

Meal kit startup to take cryptocurrency payments in London delivery sector first

A [London](#) recipe box [startup](#) is to allow foodie customers to directly purchase their [meal kits](#) in [cryptocurrency](#) in a first for the [capital](#)'s delivery sector.

On The Table, founded by a group of high-end street [food](#) veterans, has partnered with digital payment platform Utrust to facilitate the [move](#), which co-founder Josh Paterson hopes will grow the nascent "[fintech](#) and food mash-up" trend among peers.

Paterson, whose Bill or Beak gourmet burger stand can be found at Kerb's Camden Market, told the Standard he believes [crypto](#) is far from a fad, and that [UK](#) food firms are "not optimising on this changing and quickly evolving sector".

From today users will be able to go through the process of ordering a recipe box and simply click an option to check out by paying in cryptocurrency, rather than by card or Google Pay, on the startup's Shopify.

Utrust is a platform that helps businesses accept unregulated digital currencies such as bitcoin and ethereum. It accepts any of the major cryptocurrencies, and will process the recipe box transactions on-chain before converting them into cash for On The Table.

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