

# Expanding Safe Alcohol Delivery Benefits Everyone: Communities, Merchants and Dashers

Alcohol is the fastest growing e-commerce vertical across all consumer packaged goods<sup>1</sup>. Retailers and restaurants on DoorDash have seen increased sales due to the reach and visibility of the DoorDash Marketplace.



## By the Numbers

According to the National Restaurant Association, 56 percent of customers over the age of 21 say they would be **likely to order alcoholic beverages if they were offered them** as part of a food delivery order from a restaurant.

DoorDash data shows that orders with alcohol may **increase restaurants' and grocers' average order values by up to 30% and convenience stores by over 50%**.

Higher order values directly equate to increased Dasher earnings and larger state and local tax revenues. **Dashers on average make 30% more on deliveries that include alcohol.**

*Expanding the safe delivery of alcohol benefits everyone: Communities, Merchants, Dashers, and Customers:*

- DoorDash delivers alcohol **safely and responsibly and always in compliance with the 3-tier distribution system.**
- DoorDash verifies **customer age and identification** prior to sale with the latest e-verification technology.
- DoorDash educates Dashers on key **safety and compliance protocols.**
- More delivery options for alcohol helps keep potentially impaired drivers off the roads, making **community streets safer.**
- DoorDash's internal data shows adding alcohol to a restaurant's delivery menu on the platform significantly increases average order value which results in **positive downstream impacts** on average Dasher pay, Merchant profits, and state and local tax revenues.



DoorDash stands with our merchant partners in actively supporting legislation, regulations, and policies that enable merchants to offer alcoholic beverages to go and expand their revenues.

<sup>1</sup>Per Nielsen [Data](#).