# Giggling Squid Trials Deliveroo Service in Bristol

**Wednesday 2 September, 2015**

## Related Sectors:

Food & Drink ::

## Scan Me:

Giggling Squid, the fast growing family of Thai tapas restaurants, is to trial a home delivery service through Deliveroo in Bristol, ahead of a potential group-wide roll out. Following the Bristol trial, Giggling Squid will test Brighton, Hove and Guildford. Giggling Squid currently operates in 13 locations across the South and Midlands, with advanced plans to open several more this year.

The demand for home delivered meals increases as the warm summer months give way to the cold wet, weather of autumn and winter.

Deliveroo is a premium delivery service focused on independent restaurants which do not, themselves, offer home delivery.

"We are providing restaurant quality meals, not take away food," said Deliveroo's South West regional manager Nick Lonergan.

Customers can order via both Giggling Squid's and Deliveroo's websites or by using the delivery company's free App for smart mobile devices.

Home delivery costs £2.50 per order and typical delivery time is 35 minutes - 25 minutes cooking time and 10 minutes to deliver. Deliveries are made within a 1.5 mile radius to ensure that each meal arrives hot, and it is presented in a way which reflects the restaurant's own high standards. Minimum order value is £16.00.

Currently, Giggling Squid in Bristol serves around 50 takeaways a week, a figure which it confidently expects to double through home deliveries.

"Location is key to takeway sales - limited nearby parking, like we have in Bristol and Horsham, can seriously reduce takeaway business," said Giggling Squid MD Andrew Laurillard, adding, "It's a trade off – pedestrianised locations with high retail footfall are busy at lunch times, but have fewer takeaway orders."

Conversely takeaways business at its Henley branch, with ample parking on the main road into town, does excellent takeaway business – 15% of sales – comparable with the total occupation cost.

"Customers asking about home delivery wherever we open," said Andy Laurillard. "We looked at all the options, including hiring our own staff and investing in the technology and transportation, but we feel that Deliveroo will offer customers the best customer experience."

To order online visit :

https://deliveroo.co.uk/menu/bristol/clifton/giggling-squid-clifton

**ENDS**

**Editors' Notes:**

Giggling Squid, which opened its first restaurant in 2009 in Hove, has established a strong reputation for its authentic, rustic and fresh Thai cooking with the emphasis on coastal specialities. The food is described by *The Times* as "exciting" and Time Out as "simply divine".

Giggling Squid currently operates 13 successful venues in Brighton, Hove, Tunbridge Wells, Henley-on-Thames, Reigate, Stratford-upon-Avon, Marlow, Horsham, Sevenoaks, Salisbury, Esher, Guildford and Billericay.

Co owned by Andy and his wife Pranee Laurillard (the brand is derived from the nickname of one of their three children), Giggling Squid's formula of serving "rustic" Thai cuisine, with the emphasis on sea- and street-food, is a winning one. The pair deliberately set out to look and cook different – in a modern chic environment.

Meals are freshly prepared from scratch in the kitchen by master Thai chefs. Its healthy tapas menu, has proved universally popular, especially at lunchtime with office workers, "yummy mummies" and "ladies

who lunch."

The lunch menu offers a choice of six Tapas-style 'tasting sets' that allow diners to sample several of different dishes at a single sitting, costing between £8.00 and £10.50 with 16 individual dishes priced under £3.90. "Big" dishes with rice cost £6.50 to £7.95. "Combi" meals with starters are priced between £6.00 and £7.25. The evening menu is more extensive with over 50 dishes available. The ever popular Thai Green Chicken Curry is £8.95.

**Press contact:** Hi res photos and menus available. To review or organise competition prizes call: George Shaw, Avocado Media.

T: 01892 750851 M: 07860 695555 E: geo@avocadomedia.co.uk

**Giggling Squid, 34 Princess Victoria Street, Bristol BS8 4BZ**

E: clifton@gigglingsquid.com T: 0117 973 2543

Tw: @GigglingSquid W: www.gigglingsquid.com

## Company Contact:

_

**Pressat Wire**

E. support[@]pressat.co.uk

View Online

**Newsroom:** Visit our Newsroom for all the latest stories:
**https://www.wire.pressat.co.uk**