

HOW BUONA GREW THEIR FIRST-PARTY BUSINESS WITH DOORDASH DRIVE

Discover how Buona drove 146% order increase through \$0 delivery fee promotions during key sporting events

Family-run Chicago-style Italian beef chain

Founded in 1981 by the Buonavolanto family, Buona serves Chicago's Original Italian Beef — a beloved regional sandwich made from slow-roasted beef that yields its own all-natural gravy.



Engaging customers to grow on their own channels

Buona was an early identifier of the importance of leveraging delivery channels to expand their business. They also recognized the power of testing first-party promotions to win loyal customers and enhance the customer experience. To drive business, Buona doubled down on \$0 delivery fee promotions during major sporting events, including the Super Bowl, March Madness, and the Final Four tournament.

140%+ increase in orders YoY during the \$0 delivery fee campaigns

130%+ sustained increase in orders YoY for the first 50 days after the \$0 delivery fee campaigns

Boosting sales and growing customers with Drive On-Demand

By focusing on first-party delivery during popular sporting events, Buona drove significant order volume and sales – resulting in long-term growth on their own channels. For example, by offering \$0 delivery fee promotions to customers, Buona drove 218% more volume on Super Bowl Sunday than they had in the previous year.

Buona's investment grew their first-party business beyond just campaign dates, demonstrating the long-term impact of \$0 delivery fee campaigns.

"[Buona] is very selective about the partners we choose, especially when it comes to the customer-facing aspects of our business. Because DoorDash shares our commitment to excellence, we've built a powerful, mutually beneficial partnership."

Laurie Cairns
Senior Vice President of Marketing,
The Buona Companies