Devour Launches GoVIP - First Phase of DevourGO Rollout to Connect Fans, Brands and Restaurants

GoVIP is just the beginning of recognizing and rewarding membership in digital communities.

PHOENIX, AZ, USA, January 24, 2023 /EINPresswire.com/ -- Devour, creator of DevourGO, the web3 food ordering marketplace, released GoVIP, a game-based community restaurant rewards system to connect fans of brands and communities with restaurants through the power of web3 technology.

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> *Shelly Rupel*

Participation in the GoVIP program allows users to earn points and level up their account by spinning a daily wheel, sharing social content and playing games in DevourGO. Each level includes rewards and prizes such as Devour's native payment token DPAY, NFTs and LootBox NFTs packed full of prizes for hungry fans.

With food ordering and delivery coming early in Q1, the GoVIP release is a first glimpse into Devour's innovative web3 technology that will change the way that restaurants connect with their guests. Digital assets power the ability to identify and reward users based on the communities, brands and sports teams that they love. In a time where restaurants and brands are seeking innovative ways to attract a younger demographic, DevourGO is delivering that next generation solution.

"We've designed DevourGO so that everyone wins," says Shelly Rupel, Devour's CEO. "Restaurants attract new business from the next generation of fans without margin-crushing fees. Fans, increasingly looking for elevated and community-based experiences, will now find that in the digital food ordering experience."

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GoFrens is where these communities will live in DevourGO. Consumer brands, web3 communities and sports teams will now be able to reward their members and fans with access to promotions, exclusive hidden menu items and much more for years to come, providing an experience not possible before web3. Devour's mission is to recognize these communities and build a stronger bond through the love of food.

"The stronger a community is, the more its members crave ways to express and experience that community," says Chad Horn, COO of Devour. "Restaurants are inherently creative and communal - they are perfect partners for communities looking to play an active role in their member's lives."

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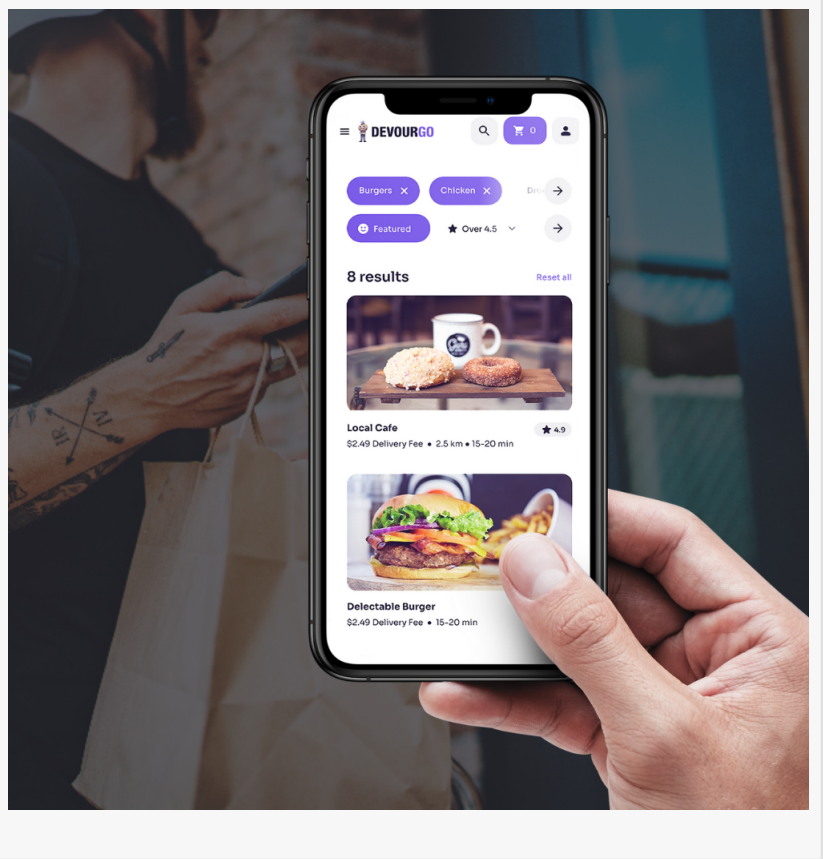
ABOUT DEVOUR
Devour is connecting fans & brands to restaurants through the power of web3. Founded by industry professionals, the company enables exclusive restaurant benefits for digital communities through DevourGO, the web3 food ordering app. To learn more visit https://devour.io or follow https://twitter.com/GoDevour

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