

twitreview has landed

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twitreview.co.uk is now open to the public.

Since the beginning of the year, the site has been in private beta, but from today – and following huge demand - the service is open to everyone.

Twitter users will be able to submit reviews to the site, reviews can be read by anyone visiting www.twitreview.co.uk, which also includes video tutorials about how to use the service.

twitreview has listings for more than 60 per cent of food establishments in the UK and nearly all bars, cafes and restaurants in London. That's more than 80,000 services across the country, with the rest of the UK being covered very soon.

Want to review somewhere, just search twitreview.co.uk, find them and click to add review, all you need is a Twitter account. Reviews can include words, pictures, links and videos, anything the Twitter service allows. All of these reviews are collated on www.twitreview.co.uk for everyone to see. They keep it fresh too, only showing recent reviews and not letting a business be judged on one bad day six months ago.

twitreview will also help people find new places to eat, simply search the town you're in or turn on your device's location service and let us tell you where is nearby.

Unlike existing review services where there is little or no support for businesses who feel they have been unfairly represented in reviews, **twitreview** investigates all reviews reported by business owners. If a business wants to see what their customers think, it's right there on their own dedicated business page. If they want to reply or make contact, then it's a simple matter of tweeting them using the reply button. In 2012, the service will be opened up even further, giving establishments access to advanced features and analytical data.

twitreview co-founder Barry Thompson says: “Customers are increasingly looking to get the best value for money wherever they eat out and restaurateurs are desperate to end the one-sided online review system. They are desperate to engage with their customers online but not do it at any price. **twitreview** not only changes the way and speed that users can share their dining experiences, but redefines how businesses advertise themselves to a new breed of customer.”

Co-founder Zoe Cloke says: “When you need to find somewhere to eat out, you don't want to have to trawl through numerous websites hoping you haven't missed somewhere special - you want to go to one website that has them all. You need a search that is not showing who is paying most to be first, but who is spending money on making your dining experience the best. You need somewhere that simply lets you tell the world that you've enjoyed some stunning food. Well, that is what we wanted too. We couldn't find it though, so we built it. We want you to be able to find out, eat out and tell the world it was great, so that someone else can enjoy it too.”

Find out before you eat out at www.twitreview.co.uk

For images, further information or interviews, contact Mike Shaw on media@twitreview.co.uk or call +44 7779004643.