



Australia: BP launches Couchfood in collaboration with Uber Eats

Couchfood is the new service offered by BP as the company moves into the competitive food home delivery space.

BP is partnering with Uber Eats to take another step into the convenience segment. With the new partnership customers will be able to receive food items from BP stations at their homes.

“We recognise the changing habits of our consumers, with millennials in particular regularly using the Uber Eats app for greater convenience. We keep adding new locations for Couchfood as we see considerable demand for a wide range of snacks and drinks from customers wanting to order from the comfort of their couch,” said Adam Arnold, General Manager, Marketing and Retail Innovation at BP.

Tapping into the millennial mindset and food ordering behaviour, BP found 1 in 4 Australians aged 25-34 will order from a meal delivery app weekly, spending an average \$102 per month through meal delivery apps.

The Couchfood categories include Salty Snacks, Candy Shop, Chocolates to Share and even Pantry Picks – with milk and bread available.

BP has a network of 1400 fuel and convenience sites across Australia and you can refuel.