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KtchUp with friends while supporting Centrepont this Christmas
£1 donated to charity Centrepont for each new UK user in December

London, UK: Your festive catch-up with friends could help support homeless charity Centrepont this Christmas after smartphone app KtchUp pledged a donation to the charity for new users in December.

As part of the promotion, KtchUp will donate £1 to Centrepont for every UK user signing up during the month.

I-Ding Wu, founder of KtchUp, said: “We expect Christmas to be one of the busiest times of the year because of the mad rush and hectic nature of the season. During December, picking a restaurant can be tricky when organising a pre-Christmas dinner with friends, and the KtchUp app simplifies this process.”

The idea behind KtchUp is that everyone can have a say by voting and organisers can easily pick a restaurant that everyone likes and quickly book a table before it's too late.

I-Ding Wu added: “Christmas is a time when people tend to think of the less fortunate, so we thought this promotion would be a great way for people to give back whilst also using a cool app to organise their busy eating-out plans.”

The app, which officially launched in London in the summer of 2017, suggests restaurants to your group based on your choice of area and price range. There are over 1,500 restaurants to choose from and the vote takes place by swiping pictures in a similar way to Tinder. Users can also suggest their own favourite restaurants.

To start KtchUp, I-Ding drew inspiration from her frustration when organising dining plans with her friends. She commented: “When trying to organise a catch-up with friends over dinner we often get lost in hundreds of messages and never actually make a final decision. On KtchUp, chatting and voting are separate, so while some people can message as much as they'd like others can quickly swipe to vote and have their say.”

About KtchUp: KtchUp is a London based start-up founded at the end of 2016 by two frequent diners trying to solve the problem of organizing eating out with their friends. KtchUp released their London app in August 2017 and Lisbon in October 2017. To download the app on your smartphone, go to get.ktchup.com.

Press Kit: ktchup.com/press

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