

Zwift Offers Lifeline to Australian Restaurants as Menulog Exits **Australian-Owned Platform Empowers Venues to Ditch High Fees and Reclaim Customer Loyalty**

Melbourne, 13 November 2025 - In the wake of Menulog's abrupt announcement yesterday to shut its Australian operations by 26 November 2025, thousands of restaurants, cafes, and takeaways face disruption in a market already reeling from similar exits. This marks the second major international aggregator to abandon Australia, following Deliveroo's departure in 2022, underscoring the fragility of relying on faceless overseas platforms that prioritise profits over partnerships.

Enter Zwift Online Ordering, an entirely Australian-owned and operated technology pioneer established in 2009, stepping forward with a game-changing transition offer. Designed to empower small businesses, Zwift's mission has always been to foster loyalty between venues and their customers, enabling hospitality operators to reclaim control, personalise experiences, and build direct relationships that hark back to the industry's roots.

"This closure is a stark reminder of the risks tied to international aggregators - restaurants held hostage without ownership of their customer data, burdened by exorbitant fees, and forced into bidding wars for visibility," said Brent Chandler, Founder of Zwift. "We're genuinely worried for the impacted businesses and staff, but as a proudly Australian company, we're here to flip the script. Zwift puts the power back where it belongs: with Australian venues, helping them thrive through personalisation, transparency, loyalty and genuine growth support."

Exclusive Transition Offer for Menulog-Affected Venues

Effective immediately, Zwift invites any venue affected by Menulog's closure to switch seamlessly with a limited-time discount offer. Register via zwift.com.au to access full handover within days.

Limited-Time Menulog Transition Deal: 50% Off Setup Fees - Offer ends December 31, 2025

Gone are the days of paying up to 35% in commissions, competing for rankings, and watching customer loyalty evaporate. With Zwift, venues enjoy very low commissions (**under 9%**), no hidden fees, and a suite of tools that prioritise independence and profitability.

Advantages of Switching to Zwift:

- **Customised Digital Presence:** Fully branded websites on your own domain, complete with design services and professional, unique photography.
- **Customer Loyalty and Marketing:** Loyalty programs and integrated marketing systems
- **Advanced POS:** Point of Sale (POS) systems and streamlined order management.
- **Delivery Solutions:** Partnerships with driver networks provide reliable delivery options for venues without their own fleets, complete with GPS tracking and customer notifications.
- **Personalised Growth Support:** Account managers focused on venue's success, plus local tech support available around the clock for venue and their customers.
- **Independence and Control:** Own your data, build customer relationships and loyalty. Break free from aggregator dependency ensuring independence from another sudden exit.

By choosing Zwift, restaurants not only survive this transition but emerge stronger, reclaiming the essence of hospitality: meaningful, direct connections with customers in a personalised ecosystem that drives loyalty and local prosperity.

Opportunities for Former Menulog Staff

Experienced ex-Menulog team members can apply to join the Zwift team to help save the industry zwift.com.au/menulog-exstaff

About Zwift Online Ordering

Founded in 2009 and headquartered in Melbourne, Zwift is a 100% Australian-owned platform tailored for local hospitality businesses. We specialise in web and mobile ordering solutions that integrate with POS systems, digital channels, and marketing tools, empowering operators to simplify operations, reduce costs, and cultivate lasting customer relationships-all while keeping profits in Australia.

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