



Uber Eats

Setting Up Your Operations for Third Party Delivery Success

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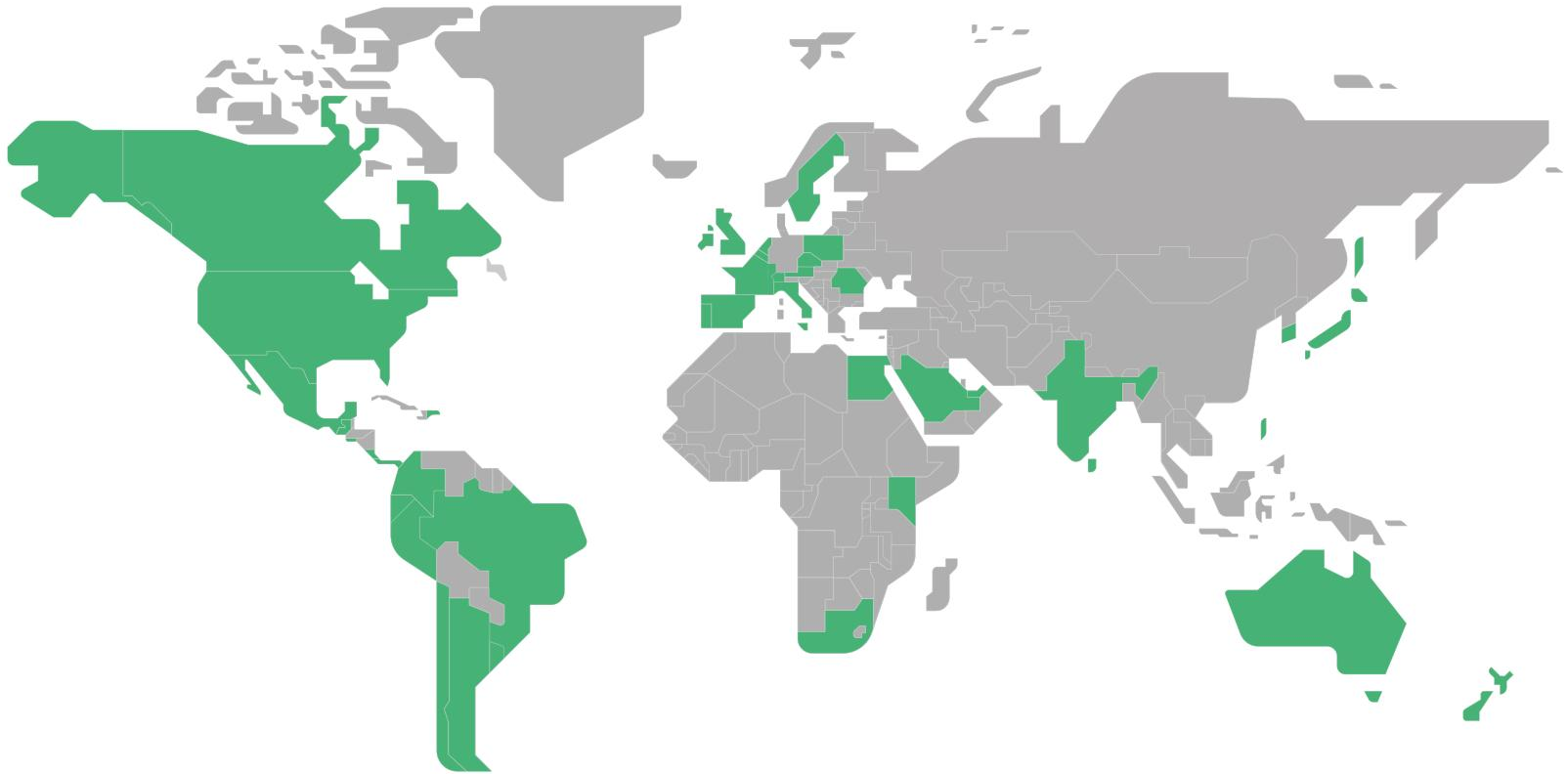
July 2019

Uber Eats has transformed into food delivery for the everyday

Whether you're at home, out and about, traveling, or at work



500+ cities in 3 years



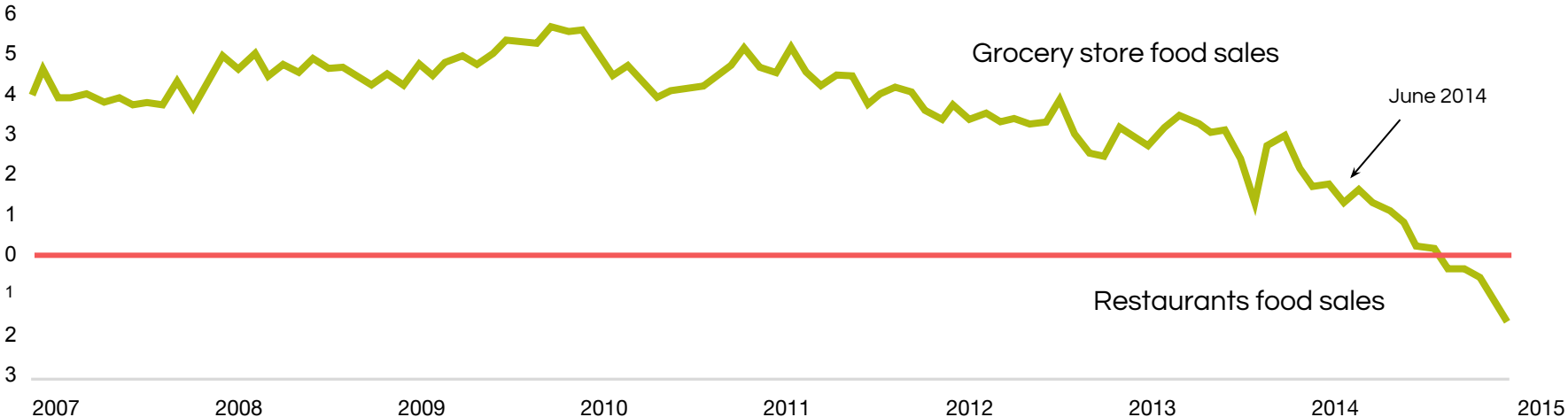
OUR MISSION

**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%

Ages: 25-40

37%

Ages: 41-52

19%

Ages: 53-71

25%

Ages: 72+

The future of delivery = delicious

77%

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

*Source: Cowen & Co.



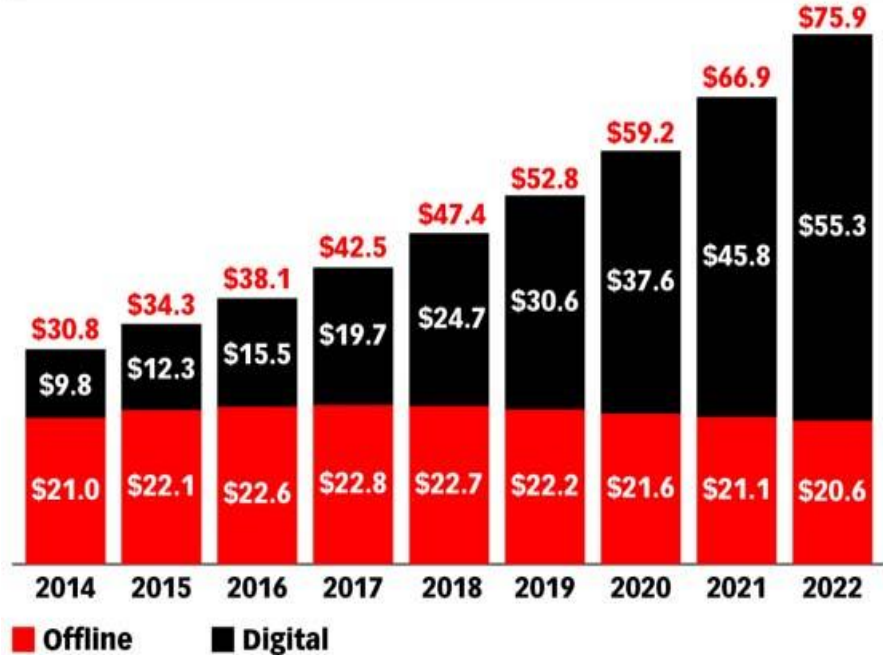
60% of restaurants say delivery generated incremental sales

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

Source: NPD Group

US Restaurant Delivery Revenues, Offline vs. Digital, 2014-2022

billions



Note: numbers may not add up to total due to rounding

Source: The NPD Group and Cowen and Company as cited by Cowen and Company, "Survey says 'Dining In' Is the New 'Dining Out'," July 12, 2017

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www.eMarketer.com

A woman with curly hair, wearing a blue hoodie and jeans, is smiling as she receives a tray of Starbucks coffee from a delivery person. The delivery person is wearing a dark jacket and holding a brown paper bag with the Uber Eats logo. The background shows a park with people playing soccer on a field.

When the
moment is
too perfect
to miss.

Uber
Eats

**When your
favorite team is
winning ... or
losing**



A woman with long dark hair, wearing a blue sleeveless dress, stands on a balcony with a stone railing. She is looking down at a smartphone in her hands. The balcony is part of a light-colored building. In the background, a city street is visible during a rainstorm. The street is wet, and several cars are driving. There are trees and a traffic light in the distance. The overall scene is a rainy day in an urban setting.

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

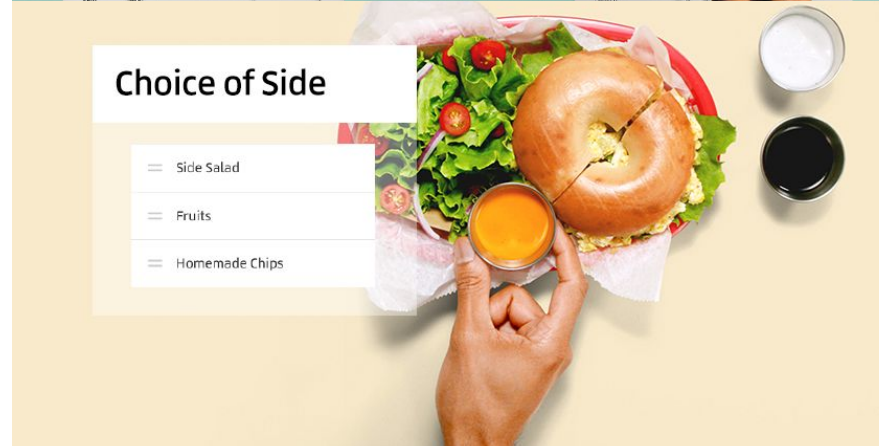
- Items that can travel well
- Special items or combos not available in-store
- Easy to operationalize
- Appeal to groups & families

Menu 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



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.

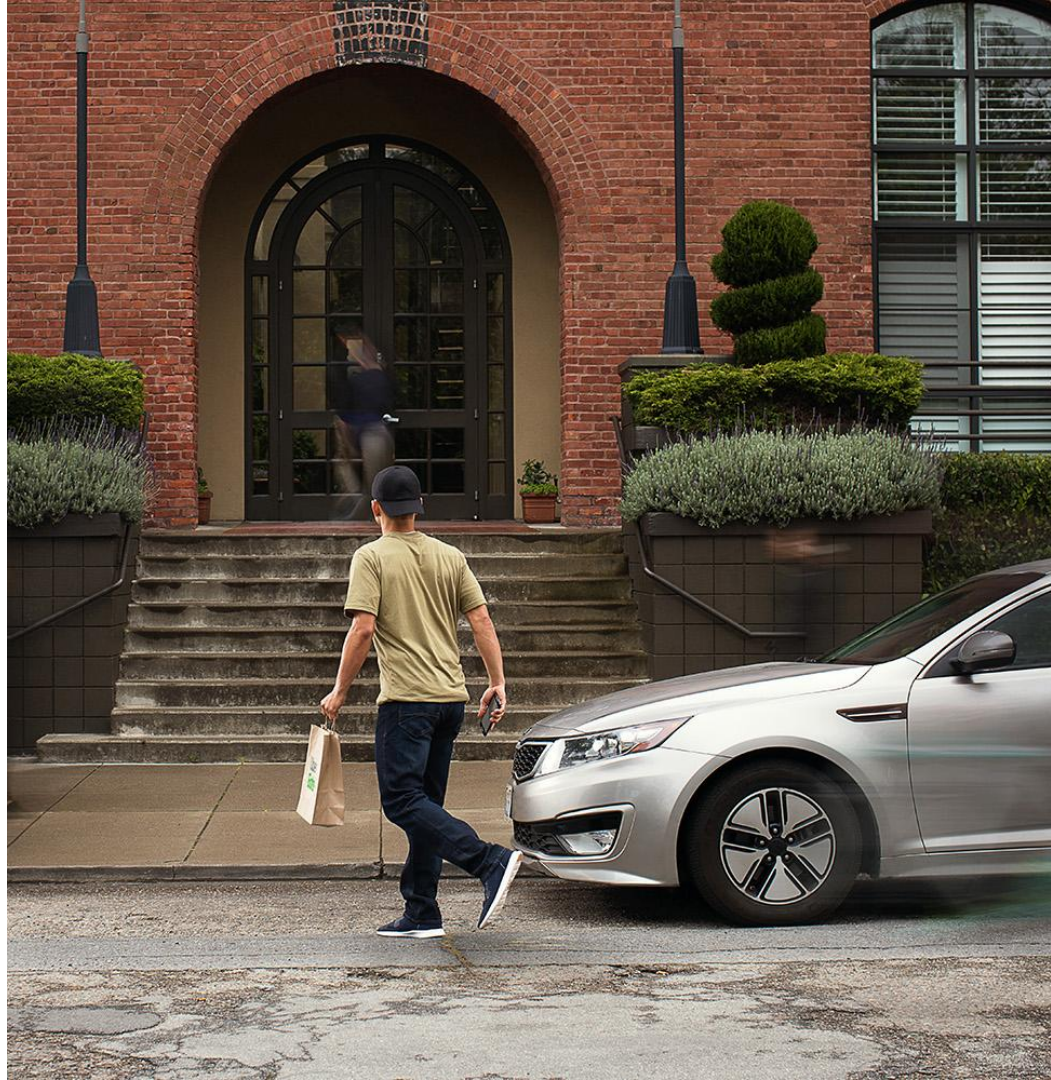


In-Store Operations Matter

Set Your Operations Up for Success

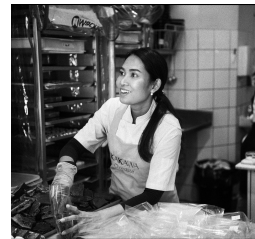
Delivery adds complexity to an already busy operation. Think about the following to drive success:

- Optimize your tablet
- In store flow to minimize wrong orders
- Order workflow to ensure sound communication
- Prep-time for more efficient hand-offs

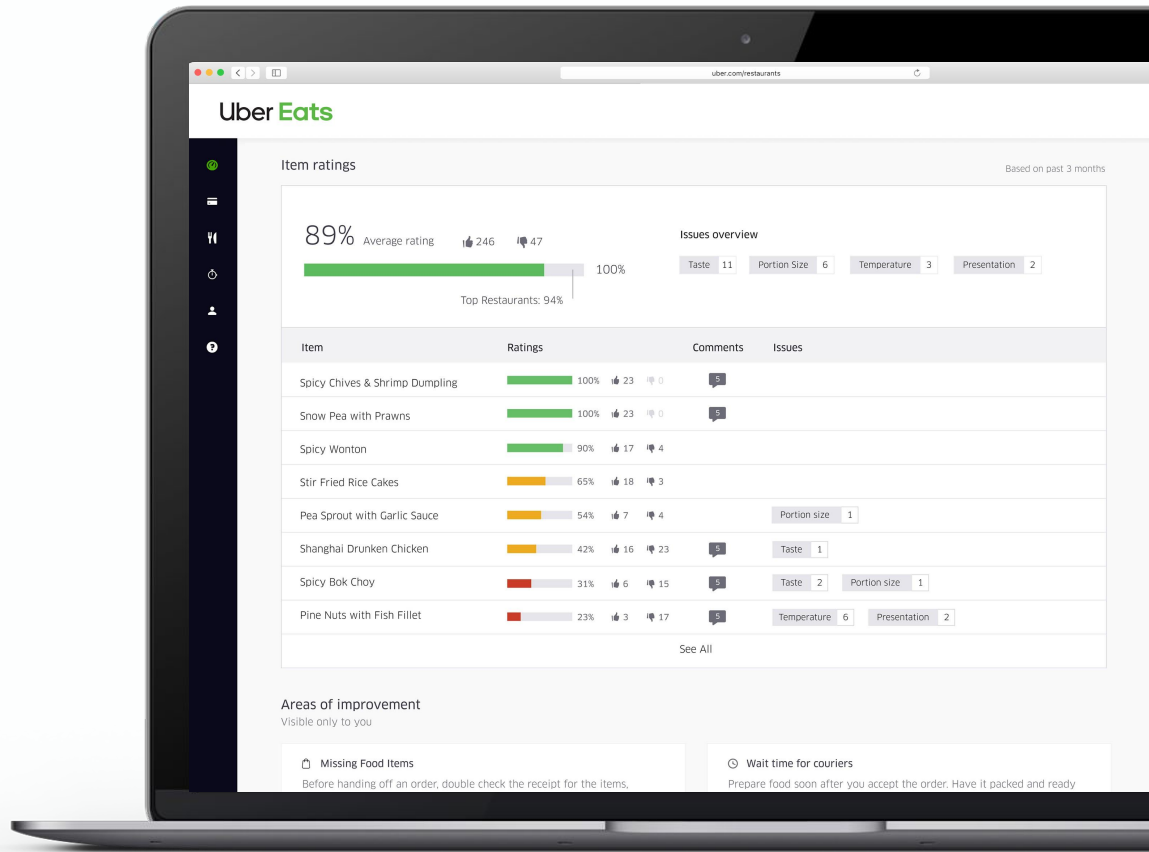


Unlocking new growth for your business

We're helping 220k+ restaurants grow through delivery



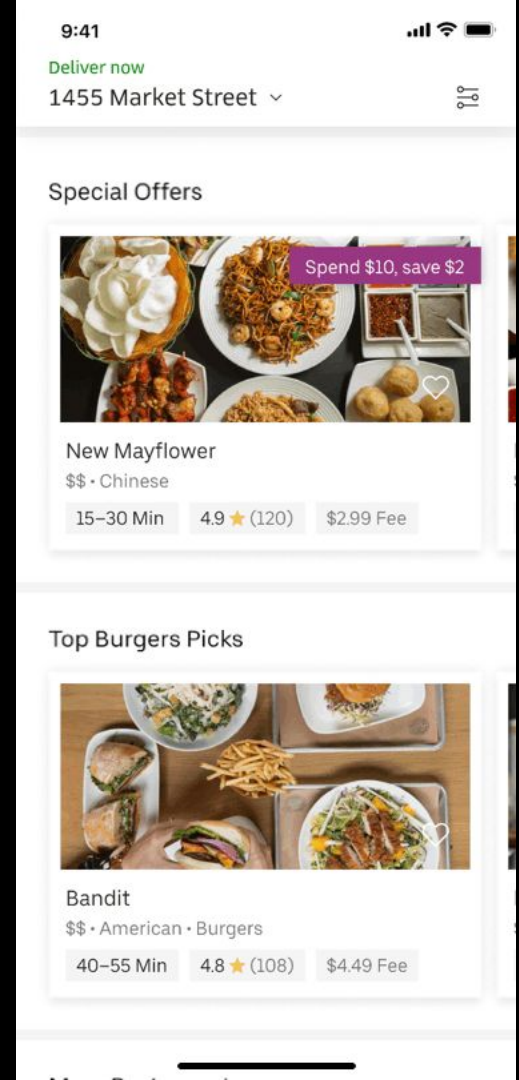
Empowering through data & technology



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

Thank you

Christopher Ager

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Uber **Eats**