




 **DOORDASH** FOR MERCHANTS

Product Guide for Alcohol Retailers

Learn how DoorDash's suite of solutions helps liquor stores, wine shops, and other alcohol retailers grow their businesses.

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What is DoorDash?

DoorDash is a technology platform that connects people with the retailers and stores in their neighborhoods. Consumers place orders on the DoorDash app or website, and we help merchants facilitate on-demand delivery.

If you don't offer alcohol delivery, now is the time to start.

A recent report from the International Wine and Spirits Record predicts that beverage alcohol ecommerce will have reached a total value of [\\$24 billion](#) by the end of 2021, and that number is only expected to grow.



More and more customers are purchasing their wine, beer, and spirits online — and many of them are looking to same-day delivery to make their lives easier.

One of the most effective ways to reach new customers looking to get alcohol delivered is to partner with a technology platform like DoorDash.

With DoorDash, your business can:



Reach new customers

Go beyond relying on foot traffic and reach thousands of consumers already using local delivery platforms. The DoorDash platform reaches 85% of the U.S. population, 80% of the Australian population, 75% of the Canadian population — and is growing worldwide.



Increase brand awareness

Tap into tools like DashPass to help you boost your store's presence online, so you can get your products in front of more customers.



Get a powerful logistics platform

We provide built-in ordering and payments technology, a seamless online ordering experience, and connect you with Dashers to deliver orders. That means you can focus on what you do best — providing top-notch drinks to your customers.



Maintain compliance

Our delivery protocols are designed to ensure compliance with local alcohol delivery laws and regulations, helping you rest easy knowing alcohol only gets delivered to customers who are of legal drinking age.

Every business is unique, and there's no one-size-fits-all solution for growing local delivery sales. That's why DoorDash offers a variety of products to fit your needs, including alcohol delivery and pickup, online ordering, white-label fulfillment, and more.

In this guide, we'll share details on each DoorDash product offering so you can determine what makes sense for your business.

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“DoorDash brings you new customers from outside your regulars, and it's extra revenue for your business.”

[Read the success story →](#)



Omar Korin
Owner,
[Savemore Market & Liquors](#)

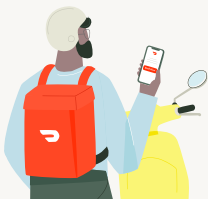
OVERVIEW

Solutions for alcohol retailers

As a business that sells alcohol, discover products that can help you find new customers, keep repeat customers happy, increase your bottom line, and win business in your neighborhood.

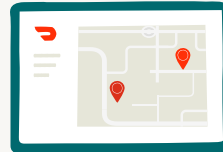


Reach new customers with the DoorDash App



Delivery >

Leverage our full-service logistics platform to attract new customers and power your deliveries.



Pickup >

Give nearby customers a way to order ahead, pay online, and skip the line.

Attract new and repeat customers with optional tools



DashPass >

Reach our most valuable customers who are enrolled in our monthly subscription program.

Let customers order directly from you



Drive >

Fulfill orders through your website and let DoorDash logistics handle the rest.

Manage your business with new technology



Merchant Portal >

Manage your sales on DoorDash and get actionable data.



Tablet >

Streamline your operations and manage orders in real time.

DoorDash Products for Alcohol Retailers



Learn more about DoorDash's suite of products for businesses that sell alcohol.

[DoorDash App ›](#)

[Drive ›](#)

Increase your local
alcohol sales with the

DoorDash App

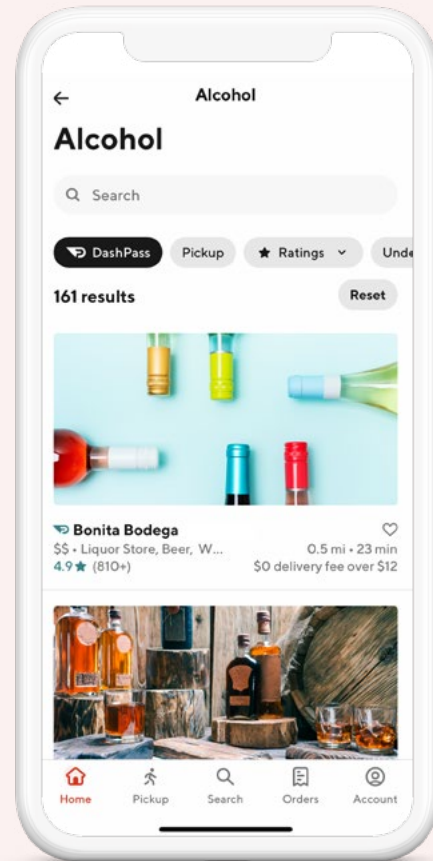
Feature your business on DoorDash
to reach new customers in your area.

What is it?

Our flagship product, the DoorDash App, facilitates local alcohol delivery and pickup to help retailers reach new customers, drive incremental sales, and increase profits.

On the app, DoorDash alcohol partners can choose which DoorDash products are right for their business, including **Delivery**, **Pickup**, and **DashPass**.

All DoorDash alcohol partners also get access to valuable DoorDash resources including 24/7 customer support.



MARKETPLACE PRODUCTS

Click to skip to each section

[Delivery ›](#)

[Pickup ›](#)

[DashPass ›](#)

KEY BENEFITS OF BEING ON THE DOORDASH APP

Grow your local alcohol sales

Add an additional revenue stream to your business with alcohol order pickup and delivery.

Access new customers

Connect with new customers in your area looking to get wine, beer, spirits, and other beverages delivered.

Increase online presence

Boost brand awareness by featuring your business on the DoorDash app and website.



BREAKDOWN

DoorDash App

Reach new customers on DoorDash with Delivery, Pickup, and DashPass.

Alcohol Delivery

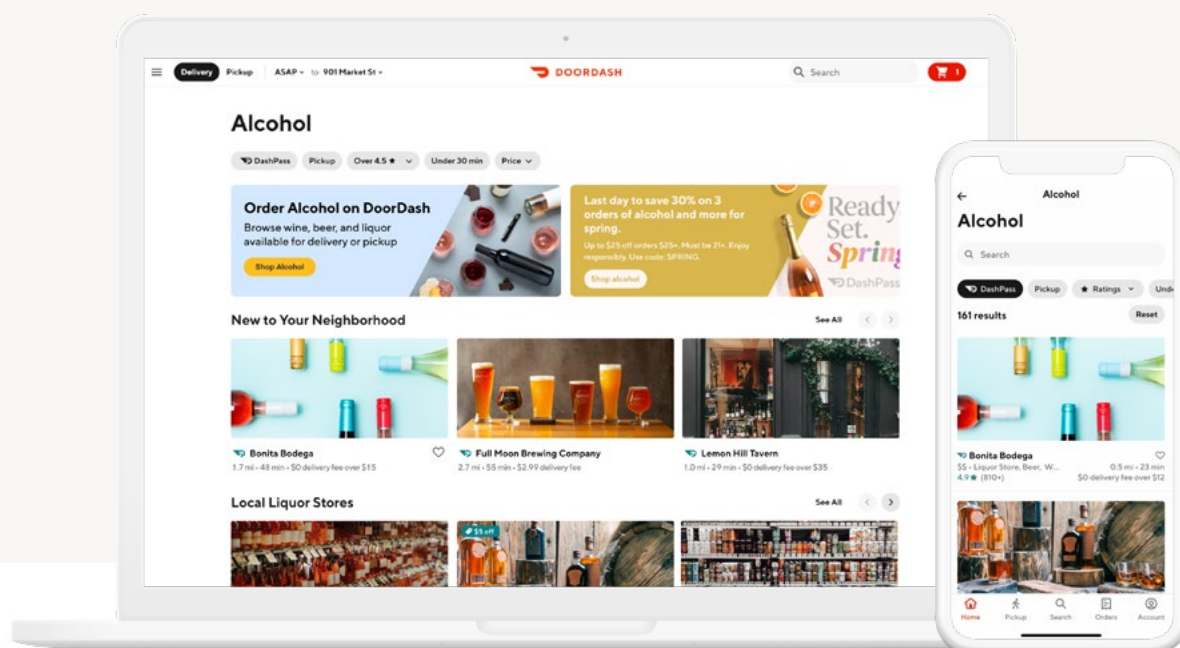
Leverage our full-service logistics platform to power your local alcohol deliveries. Access new customers in your area — without having to hire your own delivery team.

Fulfill orders quickly. Average delivery orders on DoorDash are delivered in 35 minutes or less.

Plus, with 24/7 support and technology like the Merchant Portal to help you make data-driven decisions and the DoorDash Tablet to help you keep operations running smoothly, you'll be set up for success.

HOW IT WORKS

- 1 Your business is featured on the DoorDash app and website so customers can discover your offerings.
- 2 Customers place on-demand delivery orders through DoorDash, and agree to validate their age when purchasing alcohol on DoorDash.
- 3 Once you receive an order, prepare and package the items.
- 4 Drivers, known as “Dashers,” arrive to pick up and deliver orders to customers. You can track delivery status with real-time updates.
- 5 Dashers verify customer IDs through the DoorDash App at the point of handoff to ensure alcohol is delivered to customers of legal age.



Alcohol Pickup

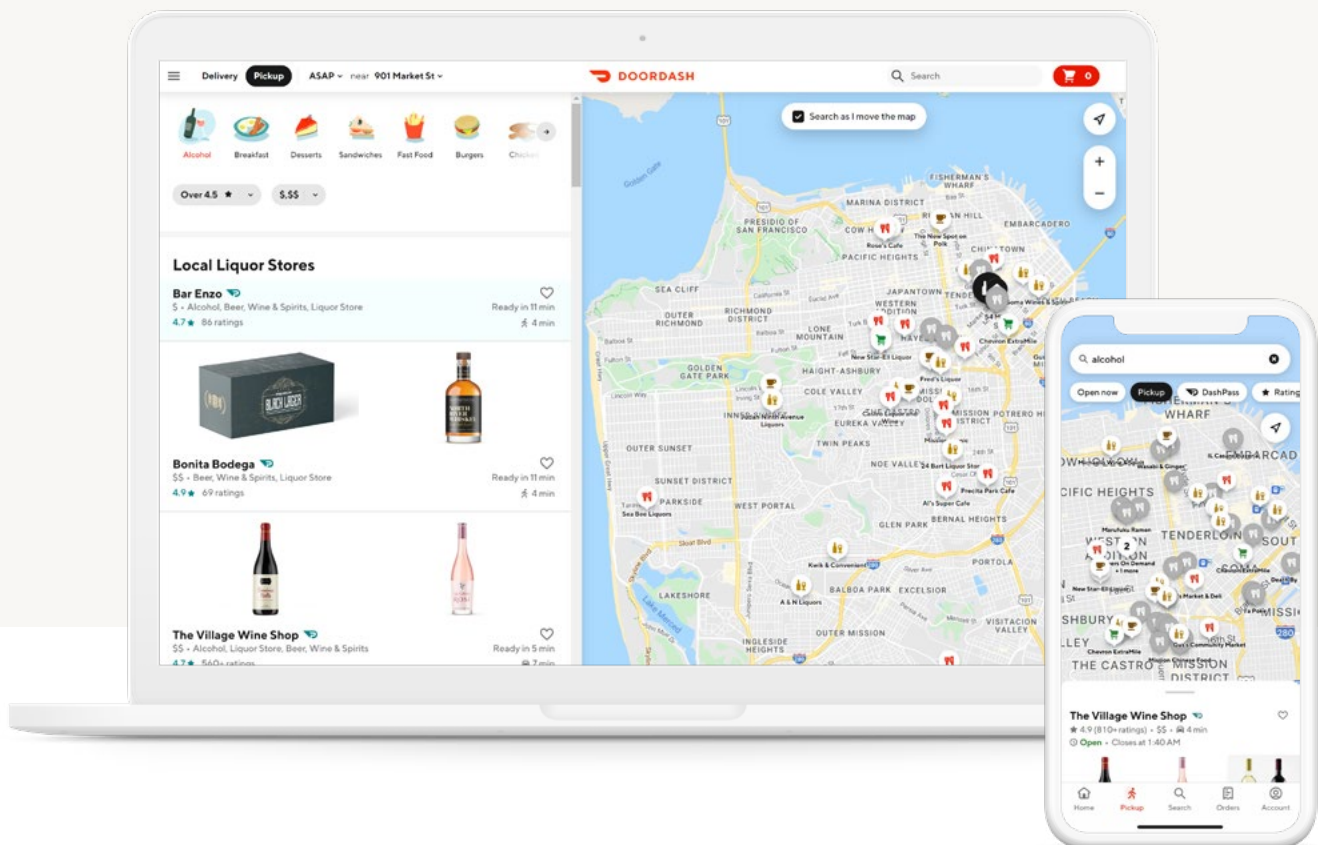
Give customers a way to order ahead and skip the line.

Enable nearby customers to order ahead online and pick up their alcohol orders at your retail location. Customers pay no service fees for Pickup orders.

DoorDash Pickup orders are also more efficient for your staff than phone orders.

HOW IT WORKS

- 1 Your business is featured on the DoorDash app and website so customers can discover your offerings and place alcohol pickup orders.
- 2 Your business accepts and prepares pickup orders.
- 3 Designate a pickup area in your location so customers can quickly grab their orders.



DashPass

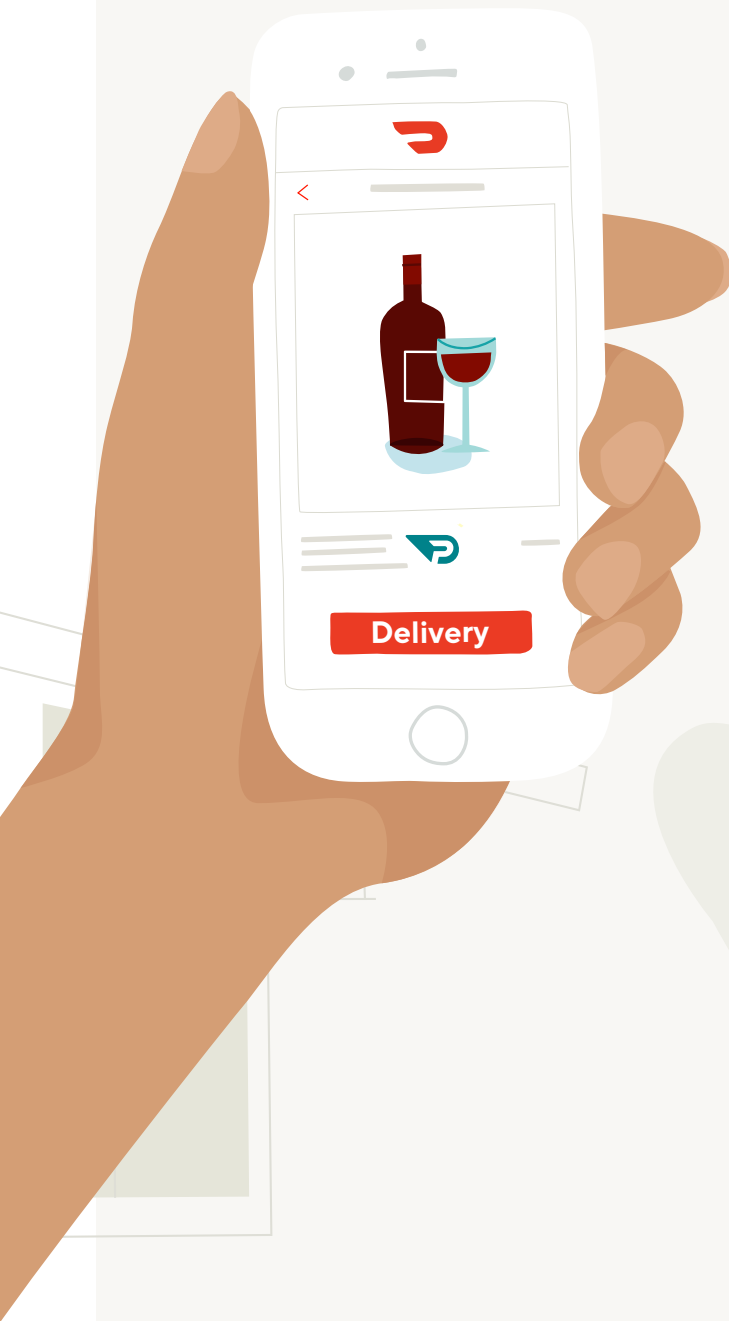
Grow your sales by connecting with a group of high-value customers.

DashPass is a subscription service that offers customers reduced delivery and service fees.

With DashPass, high-value customers see your business first and pay lower fees when they order alcohol from you – at no added cost to you. Because DashPass customers order more often, you'll likely get more orders and repeat customers.

HOW IT WORKS

- 1 Sign up for DashPass.
- 2 Receive prominent placement on the DoorDash App.
- 3 Fulfill orders as usual, likely increasing orders and gaining repeat customers over time.



Get a white-label delivery fleet with

DoorDash Drive

Have your own ordering platform and customer base? Get access to a network of on-demand drivers to complete your local alcohol deliveries.

What is it?

DoorDash's non-branded delivery solution connects your business with drivers and a powerful logistics platform to fulfill alcohol orders placed on your own native platforms.

KEY BENEFITS

White-label solutions

Increase your brand loyalty by using drivers without any visible DoorDash branding.

Professional drivers

75% of Drive ASAP orders are delivered within 30 minutes with a 4.5 average customer rating.

Scale to your needs

From a basic setup to signature solutions, create the seamless delivery experience your customers expect.



KEY FEATURES

On-demand delivery platform.

Request a driver anytime to deliver on your behalf, then track orders, streamline delivery costs, and drive incremental sales.

International coverage.

Fulfill delivery orders in more than 4,000 cities across the U.S., Canada, and Australia.

How does Drive work?

Launch white-label local alcohol delivery in three easy steps.



1

Sign up for DoorDash

Tell us basic information about your business and delivery needs.



2

Get a custom recommendation

Our team assesses your delivery needs and recommends the best plan for your business.



3

Offer on-demand delivery

Fulfill delivery orders with our integrated technology solutions that connect you to a wide network of drivers.



Ready to sign up for Drive from DoorDash?

[Get Started](#)



SUCCESS STORY

Savemore Market & Liquors

This Oakland-based convenience store grew incremental sales by adding alcohol delivery to their offerings.

500

Average alcohol delivery orders per week

\$20K

Average online alcohol sales per week

“

COVID-19 shut everything down, and I was looking for ways to cater to people where they were — at home. Right now, DoorDash is the number one app for me.



Omar Korin
Owner,
[Savemore Market & Liquors](#)

[Read success story →](#)

DoorDash Technology for Alcohol Retailers



Learn more about DoorDash's powerful software and analytics products that help you efficiently manage your business on DoorDash.

[Merchant Portal and Business Manager App ›](#)

[Tablet ›](#)

Get actionable sales analytics with the

DoorDash Merchant Portal and Business Manager App

Track your business performance, get actionable insights, and make adjustments to your DoorDash listing.

What is it?

The Merchant Portal (desktop) and Business Manager App (mobile) are online tools to help you analyze business performance, track payments, add bank account information, change operating hours, mark items as out of stock, and more.

KEY BENEFITS

Get a dashboard view

View key data points like net sales, average order size, unique customers, and most popular items.

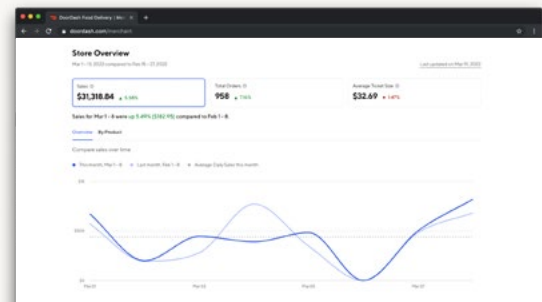
Act on customer feedback

View customer ratings and reviews, and mitigate any issues by quickly responding to customers directly.

KEY FEATURES

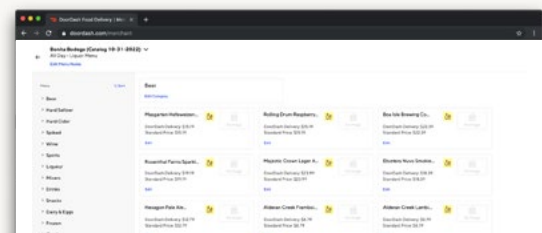
Track your sales

Understand trends and track your business performance by week, month, or quarter. Get detailed insights on tax, commission, and net payouts for each order.



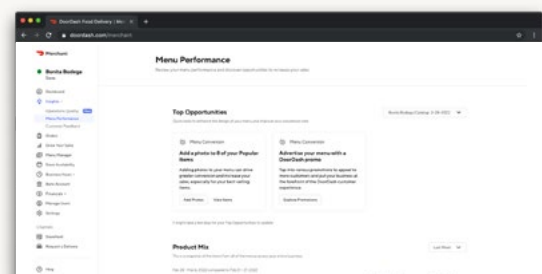
Adjust your offerings

Easily mark items as out of stock so customers only order what's available.



Benchmark key metrics

View a dashboard of your overall success across locations, including total sales with DoorDash, average order size, most popular items, new and repeat customers, and more.



How do the Merchant Portal and Business Manager App work?

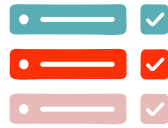
Get data-driven insights in three easy steps.



1

Sign up for DoorDash

Tell us basic information about your business and upload your list of available items.



2

Start receiving orders

Once your account is activated, customers can browse your online store and place orders.



3

Track your performance

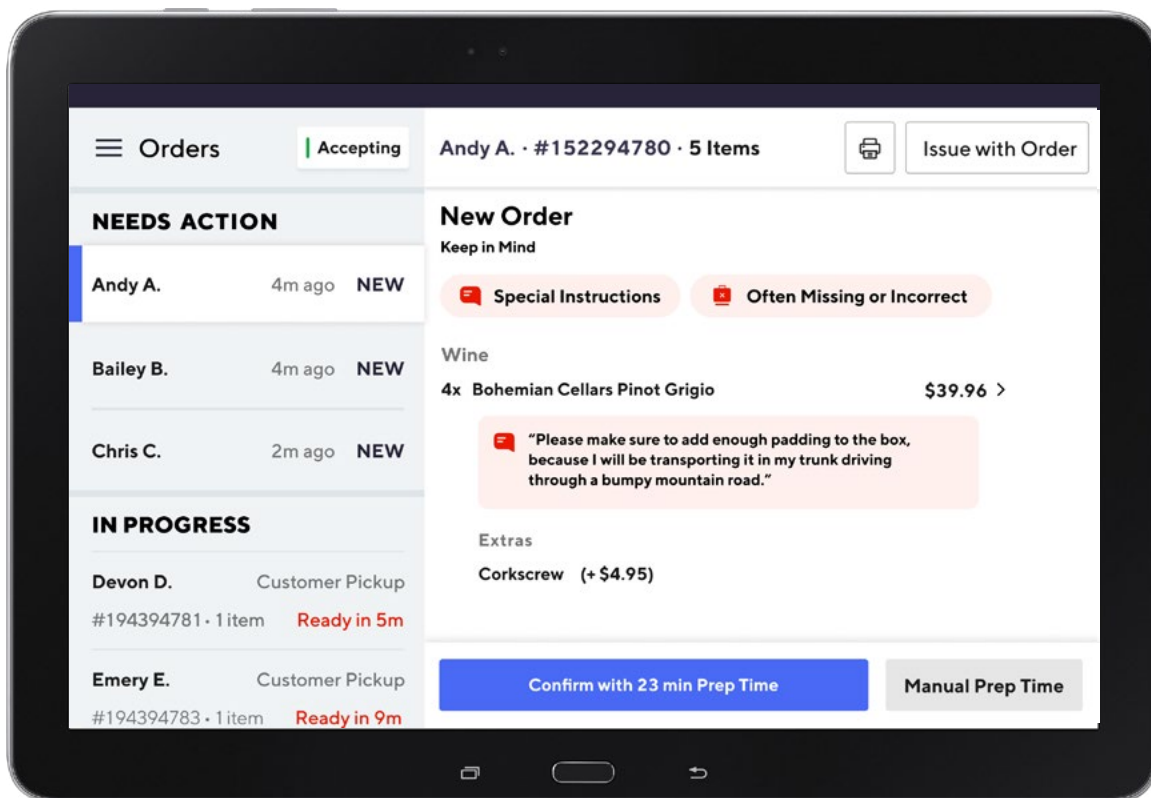
Use the Merchant Portal and Business Manager App to monitor trends and make real time adjustments to your business.



Streamline your order protocol with the

DoorDash Tablet

Manage local alcohol delivery and pickup orders in real time.



DoorDash recommends using a tablet with the DoorDash [Order Manager app](#) to receive orders. You can use any Android tablet or rent a tablet from DoorDash for \$6 a week.

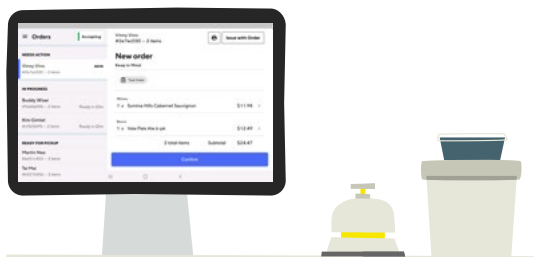
The DoorDash Order Manager app allows you to:

- Update items and business hours in real time
- Easily manage orders and view order history
- Communicate directly with Dashers
- Contact DoorDash's 24/7 merchant support

How it works

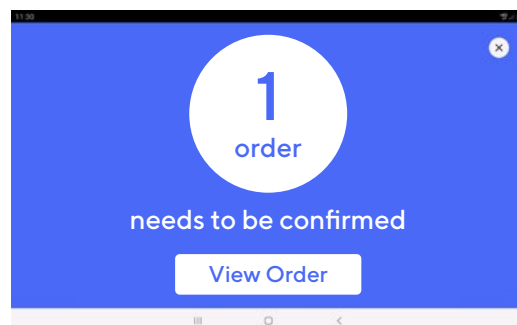
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First, place your tablet somewhere that is easily accessible by your staff and make sure the volume is turned up.



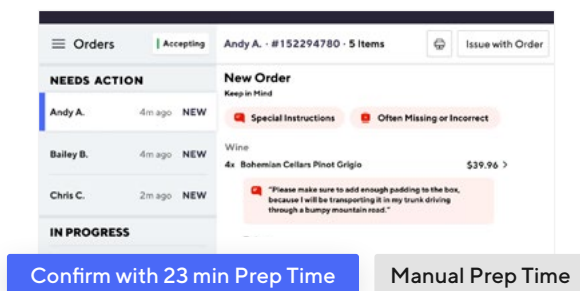
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When a new order arrives, a blue screen will appear letting you know how many orders need attention. Touch the screen to view the order.



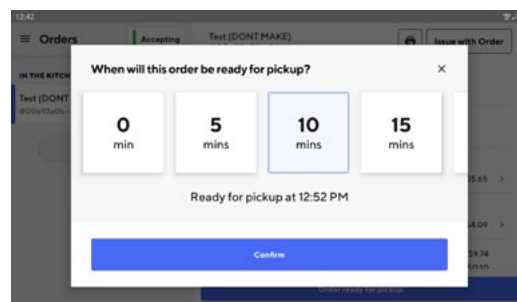
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To confirm the order, click "Confirm" at the bottom of the screen. DoorDash will prompt a suggested prep time to save time, but you can easily enter a manual prep time instead.



4

If you choose to enter a manual prep time, which determines when we send a Dasher and updates the customer's delivery ETA in the app, you can do so here and click "Confirm Order."



5

Finally, prep and package the order for delivery or pickup.

DoorDash pricing, commissions, and fees



Learn more about pricing plans for joining the DoorDash App, DashPass, and Drive as well as what commissions and fees cover on our end.

[Pricing overview ›](#)

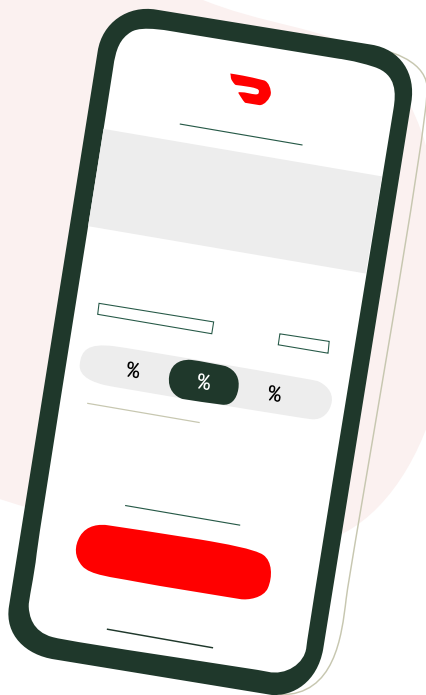
[Commissions and fees, explained ›](#)

[What commissions and fees cover ›](#)

Understanding commissions and fees

Pricing that works for any budget

See what it costs to partner with DoorDash as an alcohol merchant, find out what commission rates cover, and learn how we bring value to your business and community.



Get orders through the DoorDash App

DoorDash Partnership Plans

Pay a 10-25% commission for delivery orders, and 6% for all Pickup orders.*

Get orders through your own channels

Drive and your channels

A fixed dollar amount per order per delivery with our logistics platform.

*New Partnership Plans are available for businesses with 75 or fewer locations in the U.S. only. 6% Pickup is available to all partners in the U.S. who comply with the DoorDash Merchant [Terms of Service](#), including having DoorDash Pickup prices match in-store prices.

How pricing works for DoorDash products

Commissions and fees, explained

With DoorDash, you'll never pay startup fees.
Plus, most of our offerings cover credit card
processing at no extra charge.



The DoorDash App

Commission rates

When customers order from you through DoorDash, we take a commission, which is a percentage of an order subtotal, to cover our costs.

An example delivery order through DoorDash

Order subtotal:	\$30.00
Tax:	\$3.00
Commission (15%):	-\$4.95

You keep: \$22.05



Drive and Your Channels

Flat dollar fees

When customers order through your website with Drive, we charge a flat per-order fee.

An example order through your app or website with Drive

Order subtotal:	\$30.00
Tax:	\$3.00
Flat fee:	-\$8

You keep: \$19.00

Understanding your costs

What do commissions and fees cover?

In order to serve your business with everything we do, we take per-order commissions or fees for orders processed with us. Here are some of the things these costs cover.

Brand visibility

Being on DoorDash puts your business in front of new customers every day.

Delivery driver costs

We empower our community of Dashers, who make every delivery possible, by providing them flexible earning opportunities with competitive local pay, promotional pay, 24/7 support, third party insurance, and meaningful discounts.

Customer service and support for customers, merchants, and Dashers

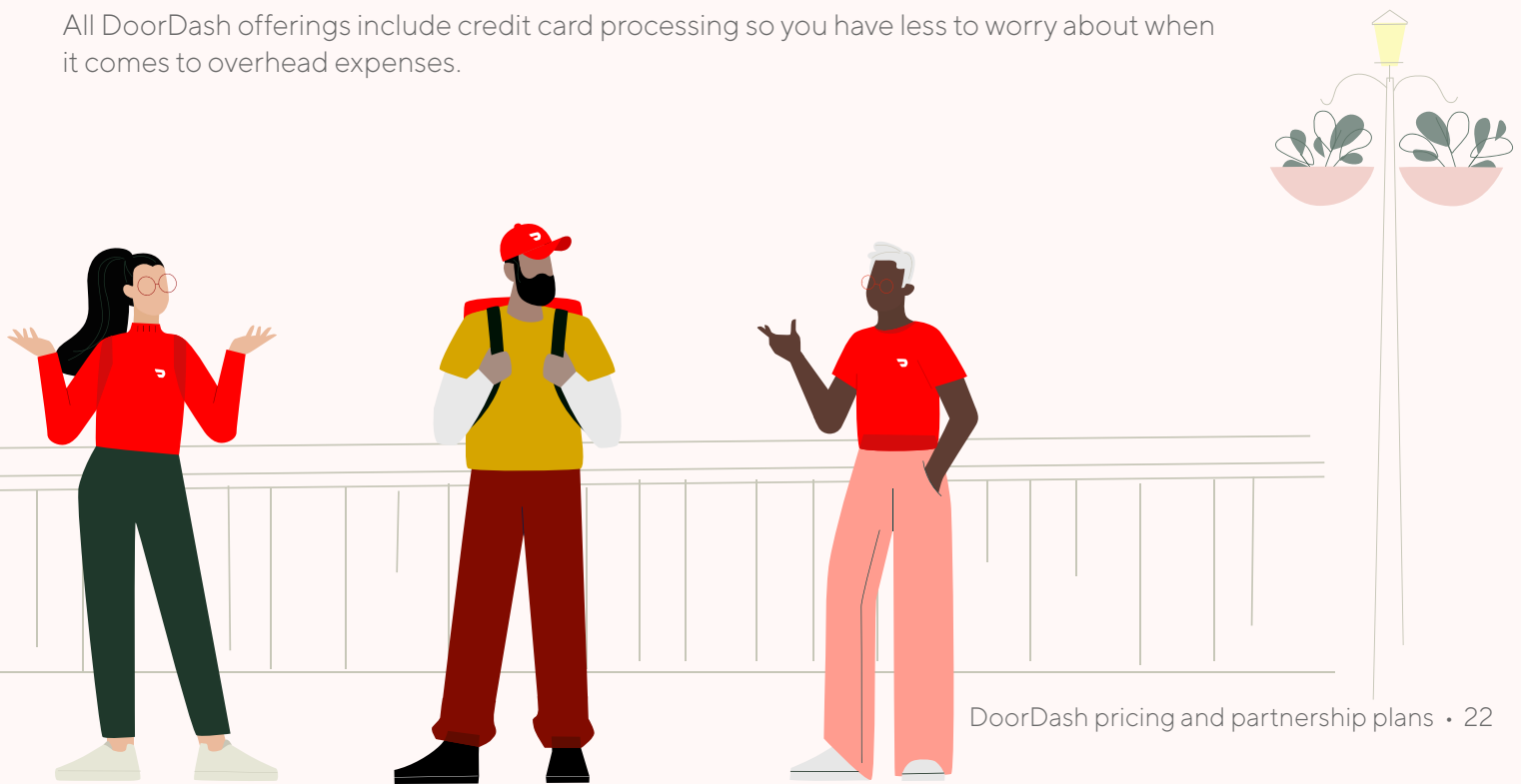
Customers, business owners, and Dashers all have unique needs that often need prompt responses. When something goes wrong, we have a 24/7/365 team of people ready to help solve customer issues, so they'll continue to order from you.

Technology platform costs

It takes a world-wide, world-class logistics, engineering, coding, marketing, and operations team to keep the DoorDash app and website, our Merchant Portal and Tablet, and our Dasher app running. We hire the best and expect the best from our teams.

Credit card processing

All DoorDash offerings include credit card processing so you have less to worry about when it comes to overhead expenses.





Ready to grow your alcohol sales with DoorDash?

1. **Sign up for DoorDash.** Visit our [alcohol retailer signup page](#), verify that alcohol delivery is available in your area, and tell us more about your business.
2. **Receive orders.** Once your account is activated, your team prepares orders.
3. **Dashers deliver.** Dashers pick up orders and deliver them to customers!

Try out DoorDash with 0% commissions for 30 days.

[Get Started Free](#)



About DoorDash

DoorDash is a global technology company that connects consumers with their favorite local and national businesses. Founded in 2013, DoorDash enables local businesses to address consumers' expectations of ease and immediacy and thrive in today's convenience economy. By building the last-mile logistics infrastructure for local commerce, DoorDash is bringing communities closer, one doorstep at a time. Get started at get.doordash.com.

