

# Jeff Braunstein

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Food on Demand:  
A Young Brand's Perspective



Turning the world of burgers *upside-down*®



# Agenda

- Implementing delivery
- Pros & cons for young brand
- Best practices
- Opportunities



# Implementing Delivery

## Concerns

- Different consumer needs
- Food quality
- No control throughout purchase cycle
- Cannibalization of dine-in business

## Results

- Incremental sales
- Multiple platforms



# Pros & Cons for Young Brand

- + Marketing
- + Mitigates staffing and liability risk
- High commissions with little negotiating power
- Mistakes have bigger impact



# Best Practices

- Fish where the fish are & target accordingly
- Hand written notes
- Convert to dine in
- Develop relationships with delivery companies
- Treat drivers as guests



# Opportunities

What can we do with delivery that we can't do with our brick and mortar Duggs?

- Expand beyond menu guardrails
- Expand to other dayparts
- Expand geographically



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