



ESL and Menulog partner ahead of highly anticipated ESL ANZ Championships

Integrated partnership set to deliver for season two of Australia and New Zealand's premier esports league

25 May 2020 - Australia's favourite food delivery service, Menulog and ESL Australia, the local division of the world's largest esports company, ESL, have today announced a first-ever 'food partnership' for the upcoming season of the ESL ANZ Championship (ESL ANZ Champs).

With a natural link between gaming and food delivery, this new partnership is another step in Menulog's support of the esports community and will bring with it a number of exciting initiatives for players and fans.

Menulog's Marketing Director, Simon Cheng, said: "We're excited to kick off our partnership with ESL, launching with the broadcasts of the ESL ANZ Champs over the coming months. We know esports is a real passion of so many of our customers and the broader community and so we're proud to be able to support ESL and get behind this rapidly growing sport.

"Food and sport is a natural fit, even more so when you're doing it from your own home! We're encouraging all fans to keep their eyes peeled for Menulog in live streams and for some great incentives we have planned throughout the partnership."

James Fletcher, Product Manager, ESL Australia said: "This partnership is a natural fit for the ESL ANZ Champs - whenever our broadcast team needs lunch or dinner delivered, we've always chosen Menulog. We're excited to deliver Australian esports fans some new segments in our broadcasts that showcase Menulog's services, and look forward to seeing the response."

The ESL ANZ Champs is broadcast weekly on twitch.tv/esl_australia.

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For all media enquiries, please contact:

Alex Blaikie | PR Manager, ESL Australia

press.aus@eslgaming.com

+61 401 947 878

More information about the partnership between ESL and Menulog can be found on press.eslgaming.com and pro.eslgaming.com/anz.

About Menulog

Menulog is Australia's home-ground online food delivery service with the greatest choice of both restaurants and cuisine types on offer. Menulog connects more than 2.6 million active customers with over 19,600 local restaurants via its websites and native mobile apps. Menulog offers more than 90 different cuisines that can be delivered to more than 87 percent of the addressable population. Download the Menulog Apps via the App Store or Google Play. Follow Facebook.com/menulog.com.au and [@menulog](https://Twitter.com/menulog). Menulog is part of global group, Just Eat Takeaway.com.

About ESL

ESL is the world's largest esports company. Founded in 2000, ESL has been shaping the industry across the most popular video games with numerous online and offline esports competitions. The company operates high profile, branded international leagues and tournaments under the ESL Pro Tour including ESL One, Intel® Extreme Masters, ESL Pro League, and other premier stadium-size tournaments, to more clearly define the path from zero to hero. ESL also produces the ESL National Championships, grassroots amateur cups, and matchmaking systems, creating a world where everybody can be somebody. With offices all over the world, ESL is leading esports innovation on a global scale through the combination of global ESL competitions, amateur leagues, publisher activations, and more. ESL is a part of MTG, the leading international digital entertainment group.

About.eslgaming.com

Contacts

Alex Blaikie

0401947878

mailto:press.aus@eslgaming.com