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## De Livery - Skip. . .Door Dash. . .Uber. . .



Third-party delivery platforms have become an inescapable feature of the restaurant landscape. They're visible, heavily marketed, and widely used — which makes them look like an obvious tool for driving revenue. But the economics are more complicated than the apps would like you to believe. This article breaks down the full picture: what these platforms cost, how food quality is affected, who's using them, and — critically — what the most strategic approach looks like for a quality-focused brand like De Dutch.

### Cost

The headline commission rate is only the beginning. Skip the Dishes charges a typical commission of 20–30% per order. DoorDash operates on three tiers: 15% (Basic), 25% (Plus), and 30% (Premier). Uber Eats runs a comparable structure. But the real cost is substantially higher once all fees are accounted for.

For a restaurant operating on a 10–15% net margin — which is common in our industry — a 30% commission doesn't just reduce profit. It eliminates it. There's also an escalation pressure built into these platforms: restaurants on the Basic tier receive less algorithmic visibility, creating a strong pull toward the higher-commission tiers where the platform generates better placement.

Customers are also paying a significant premium on platform orders. On top of any menu price markup (which restaurants often apply to offset commissions), customers face a platform service fee — typically 15% of the order subtotal on Uber Eats — plus a delivery fee and a tip. A \$30 order can easily become \$45–\$50 delivered.

### Food Quality

Our reputation is built on the quality of food that arrives at the table — hot, fresh, properly composed. Third-party delivery can and sometimes does compromise that standard, and the restaurant has almost no ability to control what happens after handoff to a driver.

Once food leaves the kitchen, time and temperature will impact what arrives at the customer's door. For a breakfast-focused concept, this is acute: eggs, pancakes, hollandaise, and syrup-dressed dishes are among the most transit-sensitive foods in the industry. The problem is compounded by driver routing — a single driver may carry multiple orders with unpredictable stops before reaching the customer. Industry research indicates that 82% of customers blame the restaurant — not the driver, not the platform — when a delivered order fails to meet expectations.



## Users

Based on industry research from Technomic.

Demographic	Delivery App Usage Pattern
<b>Ages 18–29</b>	63% have used a delivery app in the past 90 days — the highest of any age group
<b>Ages 30–44</b>	51% are regular users — strong but declining with age
<b>Ages 45–60</b>	Usage drops sharply to 29%
<b>Ages 60+</b>	Only 14% use these services — the majority do not
<b>Urban &amp; suburban dwellers</b>	Core user base; higher adoption than rural areas
<b>Lower-income consumers</b>	Counterintuitively, higher usage rates than middle income — convenience and lack of transport
<b>Baby Boomers broadly</b>	DoorDash consideration rate of only 14%, vs. 33% for Gen Z

## Platform Loyalty vs Restaurant Loyalty

This is one of the most strategically important questions for any restaurant considering these services — and the answer is clear from the research: customers are loyal to the platform, not to the restaurant.

Studies show that 31% of consumers use a single delivery app exclusively, and another 50% habitually use the same app. When a customer opens Skip or DoorDash, they are browsing a marketplace where De Dutch competes for attention alongside every other restaurant in the area. The platform's algorithm — not the guest's loyalty to our brand — determines who gets displayed first.

Is the cost worth it? As a targeted tool for specific strategic purposes, it can add value. For example; as a discovery channel for new or underperforming locations where brand awareness needs to be built. Delivery exposure can introduce De Dutch to customers who then become dine-in regulars.

The most important reason we offer third party delivery is for the convenience of our customers.

## The Company We Keep

Meet Egle, the creative mind behind **Luna Balloona** - a local balloon décor company based in Delta, British Columbia.

Egle specializes in custom balloon displays that turn any space into something worth celebrating, whether it's an intimate birthday party, a baby shower, a grand opening, or a community event.



What sets Luna Balloona apart is the combination of artistry and intention. All designs are crafted using high-quality, biodegradable balloons - because looking good and doing good aren't mutually exclusive. Egle has built a reputation for transforming spaces with displays that are as thoughtful as they are eye-catching.



We're proud to count Luna Balloona among our trusted vendor partners, and Egle has brought her talent to De Dutch events on more than one occasion.

Oh, and the name? Luna Balloona is named after Egle's corgi, Luna - who, as it turns out, is absolutely terrified of balloons. We love her anyway.



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## Fun Facts About The Netherlands

### Size & Population

About 18 million people packed into 41,500 sq km — roughly a third larger than Vancouver Island, but with the population of all of Canada west of Ontario. One of the most densely populated countries on earth.

### Provinces

Twelve provinces, each under a King's Commissioner. One of them — Flevoland — didn't exist until the mid-20th century. It was entirely reclaimed from water between 1927 and 1968.

### Economy & Industry

17th largest economy in the world. The Randstad (Amsterdam/Rotterdam/The Hague corridor) dominates finance, shipping, and chemicals. Eindhoven is the tech hub — home to Philips and ASML, a global leader in semiconductor manufacturing. The north is agriculture and energy. The Netherlands is the third largest agricultural exporter in the world, behind only the US and France, with just 4% of its workforce in farming. Floriculture, food processing, and logistics round out the picture — Rotterdam is Europe's largest port.

### Festivals

King's Day (April 27) — the whole country turns orange. Keukenhof tulip gardens (March–May) — seven million bulbs. Carnival in the Catholic south (February). Liberation Day (May 5). Sinterklaas (December 5) — the original Santa Claus tradition. And the legendary Elfstedentocht ice skating race through 11 Frisian towns, held only when the canals freeze solid — roughly once every 15 years.

### Canada & the Netherlands

A special relationship forged in WWII — Canada sheltered the Dutch royal family in Ottawa, and the First Canadian Army led the liberation of the Netherlands in 1944–45. More than 7,600 Canadians died in that campaign. In gratitude, the Dutch royal family sent tulips to Ottawa annually — the origin of the Canadian Tulip Festival. The bond has never faded. Dutch war cemeteries are still tended by local Dutch families to this day.



## How Well Do You Know Us?

*"How many eggs did De Dutch use across all of our locations in 2025?"*

Winner: **Bob Wilkinson**

Answer: **714,000** (Closest without going over)

Till next time. . .stay authentic.  
Bill Waring.