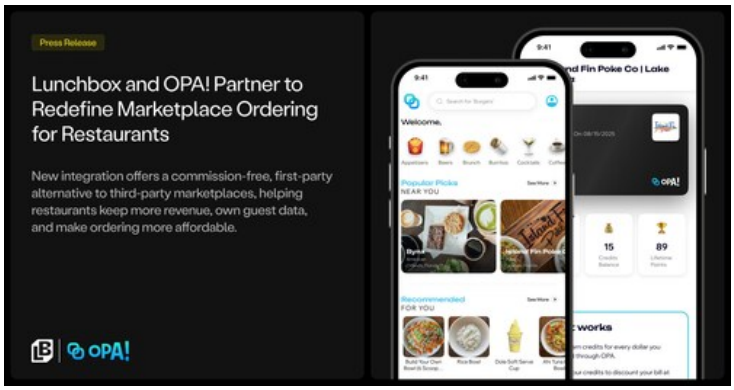
NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Lunchbox and OPA! partner to redefine marketplace ordering for restaurants

14 January 2026 | News

New integration offers a commission-free, first-party alternative to third-party marketplaces, helping restaurants keep more revenue, own guest data, and make ordering more affordable



New integration offers a commission-free, first-party alternative to third-party marketplaces, helping restaurants keep more revenue, own guest data, and make ordering more affordable

Lunchbox, the enterprise restaurant technology platform, has announced a new partnership with OPA!, a restaurant-first marketplace built to help brands retain control of their guest relationships, loyalty, and revenue. Together, the companies are introducing a new approach to marketplace ordering, one that prioritises affordability, transparency, and ownership for restaurants and their guests.

Through the partnership, Lunchbox brands can now appear on OPA!'s commission-free marketplace, allowing guests to order directly from their favourite restaurants, earn and redeem loyalty points, and enjoy the same branded experience they would find on a restaurant's own app or website.

Unlike traditional third-party delivery platforms, orders placed on OPA! are ingested directly into Lunchbox's API, allowing restaurants to avoid inflated pricing and excessive marketplace fees. All guest and order data, from purchase behaviour to loyalty engagement, flows back to the restaurant, ensuring operators fully own their customer relationships.

OPA! also keeps loyalty perfectly in sync. Points earned through OPA! Orders instantly reflect in each brand's existing loyalty program, creating a seamless experience for guests while reinforcing long-term brand relationships. "Most restaurants already have the tech - OPA! simply connects it," said Charran Harrichand, Chief Product Officer at OPA!. "Together with Lunchbox, we're helping restaurants grow through first-party marketplaces instead of third-party delivery apps."