, has expanded its collaboration with Carlsberg Asia to make Carlsberg's extensive variety of beverages more accessible to consumers in a fun and fresh ways, especially during relevant drinking occasions.

The partnership will bring exciting campaigns from both brands, designed to make Carlsberg beers more appealing to consumers. Carlsberg will also deepen its use of foodpanda's extensive network of cloud grocery stores through pandamart and its strong ties with retailers via foodpanda shops to make Carlsberg beers easier to access; as part of consumers' enjoyable memorable moments.

According to foodpanda's Delivery and Retail Trends 2023, beer is one of the top five most ordered grocery items in APAC. Coupled with foodpanda's data on customers' purchasing habits, this partnership ensures that consumers receive personalised recommendations and special promotions for Carlsberg at specific moments of their user journey on the foodpanda app, increasing their cartout rate.