

# Devour and Food Fighters Universe Agree to Partnership That Includes Equity Position in Devour's Web3 Restaurant Tech

*Signals the role of technology in scaling the NFT restaurant group and services to consumer brands*

PHOENIX, AZ, USA, October 31, 2022 /EINPresswire.com/ -- Food Fighters Universe, creators of [Bored & Hungry](#) and [Devour](#), a web3 restaurant

technology company, have agreed to

formal partnership terms that includes Food Fighters Universe taking an equity position in Devour. The two companies first partnered earlier this year and together are positioned to accelerate the adoption of web3 in the hospitality industry.



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*Kevin Seo*

With Bored & Hungry, Food Fighters Universe has been taking the web3 and restaurant industry by storm in becoming the first NFT restaurant group. The group has also launched web3 IRL concepts with the likes of Snoop Dogg and Champ Medici; led activations at NFTLA, Yuga Labs' ApeFest and NFT.London; and worked on a number of undisclosed projects with large consumer brands.

“You wouldn't believe the things we have in the works,” said Kevin Seo, FFU's Co-Founder and Chief Megaphone.

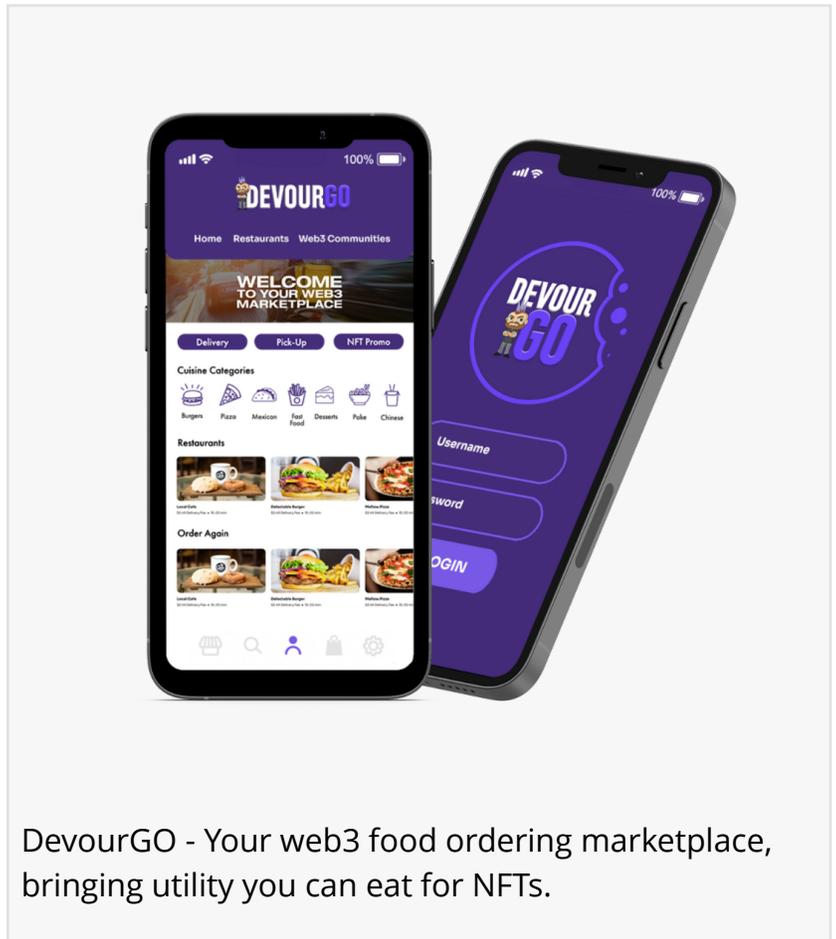
“It's absolutely nuts. And everything we're doing requires technology whether it's for accepting crypto, token-gating NFT utility, or efficiently running web3 events. When we saw the tech Devour is building, we knew we needed to deepen the relationship.”

Devour's mission is to build technology that unlocks the power of web3 for the hospitality industry and was founded by three restaurant technology veterans with over 75+ years of collective experience. Their flagship product, DevourGO, a [web3 food ordering marketplace](#) launches in December. The marketplace will connect fans and brands to restaurants by unleashing the power of token-gating. Token-gating enables digital assets to unlock exclusive

promotions, hidden menu items, priority access and premium experiences.

“The partnership is a perfect synergy,” said Shelly Rupel, Devour’s CEO. “We are launching a platform that delivers real-world utility for digital assets at scale. The Food Fighters Universe team are masters at creating exciting physical experiences for brands in need of community connection, not confined to a specific time or place. We believe that guest experiences are going phygital, and this partnership allows us to pursue the ultimate connection of both worlds.”

According to Seo, “While Devour’s technology opened the door to the partnership, the alignment between the two companies’ cultures and missions is what makes us the most excited.” Seo promises that the partnership will result in “shocking” news for the restaurant industry.



DevourGO - Your web3 food ordering marketplace, bringing utility you can eat for NFTs.

## ABOUT DEVOUR

Devour is connecting fans & brands to restaurants through the power of web3. Founded by industry professionals, the company enables real world utility for the communities of large brands entering web3. Combining the \$DPAY rewards/payment token with token-gated restaurant benefits in the DevourGO ordering app, Devour is bringing the power of web3 to the restaurant industry. To learn more visit <https://devour.io> or follow <https://twitter.com/GoDevour>

## ABOUT FOOD FIGHTERS UNIVERSE

Launched by Andy Nguyen, Kevin Seo and Phillip Huynh — founders of Bored & Hungry, the first NFT restaurant — Food Fighters Universe (FFU) is a collection of 10,000 unique Food Fighters on the Ethereum Blockchain. It is the world's first restaurant group, powered by NFTs, building the future of gathering places in the Metaverse and Real Life. To learn more, visit <https://foodfightersuniverse.com> or follow <https://twitter.com/FoodFightersU>.

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