



**EAT AND THE CITY**

Press release  
12.4.2018

## **EatAndTheCity is a Finalist for the 2018 Red Herring Top 100 Europe Award**

The globally growing restaurant discovery platform, EatAndTheCity, has been selected as a finalist for Red Herring's Top 100 Europe award, a prestigious list honoring the year's most promising private technology ventures from the European business region. EatAndTheCity is part of a Finnish media corporation, City Digital, which originally grew around a legendary magazine, City.

According to Ilkka Lavas, the CEO of City Digital and evangelist of EatAndTheCity, the nomination is significant for the company's future: "Being selected as one of the finalists is a natural step in our journey towards becoming a global company. We already have significant clients in Germany, and one of the biggest media houses in Germany, Süddeutsche Zeitung, has helped us to open doors to other major distribution channels in Germany. Together with, for example, Berlin Food Week and Capital we are developing the modern restaurant culture. We're also opening an office in the UK this summer, and we already have an agreement with a notable British media house".

"This year was rewarding, beyond all expectations" said Alex Vieux, publisher and CEO of Red Herring. "There are many great companies generating really innovative and disruptive products in Europe. We had a very difficult time narrowing the pool and selecting the finalists. EatAndTheCity shows great promise and therefore deserves to be among the finalists. Now we're faced with the difficult task of selecting the Top 100 winners of Red Herring Europe. We know that the 2018 crop will grow into some amazing companies that are sure to make an impact."

Being one of the finalists will bring new opportunities and makes it easier to secure funding for accelerating growth: the plan is to open a Series A round at the beginning of 2019. The finalists are invited to present their winning strategies at the Red Herring Europe Forum in Amsterdam, April 15-17, 2018. The Top 100 winners will be announced at a special awards ceremony on the evening of April 17 at the event: <https://www.redherring.com/events/red-herring-europe/>

### **A pioneer in Finnish marketing know-how**

"We have been noticed around the world. I think it says something about the high-level marketing know-how in Finland that even one of the biggest media houses in India has heard good things about us", Lavas says.



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EatAndTheCity is a restaurant discovery platform founded in 2016 operating in several cities in Finland, Germany and Estonia. EatAndTheCity is part of the City Digital corporation which consists of, for example, table booking platform TableOnline, restaurant search engine Eat.fi, ad network Improve Media and the City Magazine.

More information:

Ilkka Lavas

CEO

City Digital / EatAndTheCity.com

+358 400997969

ilkka.lavas@city.fi

Photos:

<https://www.eatandthecity.com/wp-content/uploads/2017/10/city-digital-group.jpg>

<https://www.eatandthecity.com/wp-content/uploads/2017/10/city-09110-EATC-team.jpg>

<https://www.eatandthecity.com/about-us/public-relations/>