



Getting Started Guide

2026

Welcome to ezCater!

Solutions to help you grow and manage your catering business from customer acquisition through professional, reliable delivery.



Table of Contents

- [1 Growth Solutions](#)
- [2 Partner Portal](#)
- [3 Reliability](#)
- [4 Managing Orders](#)
- [5 Account Management](#)
- [6 Marketing Tools](#)
- [7 Resources & Support](#)





Growth Solutions

Marketplace

Our online platform designed specifically for business catering that connects you with high-value corporate customers for meetings, events, and employee meals.

Online Ordering

A branded ordering experience on your website for your customers to place catering orders using a white-label version of our software.

ezCater Marketplace

[Click here](#) to
learn more!



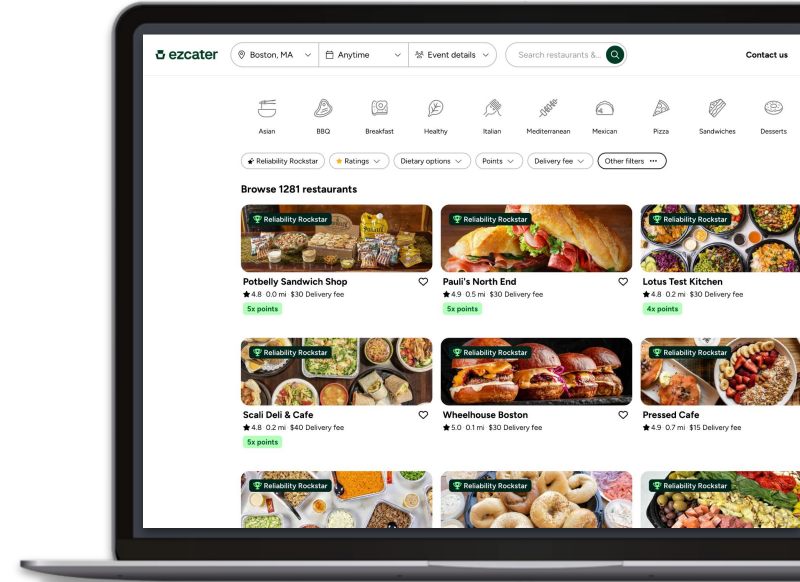
Powerful marketing channel helping you tap into a large and growing market



Large incremental orders (Avg. \$430) from customers that order frequently



70% of orders delivered before 12 PM local time



Scan the QR
to watch a
video



Online Ordering



Seamless catering ordering for customers directly through your website for a reduced commission



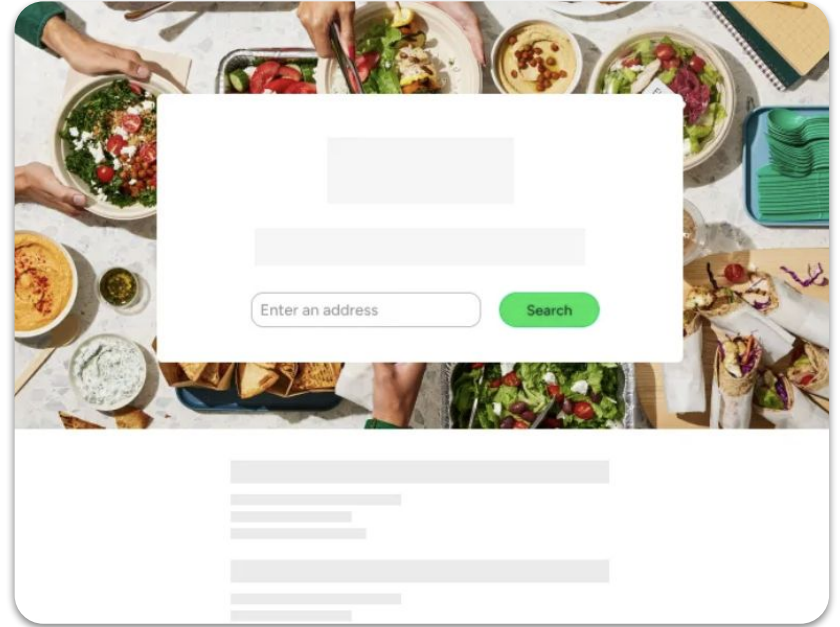
Create promotions to offer customers discounts when ordering through your site



Access to customer information for marketing and promotional purposes



Fully supported by our Dispatch delivery and award winning customer service



[Click here](#) to learn more!

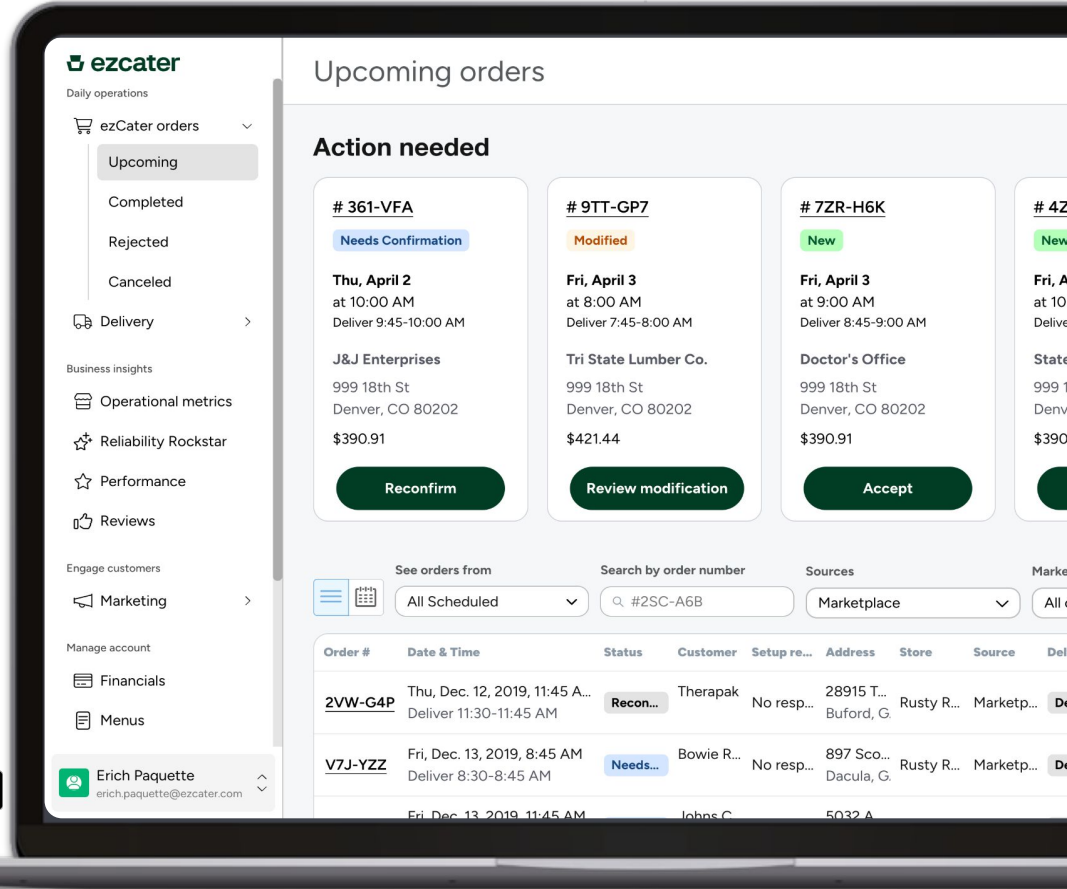
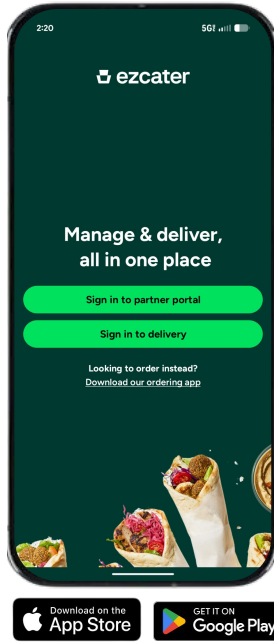


Partner Portal



What is the Partner Portal?

This is your homebase for all things ezCater. Manage your orders, users and account all in one place



Login to your portal:

- partnerportal.ezcater.com
- ezCater for Restaurants app
 - [iOS app](#)
 - [Android app](#)

Navigating the Portal

Daily operations

 ezCater orders ▼

Upcoming

Completed

Rejected

Canceled

 Delivery ▼

Deliveries

Drivers

Dispatch

Reporting

ezCater Orders

- View, manage and accept new orders
- Review completed orders
- Monitor cancellations and rejections
- Create order reports (completed/rejected tab)

Delivery

- Check delivery status on current orders
- Assign/change drivers on orders
- Create new delivery drivers
- Configure Dispatch settings
- View key delivery performance metrics for delivery tracking and delivery timing.



Navigating the Portal

Business insights

 Operational metrics

 Reliability Rockstar

 Sales Performance

 Reviews

Engage customers

 Marketing 

Sponsored listings

Marketplace promos

Activity

Rewards & PPP

Online Ordering

Business Insights

- View your store's performance against our [Operational Metrics](#)
- Check your current eligibility for [Reliability Rockstar](#)
- Analyze your Marketplace performance
- See what ezCater customers are saying about their orders from you

Engage Customers

- Opt-in to marketing programs to increase your business' visibility
- Analyze the performance of your marketing efforts
- Create promotions for customers that order directly through your website using Online Ordering

Navigating the Portal

Manage account

 Financials

 Menus

 Settings

Support resources

 Training resources

 Live chat

 24/7 support

Manage account

- View processed payments to your restaurants
- Submit menu updates and pricing changes
- Update your settings and parameters to help you stay reliable
- Provide portal access to your team members

Support resources

- Touch base with our 5-star *Customer Service* team anytime you need order assistance:
 - Phone, chat or email
- Access our [Help Center](#) which includes training videos and short learning courses



ezCater for Restaurants app

1

The **To Do** section allows you to view all your actionable tasks and accept orders with the click of a button

2

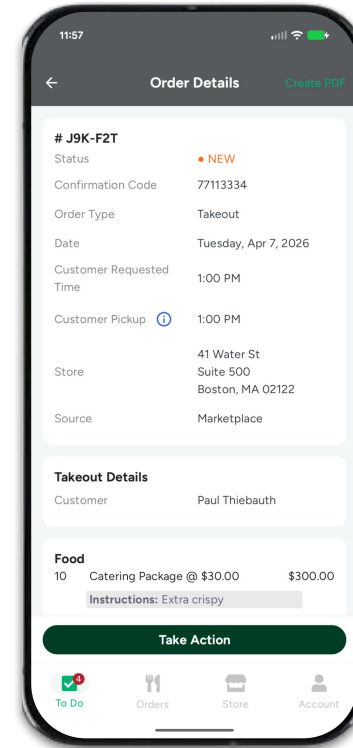
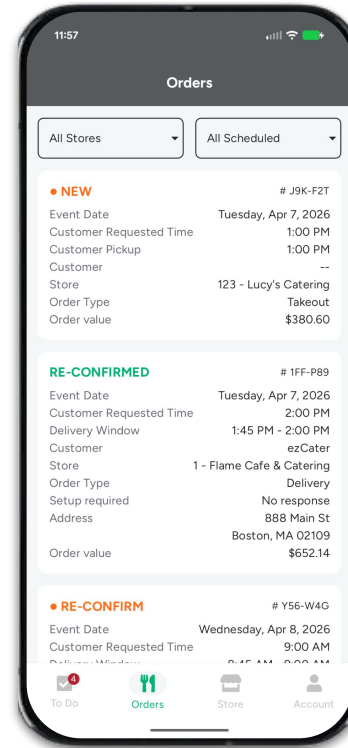
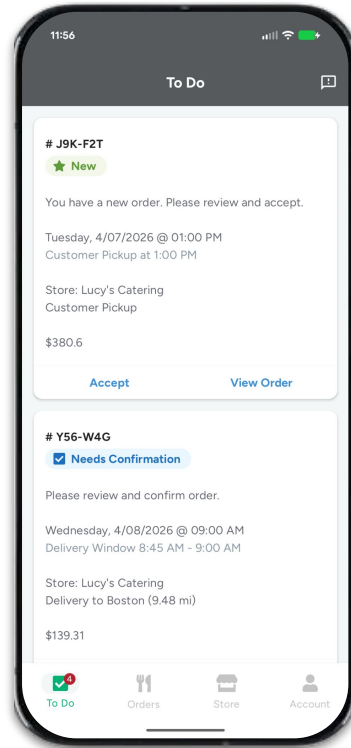
the **Orders** tab allows you to view your entire catering operation. Use the drop down menus to sort through your orders

3

The **Store** tab allows you to view store information, edit select settings and read customer reviews

4

The **Account** tab allows you to view your account settings, view payments and access order support



Reliability



How ezCater defines reliability:

A reliable order is on time, in full and exactly as expected by the customer

Our customers plan their events with the expectation that the food will arrive and be ready to eat at the time they requested. When things go wrong it can cause frustration and even cost people jobs, clients, their reputation, and money.

Please review our [Operational Metrics](#) to understand how to be a high performing catering partner on the ezCater Marketplace and attract repeat customers.



Operational Metrics



Operational Metrics

Metric	Goal	Calculation
Rejected orders*	$\leq 0.5\%$	Rejected Orders / total orders
Canceled orders*	0%	Cancelled orders / total orders
On-time delivery (in-house delivery)	$\geq 95\%$	% of orders delivered within the delivery window
Ready for Dispatch*	$\geq 95\%$	% of orders ready at scheduled pickup time
Order accuracy	$\geq 99\%$	% of orders <u>without</u> customer reported issues
Star rating	≥ 4.8 stars	Average order rating from customer reviews
Delivery tracking**	$\geq 99\%$	% of orders where a driver is assigned and status updates are recorded
On-time acceptance	100%	% of orders accepted within the delivery window: Orders placed > 24 hours = 4 hours Orders placed < 24 hours = 30 minutes

Operational Metrics tab

Located in your Partner Portal (web)

How to read our two types of metrics

These stats give a daily measure of how you're meeting customer expectations. Select a metric for details and related order history.

These first four metrics need to meet or exceed our standard for your store to take orders on the marketplace. Our Help Center has more on the standards and [how our accountability program works](#).

[Rejected orders](#) >

0%

Standard: 0.5% or lower

Great!

[Canceled orders](#) >

0%

Standard: 0%

Great!

[On-time delivery](#) >

100%

Standard: 95% or higher

Great!

[Ready for Dispatch](#) >

100%

Standard: 95% or higher

Great!

These four metrics can help you identify operational issues, but don't impact your ability to take orders on the marketplace.

[Order accuracy](#) >

100%

Goal: 99% or higher

Great!

[Star rating](#) >

5

Goal: 4.8 or higher

[Delivery tracking](#) >

100%

Goal: 100%

Great!

[On-time acceptance](#) >

100%

Goal: 100%

Great!

Ready for Dispatch (1 of 1)

Orders that aren't ready for pickup by Dispatch are likely to arrive late and disappoint customers.

To prevent confusion or disputes, use our [Mark Ready for Pickup](#) feature to signal when the order is ready for the driver.

i As long as the entire pickup is ready as ordered, you are not responsible for delivery issues that occur after handoff to the driver.

Orders not ready for Dispatch

ORDER	ORDER DATE	LATENESS
-------	------------	----------

You've been ready with every order. Keep it up!

Click on each metric for more information and insight into orders affecting your score

See where you're doing well and anywhere you need to improve to help boost your visibility on our Marketplace



Operational Accountability

ezCater's Operational Accountability program ensures our partners meet performance standards.

We maintain operational accountability through specific standards for:

- Cancellations
- Rejections
- On-time performance
- Food readiness

Locations that fall below these standards will be **paused** on our Marketplace

First pause: Completion of a training course required to resume on Marketplace

Second pause: Required meeting with our Partner Ops team to help get you back on track

Third pause: Third pause within a calendar year can lead to your location being removed



Metrics for Accountability

Rejection & Cancellations		
Store Status	≤6 orders in 90 days	≥7 orders in 90 days
At risk: You will receive an email and a warning banner will appear in your Partner Portal	1 Order Not on-time	85-95% On time
Store paused: Your store will be paused indefinitely until you complete the action associated with the number of times you have been paused.	≥ 2 Orders Not on-time	≤ 84.99% On-time

- Rejections and Cancellations are the two biggest pain points our customers can face
- **Rejection** = an order turned away instead of being accepted
- **Cancellation** = an order first accepted and then cancelled prior to the delivery/pickup time
- Customer cancellations **do not** affect this metric



Metrics for Accountability

Food Ready for Dispatch		
Store Status	≤6 orders in 90 days	≥7 orders in 90 days
At risk: You will receive an email and a warning banner will appear in your Partner Portal	1 order Food not ready	85-95% = Food ready
Store paused: Your store will be paused indefinitely until you complete the action associated with the number of times you have been paused.	≥ 2 Orders Food not ready	≤ 84.99% Food ready

- Applies to orders where Dispatch handles delivery
- Have food ready at specified pickup time
- Utilize [Food Ready for Pickup](#) tool to ensure accuracy

- Applies to you if you deliver yourself (and takeout orders)
- Dispatch orders **do not** affect this metric
- Orders are considered on-time if delivered within the *delivery window*

On-time for self-delivery		
Store Status	≤6 orders in 90 days	≥7 orders in 90 days
At risk: You will receive an email and a warning banner will appear in your Partner Portal	1 order Food not ready	85-95% = Food ready
Store paused: Your store will be paused indefinitely until you complete the action associated with the number of times you have been paused.	≥ 2 Orders Food not ready	≤ 84.99% Food ready



Reliability Rockstar

The Reliability Rockstar program celebrates and highlights the most reliable and high-performing caterers



Congratulations, you are a Reliability Rockstar!

ezCater marketplace customers will see this badge next to your restaurant. Keep it up!

[How the Reliability Rockstar program works](#)

How you're trending

To make sure customers know who's most reliable right now, we badge Rockstars based on the most recent 90 days.

Orders ⓘ

25

Order volume

👍 Goal: 6

[All orders](#)

0%

Rejected

👍 Goal: 0.5%

[Rejections](#)

0%

Canceled

👍 Goal: 0%

[Cancellations](#)

100%

Order Accuracy

👍 Goal: 99%

[See details](#)

Deliveries ⓘ

100%

On-time

👍 Goal: 98.5%

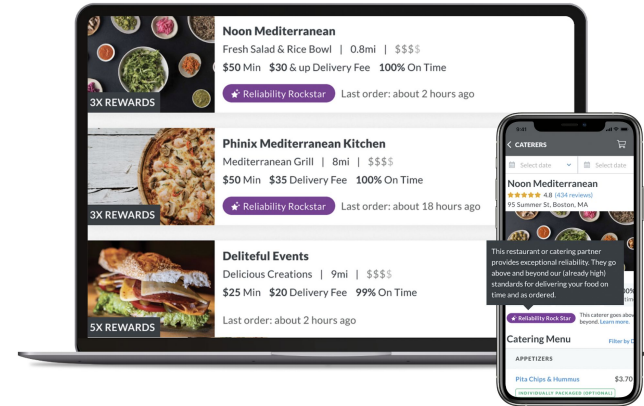
[All deliveries](#)

100%

Delivery Tracking

👍 Goal: 75%

[See details](#)



What you'll get:

- Increased visibility in search results
- *Reliability Rockstar* badge (as shown above)
- Appear in search filter for Reliability Rockstars

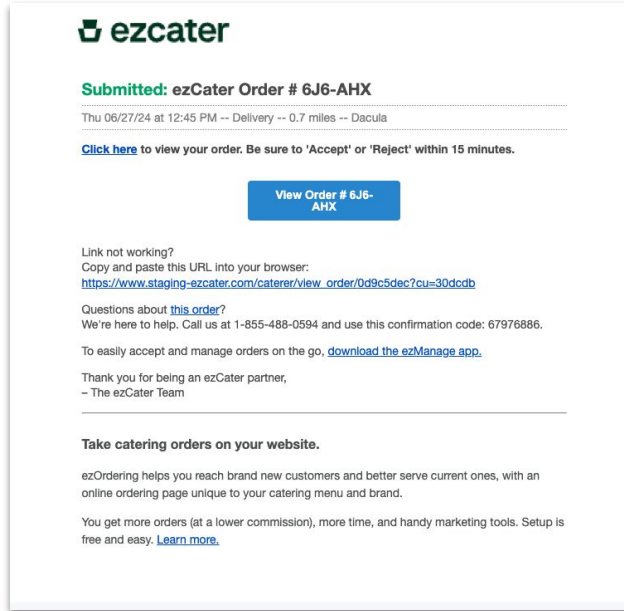
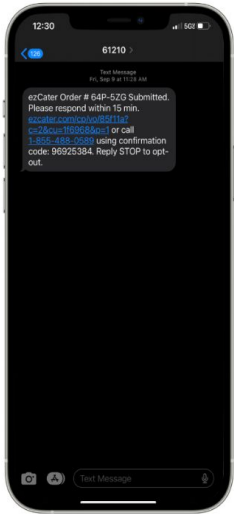
Reliability Rockstar is evaluated on a rolling 90-day basis

Managing Orders

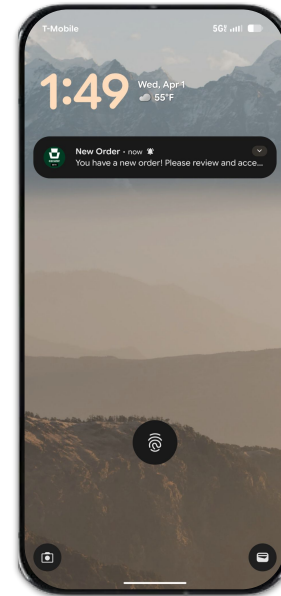


Order notifications

Text & Email



Push Notifications (app)



Orders notifications will send as soon as the customer places their order. Please accept the order within 15-minutes to receive a boost in the search rankings, and avoid our automated phone calls.



Accept the order (web-browser)

Order Details

Action Needed

TWQ-332

New

Fri, April 10

at 9:00 AM

Deliver 8:45-9:00 AM

Law Office

999 18th St

Denver, CO 80202

\$390.91

Accept

[← Back to Orders](#)

Order # TWQ-332 Marketplace

Accept

Reject

[Download PDF](#)

Print order

Order on Friday, April 10, 2026 at 9:00 AM

New Delivery

Headcount

25 people

Store

Rusty Russells

B.B.Q., #1234
999 18th St, Denver,
CO, 80202

Customer requested

delivery time ⓘ

9:00 AM

Delivery window ⓘ

8:45-9:00 AM

Confirmation code ⓘ

98375392

Deliver to

[Assign in-house driver](#)

[Request Dispatch](#)

Law Office

999 18th St, Denver, CO, 80202 (< 1 mi)

Setup required ⓘ

Yes

Upon Delivery Ask For

Jane Sample

Phone

617-936-7237

Delivery Instructions

Park at front entrance and
check in with front desk.
Bring order to board room
for setup

Request a change

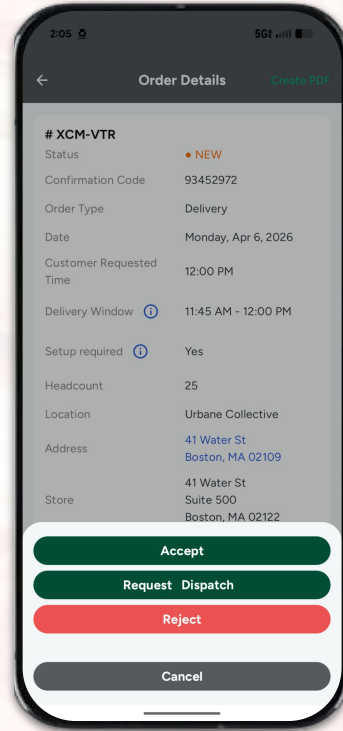
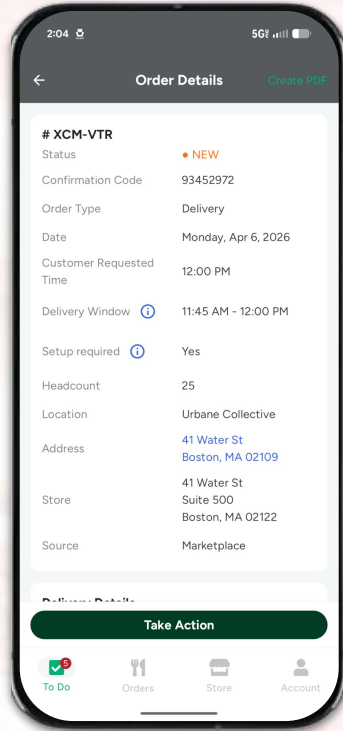
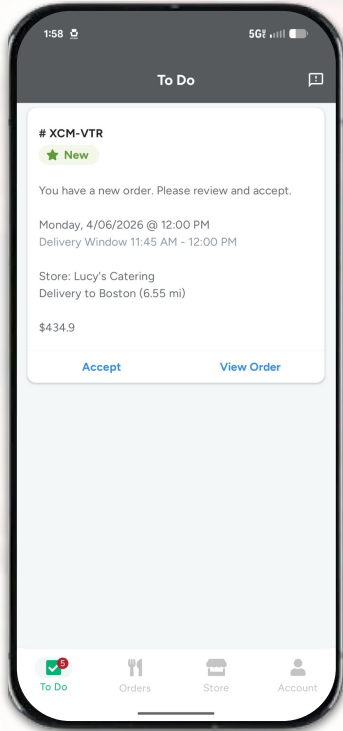


You can specify the change or ask for more information. The customer gets a message they can respond to directly.

[Create request](#)



Accept the order (app)



Click here to download



Read [this article](#) for a walkthrough on accepting orders in the app

Auto-Accept orders

How it works:

Have all orders under a chosen threshold to be automatically accepted. Orders over the set value will need to be manually accepted

How to set:

1. Toggle setting on under *Daily Capacity Limit* setting
2. Choose your Auto-Acceptance Limit
3. Set a Capacity Limit
4. Turn on Automatic Temporary Closures to be set when you reach your capacity

Turn on auto-accept? ✕

It looks like you don't have temp closures turned on. **We highly recommend you do this if you'll be auto-accepting orders.** Set your capacity limits to prevent getting more orders than you can handle.

Enter the order value at which you still want to manually review orders. Orders below this amount will be automatically accepted.

Auto-acceptance limit

Cancel Turn auto-accept on

Read our Help Center [article](#) to learn more!



Order details page

Click an order number anywhere in your portal to view the *order details page*

Take action:

- 1 **Accept the order**
- 2 **Print or download the order**
- 3 **Assign a driver or Request Dispatch for delivery**
- 4 **Message the customer for questions or modifications**

← [Back to Orders](#)

Order # TWQ-332 Marketplace

1 [Accept](#) [Reject](#)

2 [Download PDF](#) [Print order](#)

Order on Friday, April 10, 2026 at 9:00 AM

New **Delivery**

Headcount	Store	Customer requested delivery time ⓘ	Delivery window ⓘ
25 people	Rusty Russells B.B.Q., #1234 999 18th St, Denver, CO, 80202	9:00 AM	8:45-9:00 AM

Confirmation code ⓘ
98375392


Deliver to

3 [Assign in-house driver](#) [Request Dispatch](#)

Law Office Setup required ⓘ
999 18th St, Denver, CO, 80202 (< 1 mi) Yes

Upon Delivery Ask For	Phone	Delivery Instructions
Jane Sample	617-936-7237	Park at front entrance and check in with front desk. Bring order to board room for setup

Request a change



You can specify the change or ask for more information. The customer gets a message they can respond to directly.

4 [Create request](#)

Re-confirmation

Due to the nature of our orders (large, high value, placed in advance) we re-confirm orders the day before to ensure no order is missed or forgotten

Re-confirmation notes:

- Email/text notifications sent 24 hours before
- Re-confirmation task appears 24 hours before delivery time
- Click “Reconfirm” on the task card or when viewing the order details page
- If orders are not reconfirmed, our automated phone calls will reach out starting 4 hours before delivery

Action Needed

361-VFA

Needs Confirmation

Thu, April 2

at 10:00 AM

Deliver 9:45-10:00 AM

J&J Enterprises

999 18th St

Denver, CO 80202

\$390.91

Reconfirm



Delivery Solutions



Delivery Solutions



Delivery Management

Manage deliveries with your own drivers by providing them tools to view order/delivery information and send updates to customers



Dispatch

Use our trusted delivery partners to handle delivery for you. Three options available to help you optimize your operations

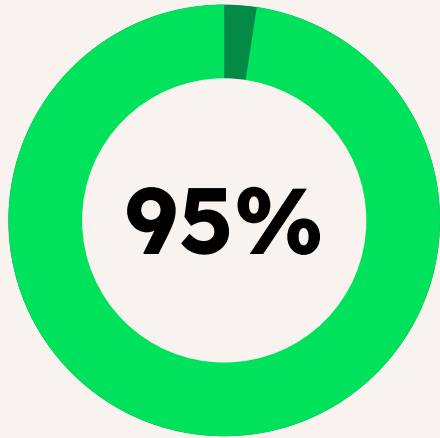


Delivery Integration

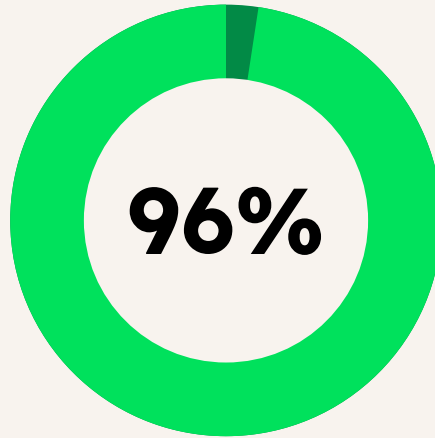
Integrate your existing delivery management system to ezCater with our Delivery API



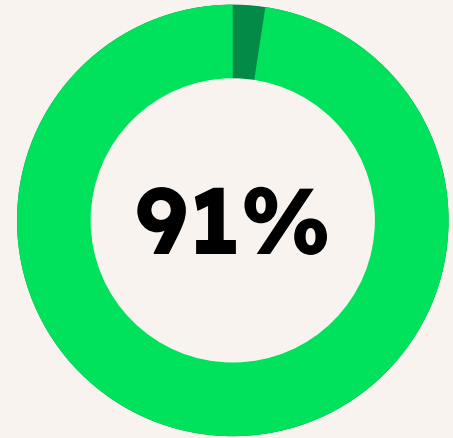
Customers want delivery tracking



Would like to have delivery tracking updates for all of their catering orders



Feel more confident when placing an order knowing they'll get delivery tracking updates



Feel less stress when delivery tracking updates are available

SURVEY DATA



Confidential material © 2026

- ORDERERS HIGHLY PRIORITIZE RELIABILITY & TRANSPARENCY FOR DELIVERY



—
65%

Prioritize on-time arrival or arrival within 15 minutes before the event time

SURVEY DATA



Confidential material © 2026



New Delivery Tracking Standards

ezCater customers demand visibility into their deliveries. To better serve our customers, any orders **not fully tracked** will incur a fee of \$2.25* (shown below)

Subtotal	\$322.00
Delivery Fee	\$20.00
Delivery Tracking Fee	-\$2.25

Read [this article](#) for more information

View/dispute issue

Issues related to this order

Delivery Issue

- The order was not tracked during delivery

Dispute an issue

Any orders with **untracked, partially tracked or outsourced delivery** (third-party drivers) will show an order issue



Driver Management



Driver Management

Tools for drivers

- Access through [ezCater app](#) or mobile web-browser to manage deliveries using phone number
- Delivery and order details including on-site contact info
- Driver notifies when order is *In-progress* and *Completed*
- Ability to call the customer contact from a masked phone number
- When using app, drivers can provide live GPS tracking and a photo of delivery setup

Tools for you

- Manage/assign drivers in your Partner Portal
- View photos and feedback provided by your drivers on their assigned orders
- Monitor delivery tracking and timeliness performance
- Create reports and export for deeper analysis
- When using app, switch seamlessly between Partner Portal and driver tools



Assign a Driver

Deliveries tab

Order acceptance

Please assign a driver ✕

- Put your customers at ease by providing them with delivery updates.
- Give your drivers access to order details, GPS navigation and the ability to call customers from a masked number.

[Assign in-house driver](#)

[Request Dispatch](#)

[Print order with delivery QR code](#)

Order details page

Deliver to

[Assign in-house driver](#)

[Request Dispatch](#)

Plumbing Supply Co.

999 18th St, Denver, CO, 80202 (< 1 mi)

Setup required ⓘ

Yes

Upon Delivery Ask For

Phone

Delivery Instructions

Jane Sample

617-936-7237

Park in rear next to loading dock and call Jane

#Z04-OYR

Rusty Russells B.B.Q. 999 18th St

Location

Capital Dental Associates

999 18th St

Denver, CO 80202 *0.25 miles*

Customer requested delivery time ⓘ

11:45 AM MDT

Delivery window ⓘ

11:30 AM MDT - 11:45 AM MDT

Setup required

Yes

Total

\$368.00

Tip

\$73.60

[Assign in-house driver](#)

[Request Dispatch](#)

Assign a driver to orders in your Partner Portal to give your drivers access to delivery tracking tool

Assign a driver

Assign driver for Order #PUP-PYQ

- Brendan Martin**
Kia Soul
- Charlie Outlaw
cyber truck, Driver Login Pending
- Colin Kleeman
honda
- Erich Paquette
2011 Honda Pilot Grey
- Marshall Thompson
Subaru Outback (Silver)
- neal singleton
gt40, Driver Login Pending
- Sean Kleeman
- Test Driver
- Tom Smith
Driver Login Pending

+ Add new driver

Select an existing driver

Create new driver

Assign driver for Order #PUP-PYQ

Enter your driver's information below. The driver will receive a link to update the delivery status, allowing customers to receive updates throughout the delivery.

First Name	Last Name
<input type="text"/>	<input type="text"/>
Driver Phone Number	Make/Model/Color
<input type="text"/>	<input type="text"/>
Store	
<input type="text" value="Rusty Russells B.B.Q. 999 18th St"/>	

Save and Assign Driver Cancel

Driver self-assignment


Ways to self-assign:

Drivers can assign themselves to a delivery by:

- Scanning the QR code on the order printout
- Texting the order number to **1-855-699-0551**

Drivers will then follow the link provided to view/manage the delivery

4/14/26, 8:59 AM staging-ezcater.com/api/caterer/order_details/115921512.html?display_prices=true&display_kitchen_instructions=false&display_item_descriptio...

 PRINTED ON 04/14/2026 08:59 AM ✓
Check Partner Portal for order updates

EZCATER SUPPORT
1-855-488-3746

EMAIL
support@ezcater.com

STORE
#1234 - 999 18th St
Denver, CO 80202


HEADCOUNT
25

Order #PUP-PYQ
Ulrich Manufacturing, Inc.
Thursday, April 16
Deliver at 8:00 AM MDT
(Delivery window 7:45- 8:00 AM)

DELIVERY DETAILS

DELIVER TO Ulrich Manufacturing, Inc. 999 18th St Denver, CO 80202	UPON DELIVERY ASK FOR Jane Sample	PHONE # 617-936-7237	SETUP REQUIRED Yes
DISTANCE < 1 mi	ACCESS & DELIVERY INSTRUCTIONS Call upon arrival		

Scan this when you start the delivery

 Send the customer real-time updates about this delivery. It'll make their day a little less stressful – and yours, too.

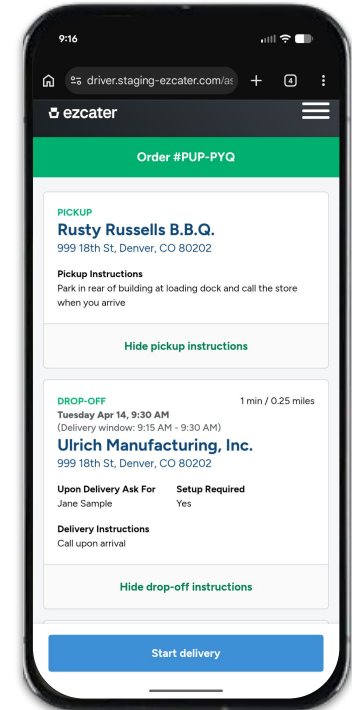
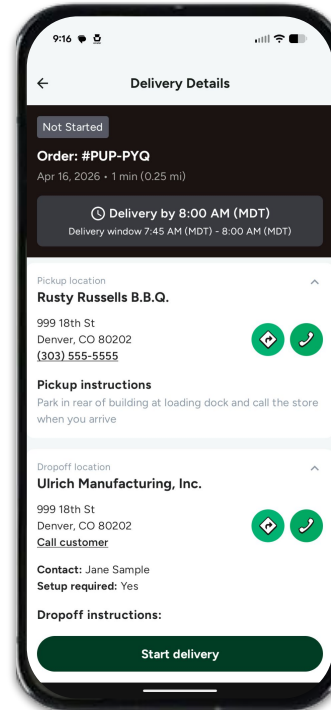
Alternatively, text PUPPYQ to 1 (855) 699-0551

Delivery tracking

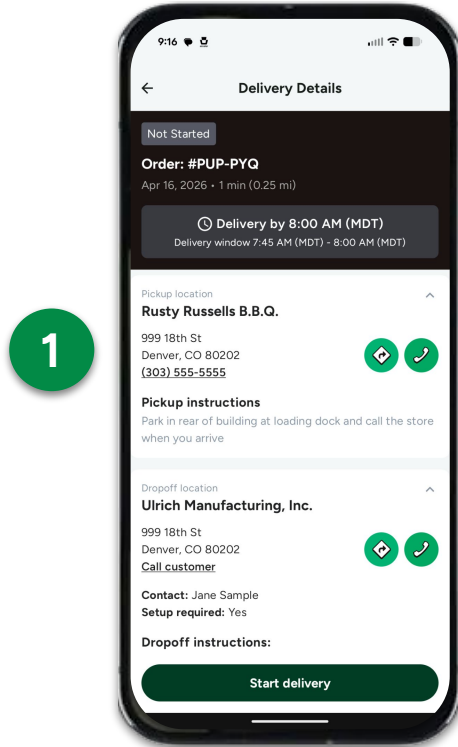
Driver follows the link to the app or browser

Driver receives text alert

You've been assigned to deliver Rusty Russells B.B.Q. order PUPPYQ on 04/16/26. Delivery window is 7:45 AM - 8:00 AM. <https://dm.staging-ezcater.com/s/sa8te3nkjb>

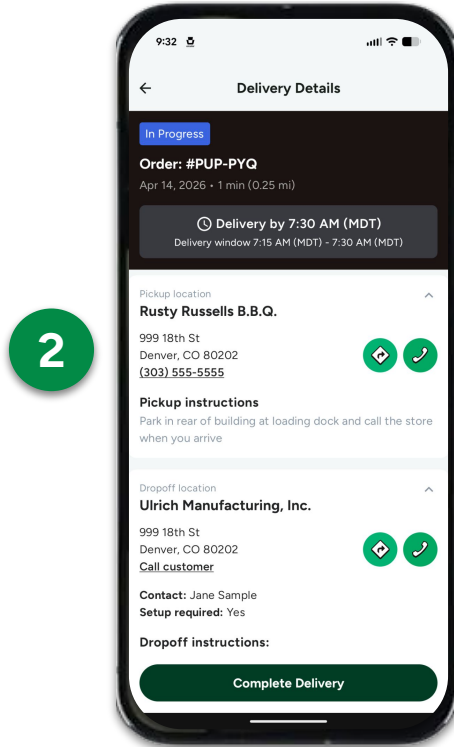


Driver workflow (app)



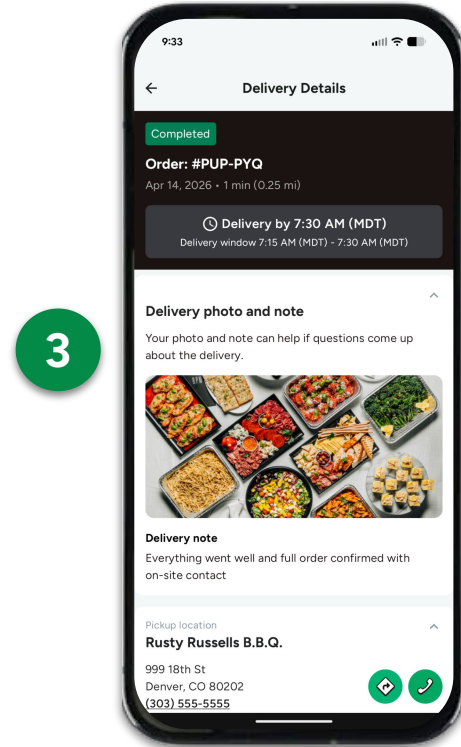
1

Start delivery



2

In-Progress

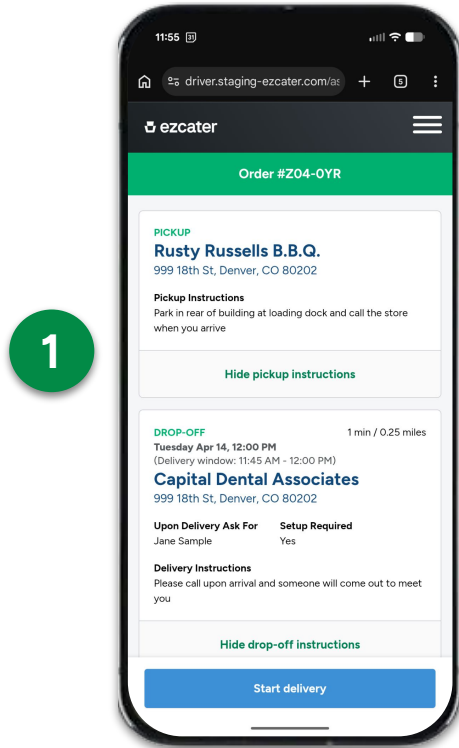


3

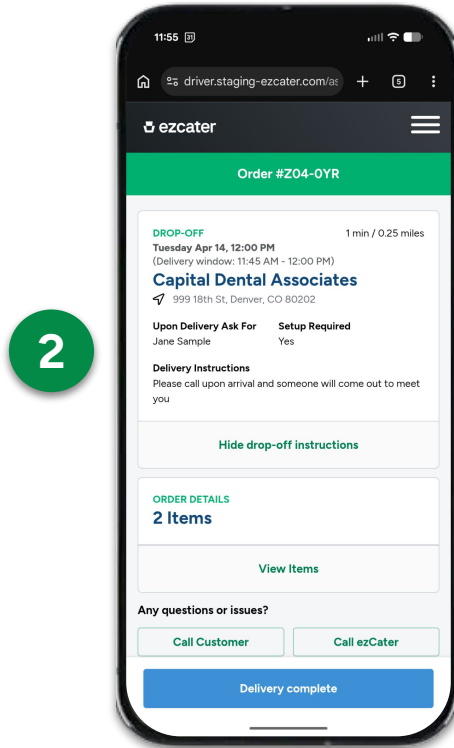
Completed



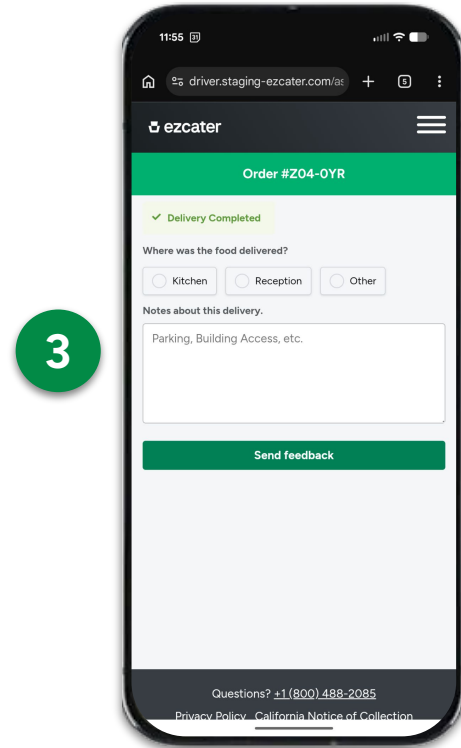
Driver workflow (browser)



Start delivery



In-Progress



Completed



Driver notifications

Assignment

You've been assigned to deliver Rusty Russells B.B.Q. order PUPPYQ on 04/16/26. Delivery window is 7:45 AM - 8:00 AM.
<https://dm.staging-ezcater.com/s/sa8te3nkjb>

Day-of order reminders

Good morning! Please follow the link to view your scheduled deliveries for today.
<https://dm.staging-ezcater.com/s/uscp35ps2f>

Have you completed the ezCater order 2XRJQW at 999 18th St? Confirm in the app
<https://dm.staging-ezcater.com/s/qbaiswm39o>

Confirm ezCater order 2XRJQW is on the way to 999 18th St. Use the app
<https://dm.staging-ezcater.com/s/c7qi5g200k>



Tracking deliveries

Delivery → Deliveries in Partner Portal

Order No.
#3X6-9M3

Store
Rusty Russells B.B.Q. 999 18th St

Location
Trusted Technologies
999 18th St
Denver, CO 80202

Customer Contact
Jane Sample
(617) 936-7237

Customer requested delivery time ⓘ
2:30 PM MDT

Delivery window ⓘ
2:15 PM MDT - 2:30 PM MDT

Setup required
Yes

Driver
Erich Paquette
(555) 555-5555

Total	Tip
\$398.00	\$79.60

Status

Delivery completed

- ✓ **Picked up from restaurant**
Completed 2:15 PM MDT
- **Arrived at drop-off location**
In Progress
- ✓ **Food delivered**
Completed 2:15 PM MDT

[View Photo & Feedback](#)

Hide completed delivery information

Delivery Photo & Feedback



How did this delivery go?
Where was the food delivered?
Notes about this delivery.

Dismiss



Manage drivers

Delivery → Drivers

1. Add new drivers
2. Edit existing delivery drivers

Drivers					Add new driver
9 drivers					
Name	Vehicle Type	Store	SMS Notifications	Notes	
Brendan Martin (508) 942-2170	Kia Soul	All stores	Yes	Edit Delete	
Charlie Outlaw (774) 242-7377	cyber truck	All stores	Pending ⓘ	Edit Delete	
Colin Kleeman (978) 201-1633	honda	All stores	Yes	Edit Delete	
Erich Paquette (203) 499-7187	2011 Honda Pilot Grey	All stores	Yes	Edit Delete	

First name

Last name

Driver phone number

Vehicle make/model

Store

Choose Store(s) | v

Notes

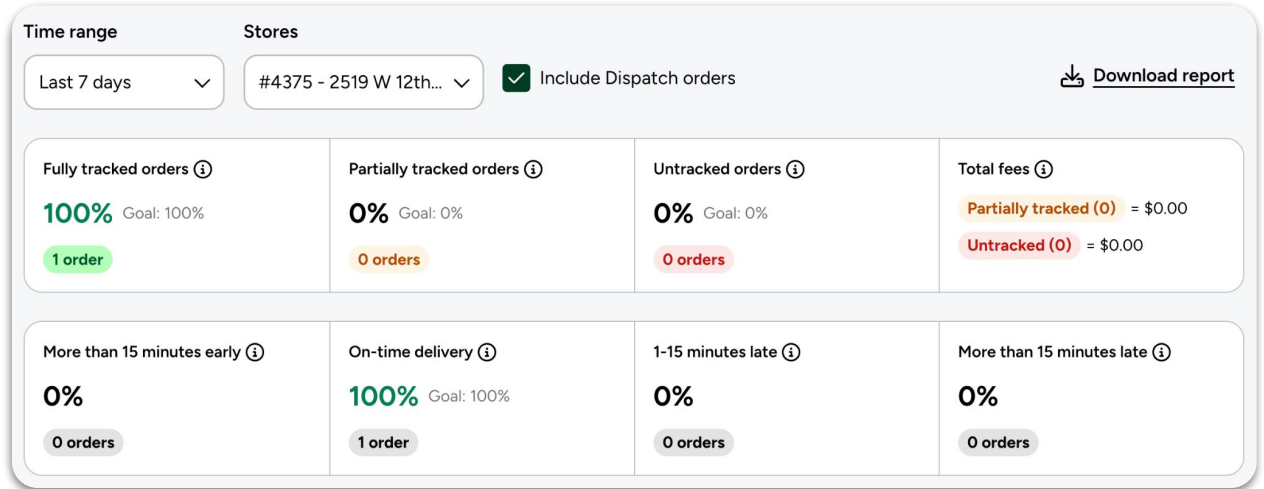
[Cancel](#) [Save driver](#)



Delivery reporting

Delivery → Reporting

- View your tracking and timeliness performance up to last 90 days
- View one location or all at once
- Export to a spreadsheet for deeper analysis



ORDER #	TRACKING ⓘ	DRIVER ⇅	EVENT DATE ⇅	DELIVERY START	DELIVERY COMPLETE	CUSTOMER EVENT TIME	RESULT
KGQ-78A	Fully tracked	Erich Paquette	04/14/2026	11:25 AM	11:52 AM	11:45 AM	On time

1 of 1 < > ⋮

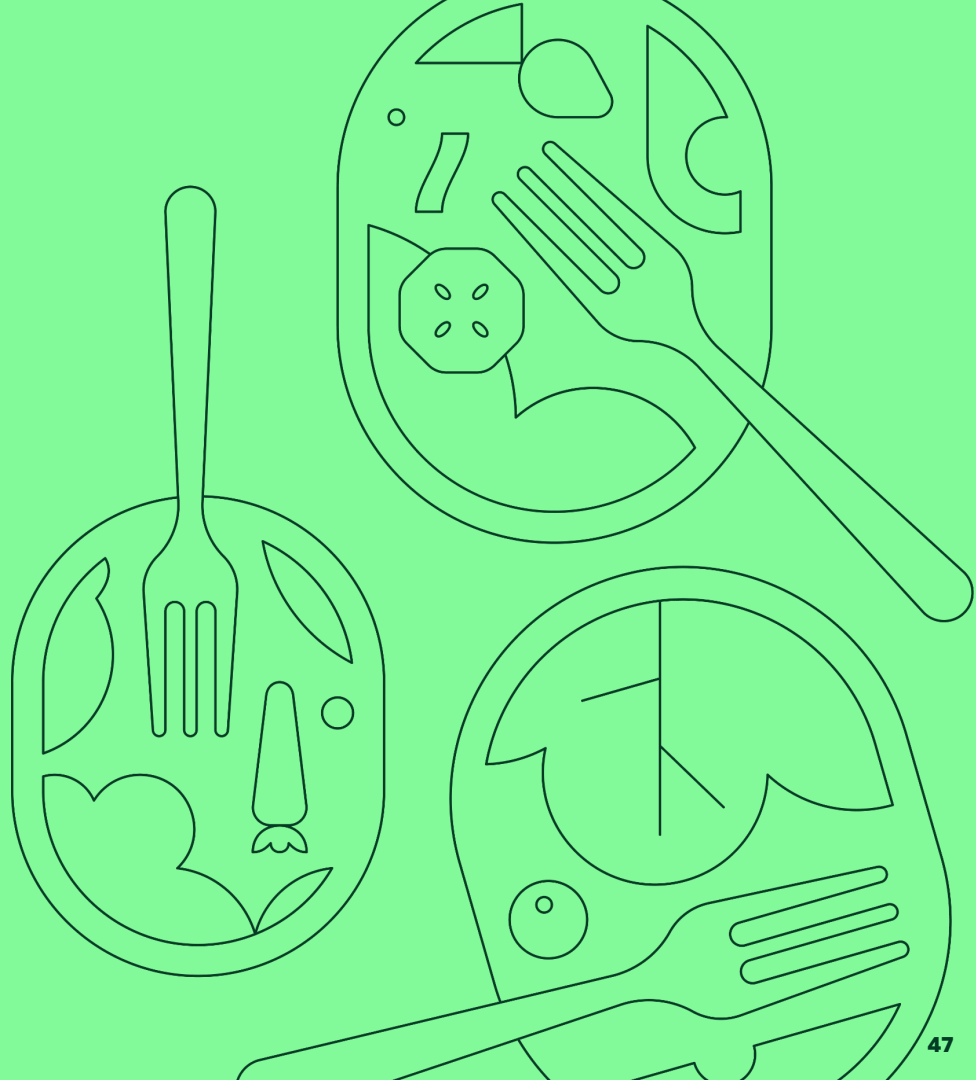




Self-Delivery Best Practices

- Double-check the orders against the printout to ensure that everything is packaged correctly
- Aim for the beginning of the delivery window to account for traffic, parking and navigating to the delivery location
- Call the on-site contact or ezCater if you are running late or if in need of any assistance
- Connect with the on-site contact when you arrive to confirm that everything has been delivered accurately
- Provide delivery feedback and a photo of delivery setup as proof of a job well done (photo w/ app only)

Dispatch



Dispatch Delivery

What is Dispatch?

- Nationwide network of reliable delivery partners able to handle delivery for you
- Deliver orders up to 20 miles away (most metros)
- Automatically provides delivery tracking to customers
- Our partners include:
 - Elmas Enterprises, Dlivrd, Zifty, Falcon Express, Senpex and more

How does it work?

- Delivery partner is assigned to an order
- We tell you who the partner is and what time they'll be on-site for pickup
- Hand over the order to the driver in full and on-time
- We handle all delivery driver and customer communications
- Customer tips bypass restaurant and go to delivery partner



Dispatch:

Delivery you can trust



Reliable, on-time deliveries

Through feedback, we've tightened up our model to prevent early deliveries, excessive buffer times and late deliveries



Routing choice & accountability

Weekly adjustments to partner volume are made based on metro-specific performance to ensure orders are picked up and delivered with the highest reliability



Support & communication

All driver-related fulfillment issues are communicated back to our delivery partners and trends are tracked for continuous improvement

Delivery partners you can trust

- Dispatch works with the best partners to provide exceptional customer service from pickup to drop off
- Our delivery drivers provide time-stamped updates and live GPS tracking for both you and the customers



We've got you covered

Once the delivery is handed off to the driver, we'll manage the entire delivery process including issue resolution



Dispatch Options

Leveraging our third-party partners for delivery



On-demand

Request a driver when you can't deliver yourself on any orders under 20 miles away. Available up to 90 minutes before delivery



Automatic

Have a driver automatically assigned to every ezCater order so you can focus on what you do best - making amazing food



Configured

Have a driver assigned automatically for orders within certain parameters including lead time, order value, order time and delivery distance



Dispatch On-Demand

How it Works:

- ✓ Request a driver up to 90 minutes before delivery for any orders < 20 miles away
- ✓ Delivery partner will be assigned and order will be updated with pickup time
- ✓ You prepare and package the order by the specified pickup time
- ✓ Confirm the full order with the driver and ensure they have everything before leaving
- ✓ Track the delivery in your Partner Portal

Pricing & Payment

- Customer pays you your established delivery fee
- We charge you the Dispatch fee
 - Order subtotal up to \$300: **\$30** flat fee
 - Order subtotal > \$300: **10%** of subtotal
- **You are responsible for any difference between customer's delivery fee and Dispatch fee**
- Customer tips pass-through to delivery partner
- No signup or monthly fee to request



Automatic Dispatch

- ✓ Customer places an order and we automatically match a delivery partner
- ✓ When you receive the order you'll see which partner is assigned and the scheduled pickup time
- ✓ Prepare and package the order by the specified pickup time
- ✓ Confirm the full order with the driver and ensure they have everything before leaving
- ✓ Track the delivery in your Partner Portal



Automatic Dispatch Pricing

Definitions:

Delivery Fee

Fee paid by the customer, to the restaurant

Dispatch Fee

10% of the food subtotal, with a minimum of \$30.

Delivery Commission

Instead of charging commission on the delivery fee, we charge a flat rate fee for Automatic Dispatch orders:

- Orders < \$500 = \$3 fee
- Orders > \$499 = \$5 fee

Example Automatic Dispatch Order

We match the customer-facing delivery fee to the Dispatch fee, making the effective cost = to the delivery commission

Food Subtotal	\$200.00
Delivery Fee (Paid by your customer)	+\$30.00
Dispatch Fee (Paid by you to ezCater)	-\$30.00
Delivery Commission	-\$3.00
<hr/>	
Effective cost paid for Dispatch	\$3.00

**** All customer tips are passed directly to the delivery partner ****



Configured Dispatch

Have orders that fall within certain parameters automatically routed to Dispatch for delivery



Lead time: All orders placed within a specified time-frame



Time of day: All orders that need delivery during particular time windows (i.e. Friday 10 AM - 2 PM), up to 3 windows per day



Order size: All orders either *greater than* or *less than* a specified amount



Delivery distance: All orders *over a specified distance*

Delivery commission on Configured Dispatch orders will be follow the same calculation as Automatic Dispatch orders. [See previous slide](#)



Food ready for pickup

What is it

Mark Dispatch orders “ready for pickup” and advise how many packaged items the driver can expect

How to use it

1

[Download PDF](#)

Print order

Mark ready for pickup

2

Scan QR Code in popup or on order printout

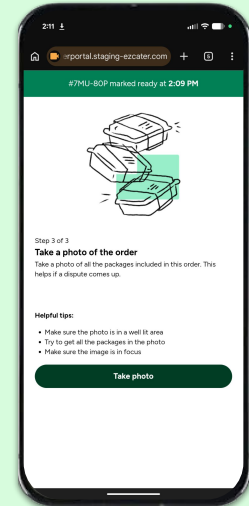
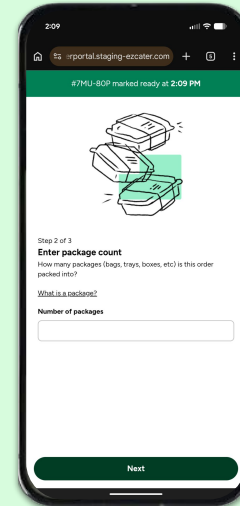
3

Complete the mobile workflow



Why use it

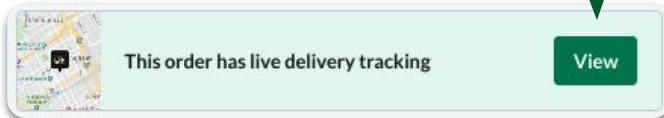
- Increase transparency and reduce disputes
- Faster hand-offs, fewer delays
- Better financial & operational control



Live Dispatch tracking

Real-time GPS tracking:

- Available through your portal starting 15 minutes before pickup time
- Track your driver until the delivery is complete
- Access via the *order details* page or in the *Deliveries* tab



Live Delivery Tracking

ORDER ID # A16-E92

Carmen has delivered your order

Confirmed ✓ Picking up ✓ Picked up ✓ En route ✓ **Delivered** ✓

DELIVERED AT:
12:43 PM CDT

YOUR DRIVER:
Carmen

RESTAURANT Potbelly Sandwich Shop 2239 N Prospect Ave Milwaukee, WI 53202	DESTINATION CSM Hospital 2301 N Lake Dr Milwaukee, WI 53211
---	---

DROPOFF INSTRUCTIONS:
meet at main entrance off of Lake Dr.

[How did delivery tracking work? Let ezCater know.](#)

Delivery API





What is it?

- Use our Public API to connect your Delivery Management System (DMS) with ezCater
- Bi-directional syncing: receive order data and share delivery tracking/status updates with ezCater
- Give ezCater customers real-time updates regarding their delivery orders
- Keep ezCater support in the loop so they can best assist you and customers



Project Outline

1

Eligibility & kickoff

We'll confirm that you're eligible based on your delivery setup

2

Onboarding & access

Once approved we create API credentials and provide documentation

3

Development & testing

Your developers implement the API to send delivery event updates and complete testing

4

Go-live

After successful testing, you begin sending live updates that appear in ezCater's order tracking

5

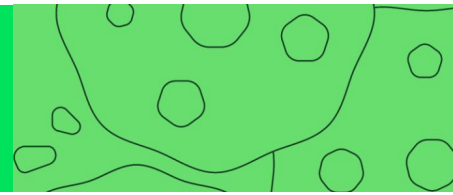
Ongoing operations

You maintain your integration, ensure data accuracy, and participate in periodic reviews if needed



Next Steps:

how to sign up



Contact Us

New Integration: email apipartnerships@ezcater.com to confirm eligibility

Existing Integration: email integrations@ezcater.com to add a new API user

Schedule Kickoff Call

Our team will reach out to schedule a meeting to kick off the project and outline requirements and schedule.

Go-Live!

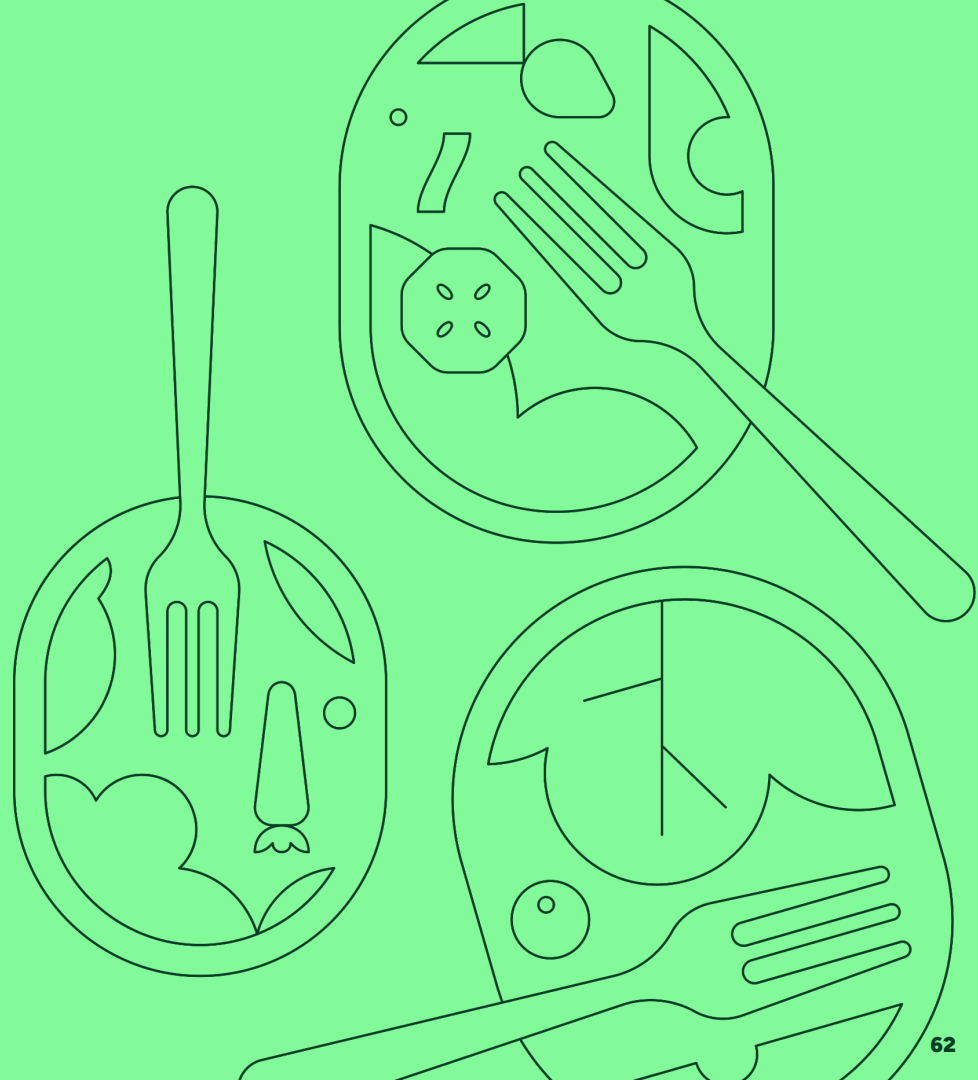
Once approved your team reviews the technical documentation, develops, and goes live!



Account Management

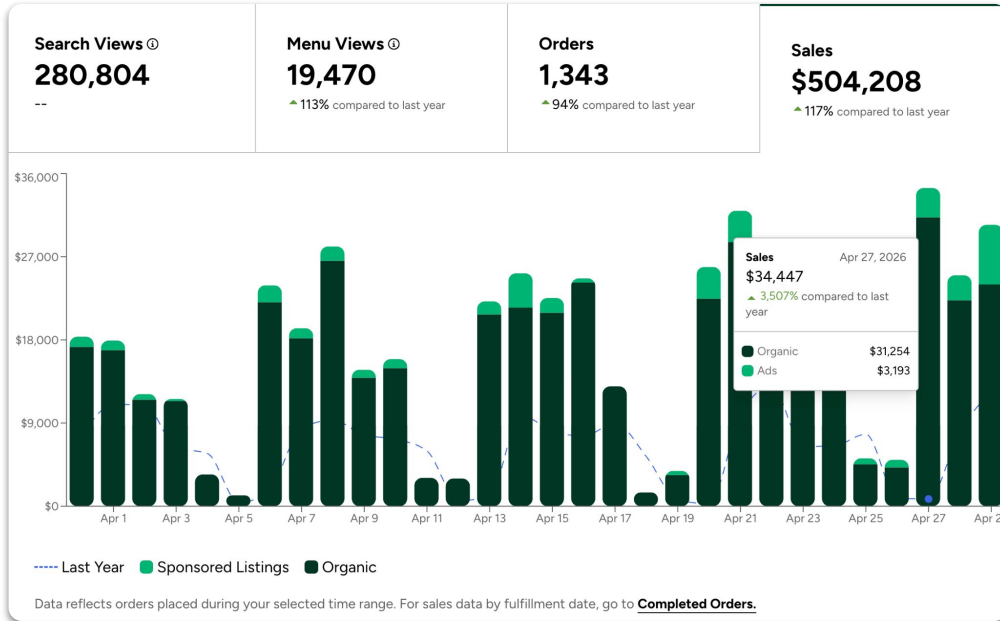


Sales Performance

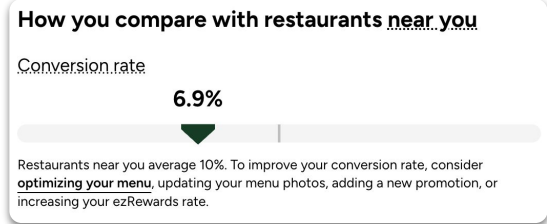


Sales Performance Tab

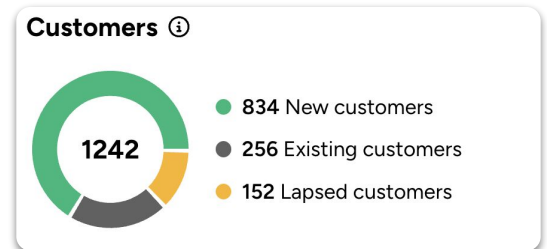
In your Partner Portal, navigate to the *Sales Performance* tab to view your Marketplace performance data up to a year in the past



Track search views, menu views, orders and sales up to a year in the past



See conversion rate compared to the competition in your area



View a breakdown of customers placing orders

Financials



Selling Fees & Payout



Commission:

- 15% Marketplace | 7% Online Ordering

Payment Transaction Fee:

- 2.99%



Payments sent weekly on Tuesdays via ACH direct deposit



Billing cycle: Monday-Sunday

Example Order

Food and beverage total	Subtotal	\$443.74
Customer facing delivery fee set by location	Delivery Fee	\$44.37
Sales tax paid by customer	7.35% Sales Tax	\$35.88
Sales tax remitted in <u>certain states</u>	Sales Tax Remitted by ezCater	-\$35.88
	Tip	\$88.75
Total		\$576.86
2.99% (subtotal + delivery + tax)	Payment Transaction Fee	-\$14.41
15% (subtotal + delivery fee)	Commission	-\$73.22
Caterer Total Due		\$489.23

Click to learn more about tax remittance

Viewing Payments

In your Partner Portal, navigate to the *Financials* tab to view any previously processed payments. Click “view details” to see:

Payment summary

Paid to you by ezCater

\$2,564.17

Includes orders from
02/02/26–02/08/26

Recipient

Rusty Russells B.B.Q. #1234 (Rusty Russells B.B.Q.)
999 18th St, Denver, CO 80202

Method

ACH processed by Payoneer

Total orders fulfilled

20

Marketing performance

Total views from ads

372

Orders placed from sponsored listings ⓘ

10

7 of these orders will be paid out in future periods once fulfilled.

Click download to create a
[payment order report](#)

 **Download**

Orders in this payment

Marketing activity

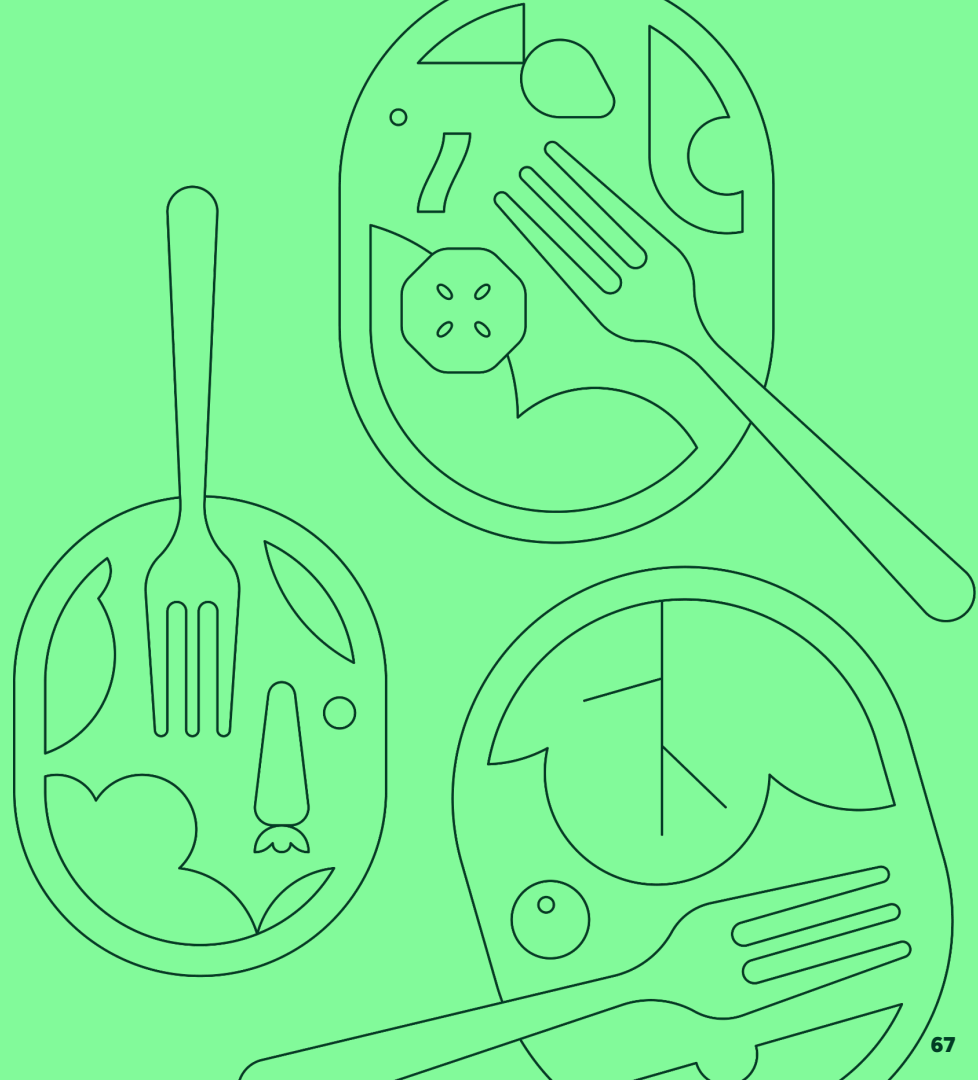
View orders and marketing spends
from the selected billing cycle

Payment

Food total	\$2,606.00
Delivery fees	\$400.00
Commission ⓘ	-\$450.93
Online Ordering orders	\$0.00
Direct entry orders	\$0.00
Meal Program orders	\$0.00
Marketplace orders	-\$450.93
Sales tax ⓘ	\$0.00
Sales tax collected	\$148.64
Sales tax remitted	-\$148.64
Tips	\$521.20
Payment transaction fee ⓘ	-\$94.50
Marketplace fees tax	\$0.00
Adjustments ⓘ	\$0.00
Dispatch charges & misc. fees ⓘ	\$0.00
All marketing spend ⓘ	-\$286.05
Preferred partner program	\$0.00
Rewards Program	\$0.00
Sponsored listings marketing spend	-\$286.05
Promotions ⓘ	-\$131.55
10% off	-\$131.55
Paid by ezCater	\$2,564.17



Account Updates



Menu Updates

In your Partner Portal, navigate to the *Menus* tab

- Submit menu and pricing changes using the form in the *Menus* tab
- View your existing menu to see ensure accuracy
- Submit photo updates using the [photo submission form](#)

Menu Support

- Email menus@ezcater.com
- Read our help center articles:
 - [Menu & Photo Requirements](#)
 - [Menu & Photo Updates](#)



Settings Updates

In your Partner Portal, navigate to the *Settings* tab

Store Settings

- Edit store details and contact information
- Add temporary/holiday closures
- Set capacity limits
- Edit hours of operation and lead time
- Update your cancellation policy

Lead time

Edit

The minimum advance notice you require for new orders.

Accepts same day orders?

No

Advance notice for orders

24 hours

Read more [here](#) about updating your settings

Account

- Reset password
- Update contact info
- Set notification preferences

Users & Permissions

- Create/deactivate users
- Set user permissions and store access
- Set notification preferences

Additional Support

- Use our [account update form](#)
- Email partnersuccess@ezcater.com



Recommended Settings



Users & notifications:

- Provide ezManage access to anyone responsible for managing orders.
- Ensure that notifications are turned on for text/email for each user



Lead time:

- 12-24 hours
- Choose day-before-cutoff time to prevent late night orders for next day



Store hours:

- Opening delivery time no later than 11 AM



Capacity limits:

- Opening delivery time no later than 11 AM



Temporary/holiday closures:

- Set a closure when you're unavailable to avoid rejections/cancellations
- Set availability for recurring holidays



Delivery fees:

- Average ezCater delivery fee is 10% of subtotal
- Match Dispatch fee to cover costs when requesting a driver



Order minimum:

- \$50-\$75 for delivery
- No minimum for takeout

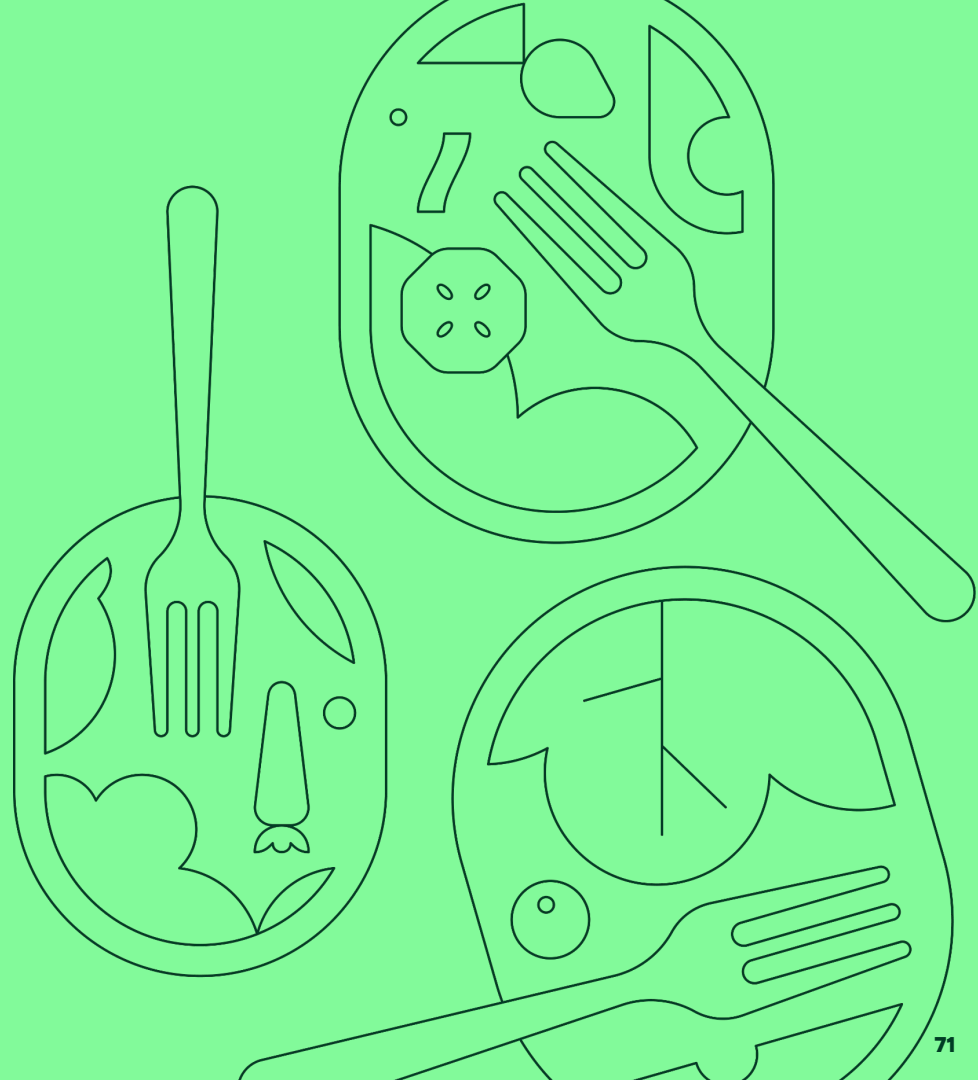


Delivery radius:

- 10-15 miles from restaurant
- Less than 20 miles to qualify for Dispatch



Marketing Tools



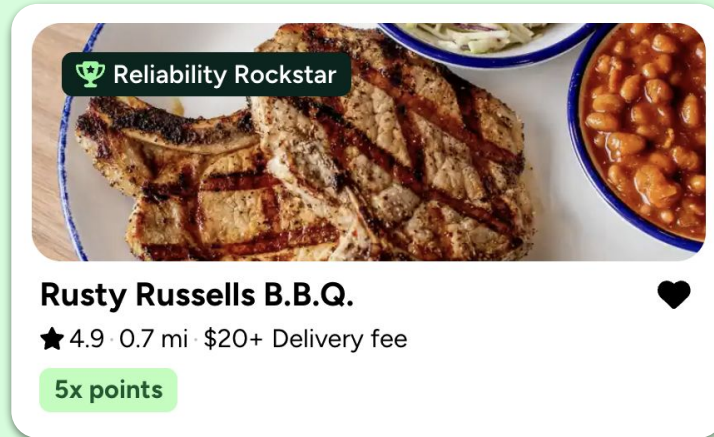
Customer Rewards

Loyalty points that customers earn by placing orders. Locations enroll to provide point multipliers to encourage customers to order.

How it works

- All restaurant partners are eligible to enroll
- Choose a spend amount per order - **from 2% to 5% of the subtotal**
- Customers receive a multiplier of points equal to your spend (i.e. 5% spend = 5x points)
- You are paid for orders with your Rewards fee removed

What customers see



Read more [here](#) about Customer Rewards

How Customers Redeem

ezCater order credit

The logo for ezCater, featuring a green square icon with a white 'e' and the word 'ezcater' in a green, lowercase, sans-serif font.

Amazon gift cards



Preferred Partner Program

- Must have a 4.0 star rating and at least 1 order to qualify
- Bid 2-20% of subtotal on orders to boost your search ranking
- Higher ranking = more visibility which can help you get more orders
- Use the estimator tool (shown right) to see where your listing shows for the added delivery addresses
- Goal should be to get on first page of search results (within first 36 results)

Estimator tool


Set your Preferred Partner level

5%

Increase search ranking to be found (and chosen) by more customers




PPP gets you the most views possible when people search for caterers.

With a 4-star rating or higher, you can bid up to 20% of your food total. You only pay for orders you receive.

 Estimate the impact of different bids [Add delivery address](#)

To test the possible impact of PPP spending, enter local delivery addresses in the estimator.

Results below are estimates. Actual results may vary based on the customer and exact search inputs.

Address	Current Ranking	Estimated Change	
567 Center St, Wallingford, CT 06492	21	↑ 35	
85 Barnes Rd, Wallingford, CT 06492	32	↑ 33	
18 S Orchard St, Wallingford, CT 06492	21	↑ 35	

[Save Changes](#) [Cancel](#)

Sponsored Listings

Available in AZ, CO, DC, KS, MD, NM, OK, TX, VA, WV

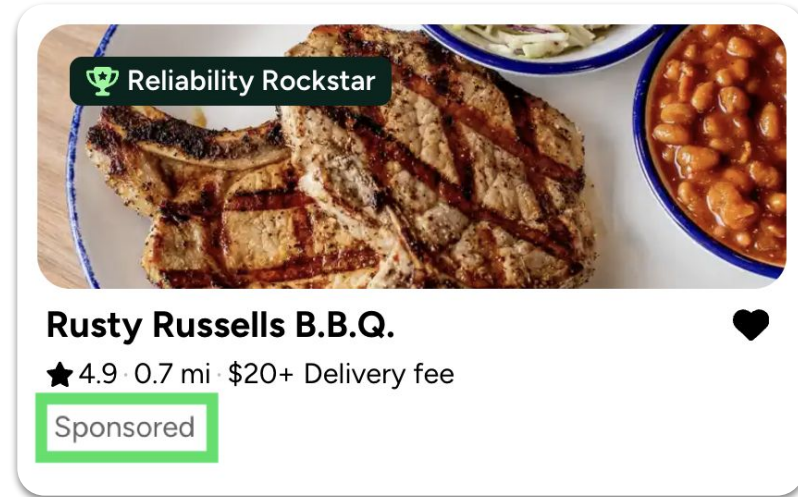
What is a Sponsored Listing?

A paid marketing placement in a high-visibility area on the Marketplace that will help your restaurant attract customers and get more orders.

Notes about the feature:

- Only pay when a click leads to an order
- Choose customers to target (new, existing, lapsed)
- Track performance to see conversion rate and ROAS
- Extensive reporting and ability to export for analysis
- Full rollout date TBD

Example listing:



Read more about Sponsored Listings in our [Help Center](#)

Marketplace Promos

Available in AZ, CO, DC, KS, MD, NM, OK, TX, VA, WV

What is a Marketplace Promo?

A dollar-off or percent-off discount available for customers to apply to their orders from your restaurant through the ezCater Marketplace

Notes about the feature:

- Dollar-off options: \$10, \$15, \$20, \$25 or \$50
- Percent-off options: 5%, 10%, 15 %, 20% or 25%
- Can require order minimum for customer eligibility
- View your promos performance by location
- Export performance data for deeper analysis

Example Promo

\$15 off orders over \$150



Valid until 7/4/2026. Cannot be combined with other promos.



Set your promo's details

Choose the type of discount you want to offer, and its value. All promotions must have an expiration date. If you choose to, you can also require a minimum order value below which the promotion can not be applied.

Discounts are applied to the food & beverage subtotal only.

Set promo discount type and value

Dollar off order

\$10 off

Expiration date

Select date

After this date, customers can no longer view the promotion or apply it at checkout.

Require order minimum

Valid only on weekdays orders

Previous

Next

Read more about Marketplace Promos in our

[Help Center](#)



Support & Resources



Self-Service Order Requests

Connect with customers to ask questions or request modifications

1

Request a change



You can specify the change or ask for more information. The customer gets a message they can respond to directly.

Create request

2

Create Message

What kind of request?

Select an option

New delivery time

Added charge for customer request

Substitution for unavailable item

Item adjustment for customer request

More information

3

Create Message

What kind of request?

Added charge for customer request

What item would you like to add?

Add an existing item from my menu

Add an off-menu item

What do you want to add?

Start typing or select an item from the dropdown

How many items?

1

Reason for addition?

e.g. customer asked for extra bread

Message for the customer

Hello. There's an added item for your request. Please let us know if this is okay.
Thank you.

How to Submit:

1. Create a Request by clicking the button on the [Order Details](#) page
2. Select a topic from the drop down menu to message the customer
3. Fill out the form and preview your message before sending







24/7 Support

Our Customer Service team is available every minute of every day via phone, chat or email.
Navigate to the 24/7 support tab in your Partner Portal

24/7 Support tab

24/7 Support

-  Phone
1-800-488-2085
-  Chat
Talk to us now
-  Help Center
Answers to frequently asked questions
-  Email
Send us a message

Close

Share some basic info and we'll connect you with a live customer service agent.

What is your full name? *

How can we help you today? *

Start chat

Send us a Message

[← Back to 24/7 support](#)

Name

email

message

Send Message Dont Send

Access all of our training resources
through our [Help Center](#)

Additional Resources

- [Weekly Training Webinar](#)
- [Partner Help Center](#)
- [Training Video Library](#)
- [Partner Learning Lab](#)
- [Sign in to Partner Portal](#)





Contact Info

Live order support:

- (800) 488-1803
- support@ezcater.com
- Chat in the *Partner Portal*

Account/payment support:

- partnersuccess@ezcater.com

Menus & Photos:

- menus@ezcater.com
- photos@ezcater.com

Dispatch:

- delivery@ezcater.com

Partner Operations:

- partner-ops@ezcater.com

Onboarding:

- onboarding@ezcater.com

API support:

- api_support@ezcater.com

Taxes:

- taxteam@ezcater.com





Thank you!

For any questions please reach out to
partnersuccess@ezcater.com