

# WHAT IS THIRD-PARTY DELIVERY (3PD)?

Third-party delivery (3PD) refers to a service by which consumers can order meals from a selection of providers to be delivered to their chosen location. Krispy Krunchy Chicken® Delivery has direct relationships with the 3 largest providers: **DoorDash**, **UberEats** and **GrubHub**.



## IS 3PD INCREMENTAL TO MY BUSINESS?

If your store is not on 3PD, you are missing out on orders from consumers who have already decided not to go out. Delivery consumers are different in that they choose from a selection of restaurants/grocery or convenience stores that are available when they are wanting it. If your store is unavailable, the consumer can never make the choice to try Krispy Krunchy Chicken®.

OUR SALES SHOW THAT KRISPY KRUNCHY® STORES THAT HAVE 3PD **SELL 36% MORE CHICKEN** WEEKLY THAN THOSE THAT DON'T HAVE 3PD!

In-Store Orders		Delivery*		Order Online & Pickup*	
SALES	\$10.00	SALES	\$27.49	SALES	\$23.90
COST	\$4.20	15% MARK UP	\$3.59	COST	\$10.04
PP at 58%	\$5.80	ACTUAL SALE	\$23.90	PP AT 58%	\$13.86
		23% COMMISSION	\$6.32	< 6% COMMISSION	\$1.43
		5% MARKETING FEE	\$1.37	< 5% MARKETING FEE	\$1.20
		COST	\$10.04	PP	\$11.23
		PP AT 58%	\$9.75		

(\*DoorDash Examples)

\*Penny profit is based on DoorDash re-worked commission structure listed above. Additional cost burdens may affect your net profit.

## WHAT ARE THE RESULTS OF ADVERTISING FUNDED BY THE MARKETING FEE?

This advertising delivers! On average, for all Krispy Krunchy® activity on DoorDash for all of 2023:

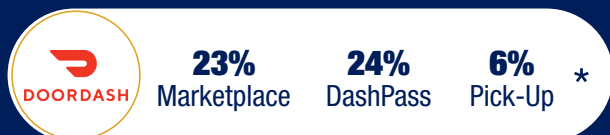
Krispy Krunchy® stores that consistently ran Ads & Promos on DoorDash saw **31.6% higher** sales than those who did not.

DoorDash Ads Promos were able to drive a **6x return** on ad spend. For every \$1 invested, we were able to drive at least \$6 back in sales.

DoorDash Ads & Promos drove a **high reorder rate** among all customer cohorts. In particular, new customer promotions drove an equivalent amount of immediate & reorder sales over 90 days.

Customers acquired via Ads & Promotions had a **48% higher** check size than those who were acquired organically.

## COMMISSIONS



\*These are only starting rates and may vary depending on performance metrics.

# MARKETPLACE PRICE LIFT

Refers to a percentage applied to in-store pricing to combat delivery commission fees. It is recommended that you choose to go no higher than **15%** above in-store pricing. This is set on the back-end of OLO and requests to edit or change must come through [delivery@krispykrunchy.com](mailto:delivery@krispykrunchy.com).



## TECHNOLOGY

Krispy Krunchy Chicken® Delivery Program includes tablet + stand system that allows orders from all 3 providers to flow into a one-stop shop. Menus are managed by the Krispy Krunchy® Support Team and can be updated or changed by writing to [delivery@krispykrunchy.com](mailto:delivery@krispykrunchy.com). The first 1300 stores live on the Krispy Krunchy® 3PD program by June 30, 2024, will receive **FREE** equipment, **FREE** software, and **FREE** Support (nearly \$1,000 value).<sup>1</sup>

<sup>1</sup>Krispy Krunchy® Standard Equipment package includes tablet and stand set-up. Build ticket printer available for additional purchase. Subject to third-party delivery partner availability in your area and signing the required contracts. Incentives are based on stores carrying core items, being open until at least 8pm Friday & Saturday and carrying ONLY Krispy Krunchy® approved menu items. Contact us for details!

## READY TO GET STARTED?

Visit [www.krispykrunchy.com/get-more-orders](http://www.krispykrunchy.com/get-more-orders) or reach out to [delivery@krispykrunchy.com](mailto:delivery@krispykrunchy.com) to start the onboarding process.

### STEP 1



Scan QR code to fill out intake survey



### STEP 2



Create accounts with each available 3PD provider, **Stratix** (tablet/stand provider) and **OLO** (menu management provider).<sup>2</sup>

### STEP 3



Accounts created, menus built and equipment shipped to each restaurant.

### STEP 4



Set-up equipment and take orders! (each tablet is preconfigured with each restaurant's menu and information).

<sup>2</sup>Stores new to 3PD will utilize only DoorDash (where available) for the first 90 days of operation.

## NEED AN UPDATE OR HAVE A TECHNOLOGY PROBLEM?

### STEP 1

Review troubleshooting guide that came with equipment OR available soon at [www.krispykrunchy.com/get-more-orders](http://www.krispykrunchy.com/get-more-orders)

### STEP 2

Reach out to Krispy Krunchy® Support Team  
Non-emergency issues: [delivery@krispykrunchy.com](mailto:delivery@krispykrunchy.com)  
(first response within 30 min) or 469-945-5505  
Or escalate to your Operations Support Specialist

#### Hours of availability:

Monday-Friday: 9am-8pm ET  
Saturday-Sunday: voicemail monitored for emergency response only<sup>3</sup>

#### We can help with:

- Account Access
- Adding a New Provider
- Price Updates
- Hours of Operation Updates
- Technology Issues

<sup>3</sup>Please note – support team only available for help with locations partnered with Krispy Krunchy® Delivery Program. Those not on the new Krispy Krunchy® Delivery Program (including OLO Menu System) maybe directed back to each 3PD provider for support.