

News

BCLP ADVISES FAST GROWING RESTAURANT TECH BUSINESS, APPETITE, ON ITS STRATEGIC PARTNERSHIP WITH OPENTABLE

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BCLP has advised UK-based startup Appetite on its partnership with leading restaurant reservation and discovery platform OpenTable, allowing users to consolidate their restaurant selection and reservation experience in one place.

Following the integration with OpenTable, global leader in restaurant tech and part of Booking Holdings, Inc. Appetite will now be able to give its community of users the option to make restaurant reservations based on availability, location, and time, with thousands of bookable restaurants through OpenTable. By combining Appetite's mission to provide social-led, word-of-mouth discovery with the power of OpenTable's restaurant portfolio and bookings tool, both businesses continue their joint mission to help consumers discover and plan personalised dining experiences.

BCLP advised on all aspects of the transaction having previously advised on the venture's other commercial arrangements and corporate set-up. The team was led by **Marcus Pearl** (Partner and Technology, Commercial & Government Affairs Global Practice Group Leader) and **Krish Raichura** (Associate), supported by relationship leader for Appetite, **Graham Shear** (Partner and Regional Leader – Litigation & Investigations).

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