

## MEDIA RELEASE

### Restaurant and Catering release first-ever industry guide to online delivery

**29 January 2019-** The Restaurant and Catering Industry Association of Australia (R&CA) has today published Australia's first independent resource to help restaurants, cafes and other retailers navigate the online food ordering and delivery industry.

The seven-page 'master guide' and series of fact sheets provides essential information and considerations for restaurants either pursuing a new online business stream or already working with an online delivery solution.

As Australia's peak industry body representing the interests of 45,000 restaurants, R&CA has designed the educational resource in a bid to dispel common misconceptions around the industry and to provide clarity on investment and return of online ordering and delivery.

Featuring information on major online delivery and ordering providers, Menulog, Deliveroo and UberEats, the guide covers a variety of topics including the opportunities and considerations for food and beverage retailers, financial information and key statistics around the industry.

Supplementary fact sheets also include a comparison of online food delivery providers, an overview of dark kitchens and advice on how to make the most out of an online listing.

R&CA CEO Juliana Payne said "Online delivery is one of the biggest topics of conversation both within our member network and the food and beverage industry generally. We've worked closely with key stakeholders, including restaurants, customers and our corporate partners to create a consolidated resource that we believe will be incredibly useful for the restaurant and catering industry."

Online food ordering and delivery is one of the fastest evolving e-commerce industries globally, with the number of Australian businesses using online food delivery services doubling according to the 2018 R&CA benchmarking report; 31.2% in 2018 up from 15.4% in 2017.

"The industry's rapid growth coupled with the increasing media attention it receives, means that it is vital now more than ever to provide restaurants with all the information they need to capitalise on and weigh up the opportunity that online delivery can bring.

"We'd like to thank industry providers, particularly our Gold Association member, Menulog, for their transparent and detailed contribution to this guide," concluded Payne.

*Navigating the online food delivery industry: A guide for food and beverage retailers* and series of fact sheets are now available to download on the R&CA website. Visit <http://rca.asn.au/rca/doing-business-better/> for more information.

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