

DINE “IN” WITH EATOKRA TO CELEBRATE BLACK HISTORY MONTH AND BEYOND

*The Leading Culinary App Connecting People with Black-owned Restaurants
Collaborates with Pepsi Dig In Platform and Receives Multi-Year Investment*

Brooklyn, NY (February 3, 2021) -- To kick off Black History Month, [EatOkra](#) announced a **five-year partnership** with **Pepsi Dig In**. The preeminent, user-friendly app connecting people nationwide to Black-owned culinary creators and restaurants will partner with the new multi-faceted [Dig In](#) platform to help people discover and celebrate Black-owned restaurants.

“For me personally, Black History Month means reverence. For EatOkra, it means informing our community of users about the contributions Black people have made to the culinary space in this country,” explained **Anthony Edwards, Jr., Co-Founder/CEO of EatOkra**. “My wife Janique and I are always trying to learn more ourselves, and we want to take people on that journey with us because history provides a lot of context for the present.”

Together, EatOkra and Pepsi are addressing the digital challenges that can hinder success for many Black, independently-owned restaurants – namely exposure. *Dig In* is making strategic investments to propel growth for restaurants by closing the digital divide. Pepsi’s partnership and significant multi-year investment will help EatOkra scale its app and expand its central database to include even more restaurants. The collaboration comes at a pivotal time as the app’s success has been met with a high demand from consumers wanting to support Black-owned restaurants and eateries waiting to be featured.

“Restaurants need digital visibility to thrive and it’s become a ‘make or break’ situation over the past year. We’re honored to work alongside visionary leaders who saw the consumer and business opportunity to help Black-owned restaurants grow five years ago,” said PepsiCo Global Foodservice Chief Marketing Officer Scott Finlow. “Together we want to multiply EatOkra’s power as the go-to source for discovering delicious menus at Black-owned restaurants across the country.”

Pepsi *Dig In* aims to generate at least \$100 million in sales for Black-owned restaurants over the next five years. With Pepsi’s support, EatOkra anticipates adding 2 million users to its database over the course of the five-year partnership.

[About EatOkra](#)

[EatOkra](#) was founded by husband and wife Anthony Edwards, Jr (CEO) and Janique Edwards (COO) in Brooklyn, NY as a comprehensive, user-friendly Black-owned business directory app that makes Black food and beverage the focal point. Its mission is to provide a food-themed directory that encourages fellowship through one specific avenue, Black food.

Since their 2016 debut, EatOkra has welcomed **300,000+ users**; features **5,700+** Black-owned restaurants, bakeries, cafes, food trucks, bars and wineries across the U.S. are featured on the app and have been featured in the following media outlets: [CuisineNoir](#), [Forbes](#), [NBC New York](#), [People](#), [Thrillist](#) and more.

About Pepsi Dig In

In 2020, PepsiCo committed [\\$400 million to advance racial equality](#) within the company, industry and communities it serves. With \$50 million dedicated to supporting Black-owned businesses, PepsiCo issued several announcements last fall: Pepsi signed on as the first-ever national sponsor of [Black Restaurant Week](#), the PepsiCo Foundation bestowed a \$10 million grant to the [National Urban League](#) creating the [Black Restaurant Accelerator](#), and the company invested \$2.5 million to develop [Pathways to Black Franchise Ownership](#).

As an umbrella platform for all of its efforts to support Black-owned restaurants, [Pepsi introduced Dig In](#) in January 2021. With the goal to generate at least \$100 million in sales for Black-owned restaurants over the next five years, *Dig In* is a rallying call for people to double down on supporting Black-owned restaurants and an invitation for Black restaurateurs to tap into a variety of resources available from PepsiCo including business services, training and mentorship.

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