

Restaurants and DoorDash – A Cooperative Partnership

Restaurants have business models as unique as the food they serve. Some choose dine-in only, some choose takeout only, and many are increasingly choosing to offer delivery service on their own or in partnership with DoorDash or others. With the onset of restrictions around indoor and outdoor dining due to COVID 19, food service delivery has become increasingly important. For some restaurants, delivery was never a part of their business model and DoorDash has helped provide the service without the overhead expense to their business. Others have seen a surge in the number of delivery orders and rely on DoorDash to adapt to this surge.

DoorDash is proud to support our restaurant partners through the pandemic.

Why Restaurants Are Choosing DoorDash

- Restaurants partner with DoorDash to help them increase sales by reaching existing customers and by finding new ones without the hassle of setting up and managing their own delivery system.
 - 75% of restaurants agree DoorDash enables them to reach new customers.
 - 73% of restaurants agree that third-party delivery platforms are good for the restaurant industry.
 - 69% of restaurants state that they believe they have acquired new dine-in customers who were first introduced to their operation by DoorDash .



How It Works

- Some restaurants that choose to partner with DoorDash agree to pay a commission – a percentage of the order subtotal in exchange for delivery service. **The commission structure is not a one-size-fits-all model**, it's scalable and varies based on the needs of the restaurant and allows restaurants to choose an arrangement that best meets their unique needs. **Restaurants can also choose to use DoorDash Drive or DoorDash Storefront products and pay no commission; instead choosing to pay only a flat fee for each delivery.** With DoorDash there are always no strings attached as restaurants can leave the platform at any time.

What Does it Pay For?

➤ Delivery Expenses

Most of the fees DoorDash receives stays in the community in the form of money in delivery driver's (Dasher) pockets. Dashers, earn on average \$22 per active hour nationally including tips*.

Fees also cover:

- Background checks of Dashers;
- Customer support agents to respond to requests for Dashers, restaurants, and customers;
- Insurance for on-the-job injuries, auto insurance, and commercial insurance;
- Credit card processing fees, which can be as high as 3-4% of the order subtotal (set by payment processors);
- Building and maintaining the website and mobile applications used to place the order.



➤ Advertising and Marketing

DoorDash also provides opportunities for restaurants to reach more customers through expanded marketing services. Some restaurants value turnkey options that tap into large networks of customers already on the DoorDash platform. These services sometimes consist of a simple business listing to delivery menu customization, complete online order processing, and on-demand delivery fulfillment. These are just some of the tools that DoorDash provides our restaurant partners to help them maintain and grow customers.



"DoorDash does drive incremental sales because the ability to deliver from open to close had a huge impact on the individual system and the system as a whole. We had 15% growth in incremental sales, which was a significant impact." - Goodcents Deli Fresh Subs