



The Good Pizza Escapes Third-Party Marketplace Fees With ChowNow

About The Good Pizza

The Good Pizza proudly serves gourmet Neapolitan-style pizza and Italian cuisine created by chef Nando de Stefano. Founded in 2008, this independent business has grown to three bustling locations on the westside of Los Angeles, California.

De Stefano and his team focus on wholesome ingredients that define his menu of one-of-a-kind pizzas and pastas, offering customers a taste that's far from ordinary.



THE CHALLENGE

Protecting Profits From Third-Party Marketplaces

Eager to grow The Good Pizza, de Stefano appreciated the exposure initially afforded by third-party marketplace platforms like Postmates and Uber Eats. However, he quickly grew frustrated by these companies' steep commission charges on every order—which can run upwards of 40%—as well as their slow payment policies and lack of concern for restaurateurs.

He realized that “it is worthless to go with those companies,” which he believes are “completely destroying” the restaurant industry. At the same time, de Stefano knew that his customers loved the convenience of online ordering and that it had the potential to make operations at The Good Pizza much more efficient.



“As a business owner, I had to find a way to move my clientele from companies like Postmates, Grubhub, and Uber because of the percentage that they charge.”

Nando de Stefano
Owner

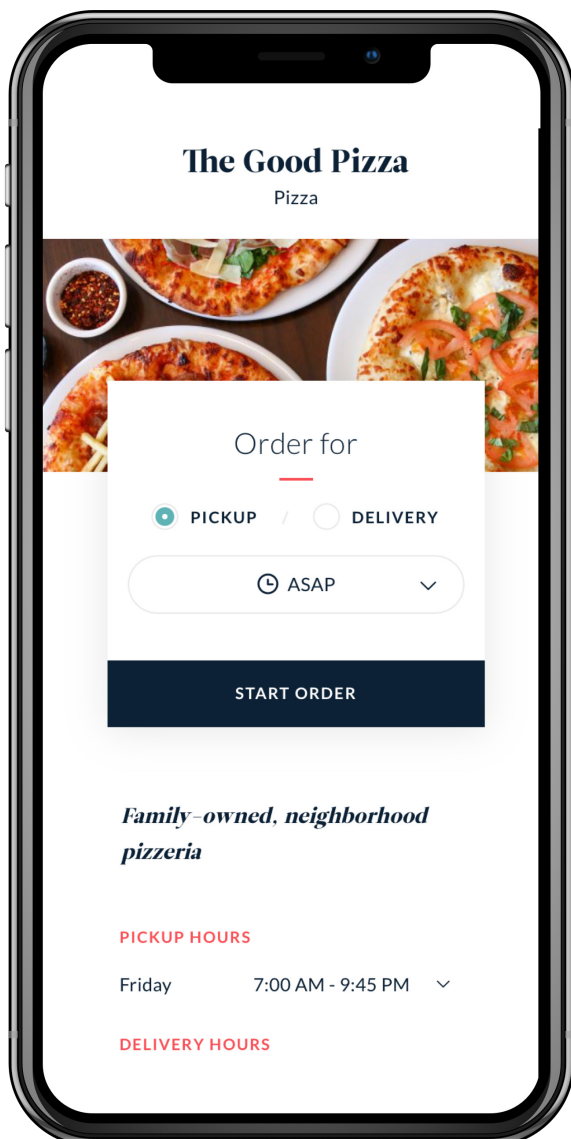
THE SOLUTION

A Direct Connection With Customers

The Good Pizza worked with ChowNow to establish direct, commission-free online ordering channels through their website and their own branded mobile apps. Onboarding for the ChowNow Tablet was quick and easy for everyone on his team, despite the complexity of his large menu. De Stefano comments that learning to use ChowNow's menu and ordering system was simple enough that his seven year old son understands it.

The ChowNow Dashboard offers The Good Pizza an accessible and flexible way to manage their menu, access essential information about their customers (names, email addresses, order history), and his team knows that all the help they need is available 24/7.

De Stefano also works with ChowNow's Restaurant Success team to spread the word about The Good Pizza's online ordering program through both digital and print marketing. When it comes to finding new diners, he turns to the ChowNow app, the restaurant-friendly marketplace that doesn't charge commissions on returning customers.



“ChowNow has been the best online ordering platform for my business for the simple fact that [it costs] a monthly flat fee and does not tap into my profits. That’s ethical and noble, and business-wise, it’s amazing.”

Nando de Stefano
Owner

THE RESULTS

Over \$100,000 Saved

Since implementing ChowNow, The Good Pizza has received more than 14,298 orders from customers hungry for their delicious and inventive Italian food, all while saving \$103,482 in third-party marketplace commission fees.

Because the platform has been so profitable for the restaurant, de Stefano decided to move his diners off of third-party marketplaces by instituting a 15% off discount for new and returning customers who order through his ChowNow-powered channels. Because The Good Pizza is no longer paying out hefty commissions on these orders, de Stefano's margins are higher and he has seen an incredible 138% increase in sales on the platform in the past year.

The Good Pizza now uses ChowNow's marketing services to send emails to an engaged audience of 2,718 customers, all thanks to the insights the restaurant has collected through the platform. De Stefano is so enthusiastic about the advantage he has gained that he's even planning on making his own ads educating his customers about the power of ordering directly from restaurants. Summarizing his experience, de Stefano states, "I'm the biggest fan of ChowNow and its platform."



PROFITS SAVED
WITH CHOWNOW

\$103,482

DINERS IN
DATABASE

2,718

INCREASED
REVENUE BY

138%

TOTAL
ORDERS

14,298

Start growing your to-go business. Visit [Get.ChowNow.com](https://www.getchownow.com) or call 888-707-2469.