

HOW PANCHEROS INCREASED ORDERS BY 2.4X WITH FREE DELIVERY TUESDAYS

Learn how Pancheros increased orders by 2.4x and drove customer loyalty with Free Delivery campaigns

About Pancheros

Founded in Iowa City in 1992, Pancheros serves bold burritos crafted with fresh-pressed tortillas and perfectly mixed ingredients, thanks to a proprietary spatula called Bob. It's all part of what makes their Burritos Better Built. Today, Pancheros has 75+ locations across 13 states.



Creating Engaging Promotions to Enhance the Customer Experience

As customer demand for convenience grew, Pancheros recognized the importance of delivering consistent, compelling promotions to sustain engagement and loyalty.

2.4x increase in orders during Free Delivery Tuesdays in 2025

~100% of first-party delivery sales are generated through DoorDash

Boosting Sales and Loyalty with DoorDash Drive

Pancheros' Free Delivery Tuesday campaigns were designed to be a repeatable program that customers could latch onto—boosting both sales and digital engagement. By partnering with DoorDash Drive On-Demand, Pancheros could extend its brand across expanded delivery channels while maintaining the quality that defines it.

Drive On-Demand's scale allows Pancheros to offer delivery as a consistent service across its 75+ locations, making it easy to run promotions like this nationwide.

"Free Delivery Tuesdays continues to be an effective campaign, increasing order volume and keeping guests engaged through added convenience."

Emma Reed
Director of Marketing,
Pancheros Mexican Grill

Increase your first-party sales with Drive On-Demand. Get started today!