

OpenTable buys food photo-sharing app Foodspotting

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Restaurant reservations site OpenTable says it is buying Foodspotting, a mobile app for finding and sharing photos of food, for about \$10 million to help it personalize its service.

[OpenTable](#) Inc. lets people book reservations online, or through its mobile app, without having to talk to a person. It's used by about 26,000 restaurants around the world. The San Francisco-based company says it will use Foodspotting's formulas for restaurant recommendations to help tailor OpenTable for individual users.

OpenTable says it recently added photos of food from Foodspotting in a [partnership](#) with the company.

Foodspotting's founder, Alexa Andrzejewski, will join OpenTable along with most of the startup's 10 employees. OpenTable says it plans to keep the Foodspotting website and app going.

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