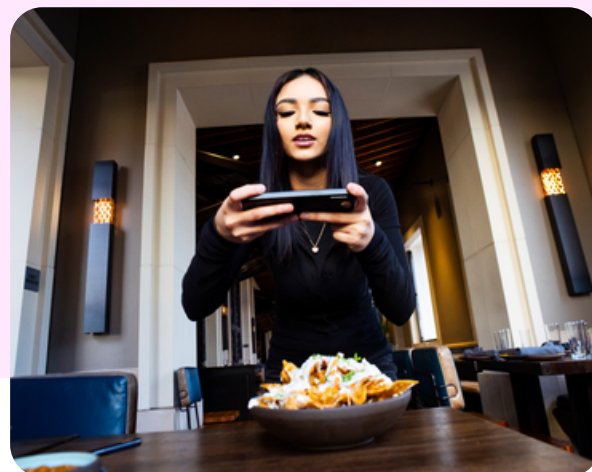


HOW GREAT VISUALS DELIVER MORE VALUE FOR SANTINI'S NEW YORK STYLE DELI

With appetizing photos, Santini's does 32% of its business through DoorDash delivery



When he founded Santini's New York Style Deli in 2003, Bob "Santini" Lesando didn't just create a great restaurant — he created a thriving family business that now has seven locations across northern Virginia.



ATTRACT CUSTOMERS WITH APPETIZING IMAGES

Santini's extensive menu includes over 50 sandwiches, pizzas, calzones, and more. The team knew that when it comes to online ordering, customers rely on photos to help decide what to get. That's why Santini's invested in high quality photos of their dishes which they added to their DoorDash menu and website, which is set up for commission-free ordering through Online Ordering.

Thanks to their enticing photos, DoorDash orders now account for almost a third of Santini's overall sales.¹

Increase sales with a free professional menu photo shoot

DoorDash menus with photos get up to 44%² more monthly sales, but great photos can be difficult and time-consuming to capture. That's why we offer our restaurant partners free professional menu photo shoots. [Here's how to request one.](#)

"The pictures are perfect for our website. You see our steak and cheese oozing on a plate and it makes you want to order it immediately."

BOB LESANDO
President, Santini's



1. 2.9% payment processing

2. Based on an April-June 2022 internal study of over 15,000 small restaurants on DoorDash.