

OOWEE, UKI

*Charlie Watson, Cofounder
Verity Foss, Cofounder
Lina Blythe, Operations Director*



“Oowee’s mission is to deliver delicious, premium quality fast food that’s accessible to everybody. That’s where our heart is,” says Lina.

Deliveroo partners since 2016, Oowee started as a small, local diner in Bristol. Delivery has always been a crucial part of their growth

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strategy. Since creating their brand, Oowee have expanded to multiple sites and have developed their plant-based offering Oowee Vegan.

“When you have a strong presence on Deliveroo, you can reach new customers and

demographics. It gives you a whole different world of visibility”, says Lina.

Oowee’s delivery service goes beyond their juicy, cooked-to-perfection burgers. “People don’t order delivery just for the food,” says Charlie. “It’s about the whole experience.”

A key element of this experience is Oowee’s packaging. They developed their own, made specially for their product’s needs. “If your packaging isn’t right, it devalues the product,” says Verity. “We need our boxes to be sturdy, but also to let the food breathe so it doesn’t get soaked.

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The final flourish to Oowee’s orders is a handwritten note. “An order isn’t just a transaction. Delivery customers are just as valuable as dine-in customers and we want them to know that,” says Charlie.