



PRESS RELEASE

A new creative chapter: Lieferando partners with Grabarz XCT as lead agency in Germany

Hamburg, 19 May 2025 – Lieferando is taking a new strategic direction in the German market and, following an extensive pitch process, has chosen a national lead agency for the first time: Grabarz XCT will assume creative leadership for Germany with immediate effect.

In an intensive selection process, Grabarz XCT convinced with a strong strategic and creative vision. The Hamburg-based subsidiary of Grabarz & Partner is already working at full speed on the first campaign tailored specifically to the German market – set to launch in summer 2025.

Until now, Lieferando primarily relied on international campaigns in Germany. With the shift to a national lead agency and the development of localized communication initiatives, the brand aims to strengthen and further expand its market leadership.

"Lieferando is one of the most well-known and most-loved brands in Germany – and an absolute dream client for us. Every creative challenge for Lieferando is a true source of motivation," says Joe Fuchs, Managing Director of Grabarz XCT. "We're very much looking forward to a collaboration that already feels extremely partnership-oriented and appreciative."

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Grabarz & Partner is one of Cannes Lions' top 10 "Independent Agencies of the Decade", one of HORIZONT top 10 "Most creative German Agencies of the Decade" and top 10 "Most creative German Agencies of All Time".

About Lieferando / Just Eat Takeaway.com:

Lieferando is a leading online marketplace for ordering food, groceries and everyday products in Germany and Austria. The company provides partners with a platform, infrastructure and a broad range of services to support their digital ordering business, while simplifying ordering for consumers via app. Lieferando also offers a logistics service with employed riders for partners without their own delivery fleet.

Founded in Germany in 2009, Lieferando is part of Just Eat Takeaway.com (AMS: TKWY). Headquartered in Amsterdam, the global technology company connects consumers with more than 731,000 partners across gastronomy, grocery and retail in 17 countries: the United Kingdom,

Germany, the Netherlands, Canada, Australia, Austria, Belgium, Bulgaria, Denmark, Ireland, Israel, Italy, Luxembourg, Poland, Slovakia, Spain and Switzerland.

More information: www.justeattakeaway.com/newsroom, www.justeattakeaway.com, LinkedIn and Twitter/X.

About Grabarz XCT:

Grabarz XCT stands for communication that makes brands tangible – surprising, relevant and always in tune with the times. Founded in 2019 and part of the Grabarz & Partner Group, the agency develops campaigns that move people and stage brands emotionally. Whether bold purpose-driven campaigns or immersive brand experiences – Grabarz XCT sees communication as a holistic journey along the customer journey, with a clear goal: to make brands more exciting.

Under the leadership of **Joe Fuchs (Managing Director Consulting)** and **Mattes Hoffmann (Managing Director Creation)**, Grabarz XCT brings together disciplines such as live communication, sponsorships, digital and retail with classic brand communication for clients including congstar, IKEA, Union Investment, DEVK, Dr. Oetker and Sparda-Bank.

The guiding principle – **“Your brand is more exciting than you think”** – captures what drives Grabarz XCT: showing brands in a new light and unlocking their full potential – surprising, creative and precisely on point.