



Tips & Tricks

For working with third-party delivery apps.

V I R T U A L D I N I N G S O L U T I O N S

**Despite overall industry growth,
the battle for customers is
intensifying, as fewer diners
are loyal to just one service.**

It's important for operators to be accessible on **multiple** delivery services.

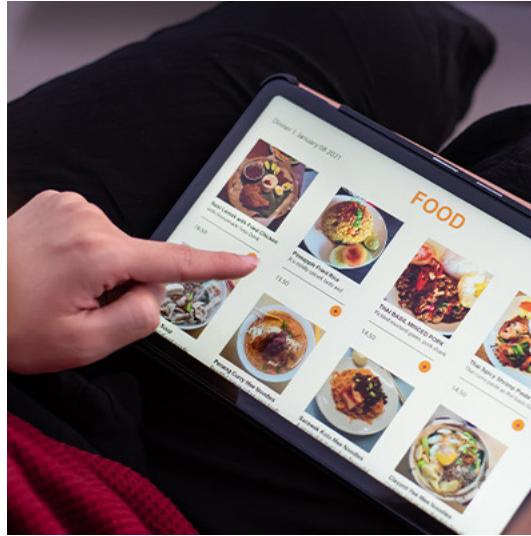
	Grubhub	DoorDash	Uber Eats	Postmates
Grubhub	—	39%	23%	5%
DoorDash	21%	—	21%	4%
Uber Eats	23%	39%	—	6%
Postmates	28%	42%	33%	—

“How many **customers** used a **competitor** in the fourth quarter of 2021?”

While the landscape is fragmented, all segments share **these common elements.**



Appealing Food
Photography



Enticing Menu
Descriptions

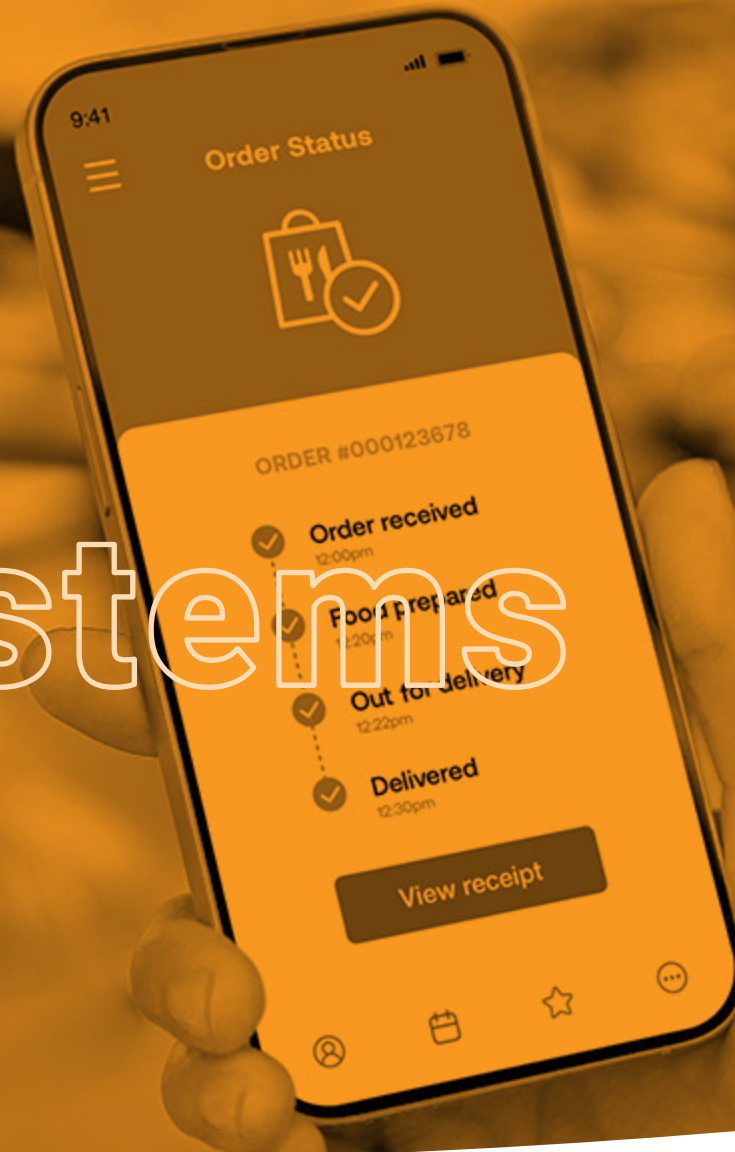


Frequent
Deals



High Ratings
& Reviews

Ecosystems



V I R T U A L D I N I N G S O L U T I O N S

Overview Uber Eats

Availability

6,000 cities in 24 countries

Fees

15% of order subtotal

Minimum Order

\$2-3 fee for orders less than \$10-15

Subscription Options

Uber One for \$9.99/month

Merchant Count

700,000

Market Share

22%

Monthly Users

78 million



Strengths

Connection to Uber's brand recognition and ecosystem with frictionless onboarding & ability to link profiles

Simplistic navigation for ease of use

Ample, frequent deals



Weaknesses

Limited On-Platform Media opportunities

Listings include a star rating, but lack public reviews to expand on experience



Pricing



Single activation fee of \$350 that includes entire registration process

Service fee calculated as a percentage of each order to the restaurant via Uber Eats based on what plan you choose

All plans include delivery and pickup, order management and tracking and customer support

Tools



Tablets help keep track of new orders and manage deliveries

Uber Eats Manager software provides access to menus, payment information, sales data, and customer insights

Tech team to make sure both tools are up to speed

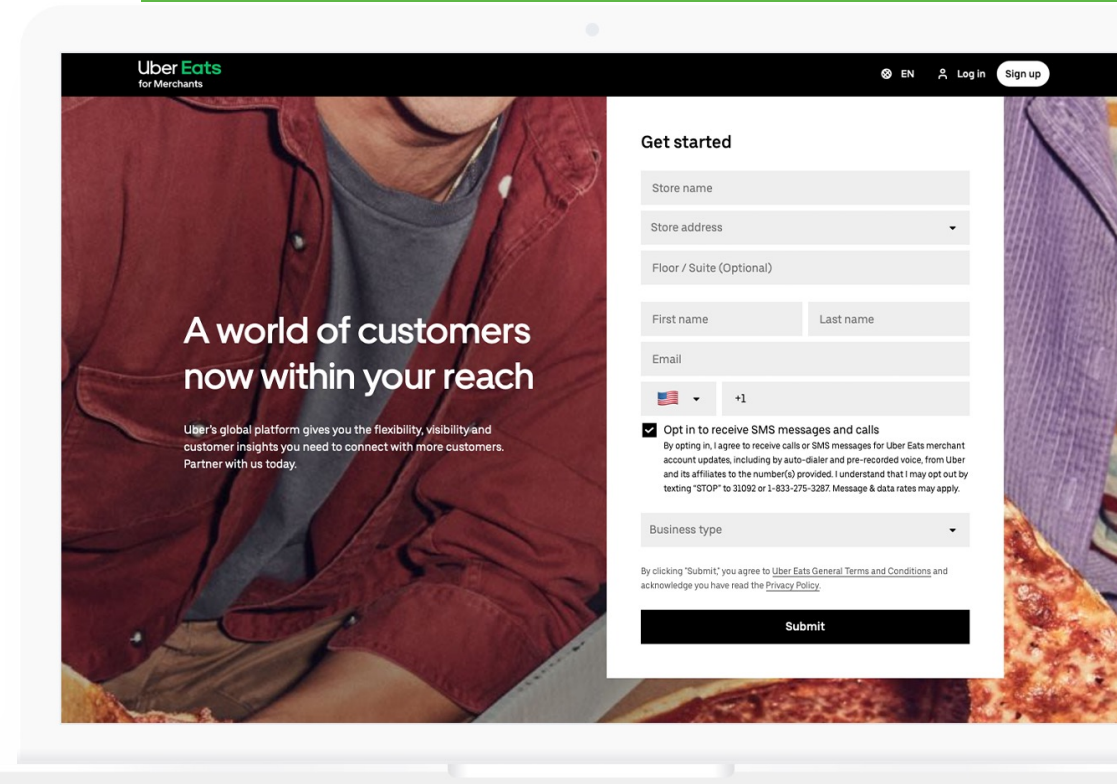
Handling & Delivery



Uber platform can connect you with independent drivers, bike and scooter riders, and walkers who deliver to your customers

You can utilize your own staff if you'd prefer

- Tell them about your restaurant
- Upload your menu
- Access Restaurant Dashboard & go live



merchants.ubereats.com/us/en/s/signup



Overview DoorDash

Availability

7,000 cities in 4 countries

Fees

Varies by restaurant

Minimum Order

None, but small order fee

Subscription Options

Dash Pass for \$9.99/month

Merchant Count

450,000

Market Share

55%

Monthly Users

20 million



Strengths

Detailed Ratings and Reviews experience

Optimized restaurant detail pages

Strong Social Media with restaurant features and app handoffs, as well as a mix of lifestyle and inspirational content



Weaknesses

Range of categories beyond food creates more competition for user attention

Local and smaller restaurants feature lower-quality images



Pricing



No upfront fee

Commission rate charged on all orders, which varies based on plan

Pricing plans: Basic, Plus and Premier

Tools

DoorDash app access



Get listed as DoorDash Self Delivery if you'd like to use your own staff

DoorDash Storefront enables delivery setup and pickup orders from your website, commission-free

DoorDash Drive enables you to use an API to connect your website or app to delivery network

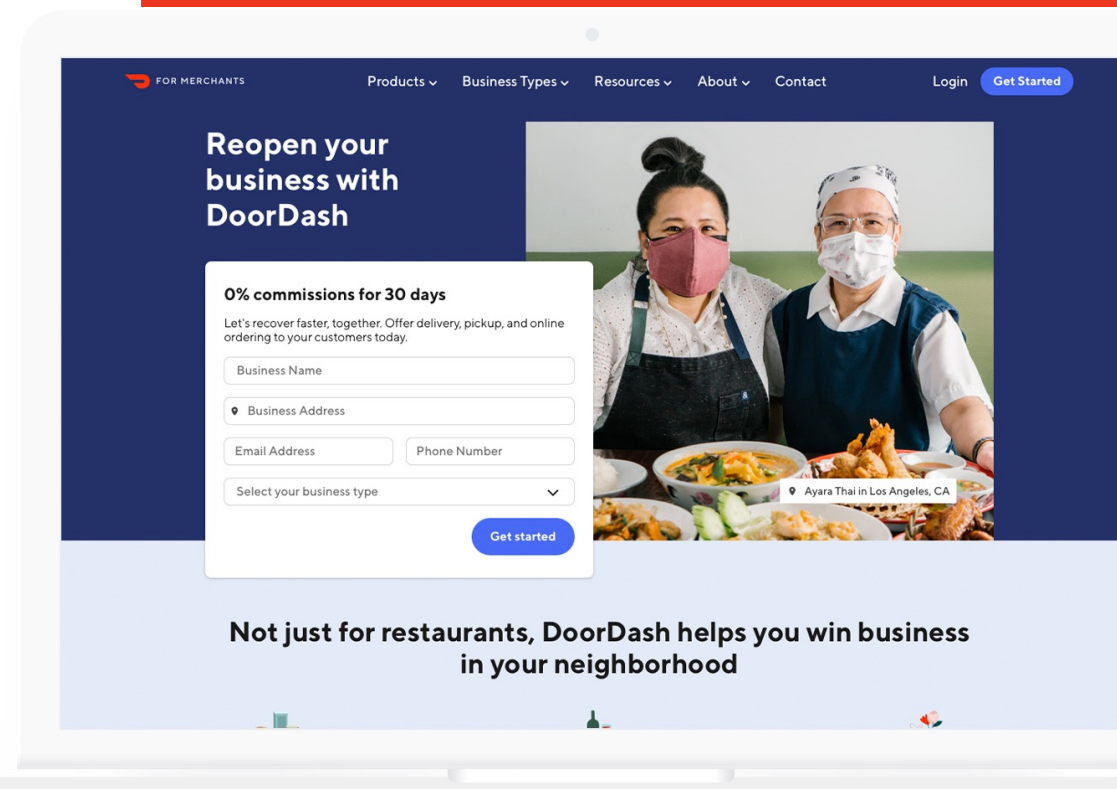
Handling & Delivery



If you already have a delivery team, Self-Delivery product allows you to list your restaurant on the DoorDash App while fulfilling deliveries in-house

Access to Dashers when and where you need them

- Choose plan and order protocol
- Share your menu and store hours
- Add a bank account, sign the contract and submit



get.doordash.com

Overview Grubhub

Availability

300,000 restaurants in more than 4,000 U.S. cities

Fees

Varies by restaurant

Minimum Order

Varies by restaurant

Subscription Options

GrubHub+ for \$9.99/month

Merchant Count

300,000

Market Share

17%

Monthly Users

32 million



Strengths

Strong loyalty components

Boosted social connectivity through group orders

Interactive inspirational content



Weaknesses

Limited On-Platform Media opportunities

Lack of Deals filter and badges



Pricing



Pricing varies depending on plan

Access a profitability calculator that allows you to see what your total might look like before moving forward.

Tools



Free merchant welcome kit with tamper-evident stickers and marketing materials to help promote delivery and takeout

Flexible technology: tablet

Free menu photoshoot, plus consultations

Handling & Delivery



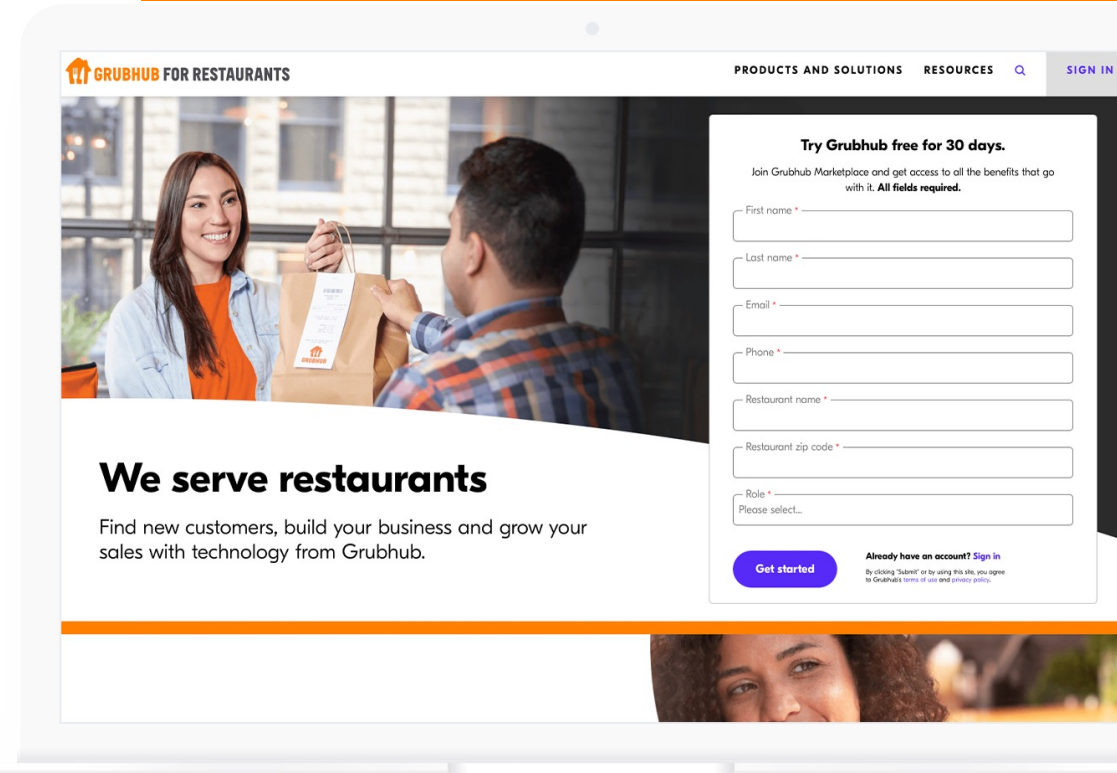
Grubhub Delivery: Let them deliver your food for you with their fleet of professional drivers

Self-delivery: Use your staff to deliver Grubhub orders—for free

Supplemental delivery: Use their drivers to reach customers outside the range of your own delivery team

- Send in your menu, enter your restaurant settings, and schedule a free photoshoot.
- Start taking orders 2-4 days later.

GRUBHUB



get.grubhub.com

Three steps to capitalizing across platforms.

01

Provide high quality photography and informative and appealing meal descriptions, including dietary restriction-compliant elements (e.g., vegan, gluten free, etc.).

02

Establish and build strong relationships with each vendor, instilling trust, open lines of communication and strategic vision.

03

Utilize packaging that will keep food at the peak of freshness from kitchen to front door while also providing utility across multiple menu offerings.



Unlock ongoing **success.**

Capitalize on Earned Media Placement Opportunities

Beyond traditional paid media placements, restaurants can benefit from earned placements on each platform, such as Uber Eat's Top Eats. Building trust with the delivery service is the first step to getting on screens of more users.

Targeted Media Dedicated to Reordering

Encourage repurchase by educating lapsed users on reorder options through targeted media and loyalty program exclusive perks.

Differentiate Through Incentives

Include promotions that incentivize shoppers to try new restaurant or meal options to overcome the initial trial barrier. This will also boost discovery if placed on platforms with 'Deals' filters on navigations and badges to draw attention. These offers help convert up to 50% more sales.





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The information provided is based on a general industry overview and is not specific to your business operation. Each operation is unique and business decisions should be made after consultation with appropriate experts.