Setting Up Your Operations for Third Party Delivery Success

Bowie Cheung, Head of Uber Eats Regional Operations

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Uber Eats has transformed into food delivery for the everyday. Whether you’re at home, out and about, traveling, or at work.
Uber Eats is currently in 293 cities and 35 countries. 500+ cities in 3 years.
Make eating well effortless every day, for everyone.
How we eat is changing
Gap between grocery store sales and restaurant sales

(in billions of current dollars; figures are seasonally adjusted)

Source: National Restaurant Association calculations based on U.S. census bureau data
Delivery is in demand for all ages

It’s more than a millennial trend! Here are the percentages of each age segment that says they plan to increase meal ordering through delivery.*

39%  Aages: 25-40
37%  Aages: 41-52
19%  Aages: 53-71
25%  Aages: 72+

*non-pizza
Source: KBCM/PCS Equity Research
The future of delivery = delicious

77%

The expected rise in U.S. restaurant-specific food delivery sales from 2017 to 2022.*

*Source: Cowen & Co.
60% of restaurants say delivery generated incremental sales

With 1 in 4 consumers saying they spend more on off-premise orders, there’s opportunity for increased check averages

Source: NPD Group
When the moment is too perfect to miss.
When your favorite team is winning … or losing
When you don’t want to get caught in the rain
When your dining companion might not make it through the meal
Gold Standard Operations
Think about how to best represent your brand through delivery

Your Delivery offerings don’t have to match exactly with your in-store experience

- Items that can travel well
- Special items or combos not available in-store
Menus Drive Impact

Focus on Menu Quality
Good delivery menus may not look like in-store ones:

- Precise customizations ↓ Defect rate
- Highlight signature and high margin items
- Bundle and create combos
- Drive beverages and sides
- Use photos to drive attention to high margin items
In-Store Operations

Set Your Operations Up for Success

Delivery adds complexity to an already busy operation. Think about the following to drive success:

- Optimize your tablet
- In store flow to minimize wrong orders
- Order workflow to ensure sound communication
- Prep-time for more efficient hand-offs
The good, the bad, and the ugly

Food delivery can bring moments of joy, but without the right tools, can turn into a poor eater experience and gain virality on social media.

Uber Eats teams are thinking through a packaging portal in which restaurants will be able to order the unique packaging products they need.
Unlocking new growth
We’re helping 220k+ restaurants grow through delivery
Empowering through data & technology

[Image of a laptop showing a dashboard with item ratings and areas of improvement from Uber Eats]
Marketing your product and brand

Uber Eats Offers give you even more opportunities to reach new customers.

This marketing tool gives you the ability to promote your restaurant with customer offers, controlled by you, right in the Uber Eats app.
Fully **utilized kitchens**

**La Tenoch**  
Location: Salt Lake City

Based on Uber Eats data, we saw there was a need for tacos in the Salt Lake City area and approached La Tenoch to create a virtual restaurant. They launched South City Tacos, which doubled their gross bookings on Uber Eats.
“My virtual restaurant, South City Tacos, has given me an opportunity to bring a new cuisine to my neighborhood and reach new customers, which has significantly increased my sales with Uber Eats. I’m happy I could partner with Uber Eats to grow a new business, which has allowed me to create new dishes catered to the tastes of the local community.”

South City Tacos, a virtual restaurant
Come visit us at booth #4855