C **Calta Delivery** Making food delivery affordable again

A free guide for independent restaurant owners

The Restaurant Delivery Cost-Cutting Blueprint

How to cut your delivery commissions by up to 50%, reach more customers, and keep running your restaurant exactly the way you do today.

Up to 50%

Lower delivery commissions on your orders

More reach

A bigger delivery area means more customers

Zero changes

Same apps, same POS, same way customers order

Want your number now? Book a free 10-minute call: **caltamarketing.as.me**

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Introduction

Why you're reading this

If you run a restaurant today, you run one of the hardest businesses there is. Food costs climb. Good staff are hard to keep. Rent, power, repairs, and the daily job of keeping people happy never stop. And somewhere in the last few years, a silent partner walked into your kitchen.

This partner never chops an onion. Never washes a dish. Never sweeps the floor at midnight. But every time your tablet buzzes, they take a big cut of that sale right off the top.

We're talking about delivery commissions.

Apps like DoorDash and Grubhub bring you orders, and your customers love them. But most independent restaurants live on thin margins, often under 10%. When 15% to 30% or more of an order goes to commission, there isn't much left for you.

You can't just turn the tablets off. Your customers expect delivery. Your competitors are on the apps. So what do you do?

This guide shows you a better way. You keep the apps. You keep your POS. You keep everything the same. You just pay less for every delivery order, up to 50% less in commissions, and you reach more customers while you're at it.

First, three quick questions

Before we get into it, let's see if your restaurant is a good fit.

About how much do you do each month in delivery sales?

If it's a few thousand dollars or more, every point you cut off your commission shows up in your bank account fast.

How much of that do you think goes to commissions?

If you're not sure, that's normal. Most owners are surprised when they see the real number.

If you could pay less and change nothing, what would you do with the extra money?

Better pay for your staff? New equipment? A day off? Hold that thought. It matters.

If you're nodding along, keep reading.

Chapter one

Where your delivery money really goes

Most owners open the monthly statement, see one big deduction, and move on. But that number is bigger than it looks. And it adds up faster than most people think.

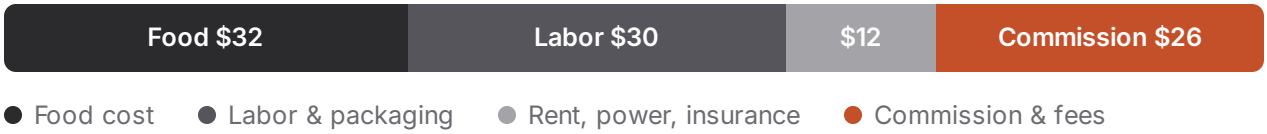
The commission

Most delivery platforms charge somewhere between 15% and 30% per order, depending on the plan you signed up for. Add service fees and card processing, and many restaurants end up paying 30% or more of every delivery sale.

The small delivery zone

There's a second cost most owners never see: the customers you never get. If your delivery area is small, hungry people a few miles away can't order from you at all. They order from someone else. That's lost money that never even shows up on a statement.

Where a $100 delivery order can go



● Food cost ● Labor & packaging ● Rent, power, insurance ● Commission & fees

What's left for you: close to $0.

Example only, based on common independent restaurant costs. Your own numbers are what matter, and that's exactly what we show you on a quick call.

That's why you can have a busy night, tablets going nonstop, and still sweat payroll on Friday.

The good news? You don't have to accept it. And you don't have to turn your restaurant upside down to fix it.

Want to see what you could save? It takes about 10 minutes.

Book a call → caltamarketing.as.me

Call 1 (833) 655-7676

Chapter two

The three wins

Here's what Calta Delivery does for your restaurant. Three things. We do them well.

1

Lower your delivery commissions, up to 50%

This is the big one. Calta Delivery partners with your restaurant on the delivery side of your business so less of every order goes to commission. Restaurants can save up to 50% of what they pay in delivery commissions today.

Think about what that means. Same orders. Same food. Same customers. More money stays with you.

2

Grow your delivery area

We help you reach more people by expanding the area you deliver to. Customers who live farther away, and could never order from you before, now can.

More reach means more orders. More orders means more sales. And every one of those new orders comes with lower commissions, too.

3

Change nothing about how you run

This is the part owners like most. You don't learn a new system. You don't train your staff on anything new. You don't add another tablet to the counter. Your restaurant keeps running exactly the way it does today.

We'll show you exactly what stays the same in the next chapter.

Lower commissions. More customers. No changes. That's the whole idea.

Curious what your savings could look like? Let's find out together.

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Chapter three

What stays exactly the same

When owners hear "lower commissions," the first question is almost always the same: "What do I have to change?"

The answer: nothing. Here's the full list.

✓ Your delivery platforms

Keep DoorDash, Grubhub, and the other apps you already use.

✓ Your POS system

Keep the POS you have. No new hardware, no new software.

✓ How customers order

Customers order the same way they always have. They won't notice a thing.

✓ Your drivers

Drivers are still provided by the delivery platforms.

✓ Your staff routine

No new steps for your team. No retraining.

✓ Your kitchen

Make the food, bag it, hand it off. Same as today.

Most "cost-saving" ideas ask you to do more work. Switch apps. Learn software. Push customers somewhere new. That's a lot to ask when you already work long days.

This is different. You keep doing what you do best: running a great restaurant. We handle the part that saves you money.

Want to see how this would work for your restaurant? Ten minutes is all it takes.

Book a call → caltamarketing.as.me

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The bigger picture

What this is really costing you

Most owners look at delivery commissions one month at a time. "I paid $2,000 in commissions this month. That's the price of doing business." But look at it over a full year, and the picture changes.

Say your restaurant does $20,000 a month in delivery sales. At a 30% commission, that's $6,000 a month going to the platforms. Over one year, that's $72,000.

Now cut that commission by up to 50%. That's up to $36,000 back in your pocket every year, without selling one extra plate.

What up to 50% lower commissions could mean for you

Monthly delivery sales	Yearly commissions at 30%	Possible yearly savings
$10,000	$36,000	**Up to $18,000**
$20,000	$72,000	**Up to $36,000**
$40,000	$144,000	**Up to $72,000**
$60,000	$216,000	**Up to $108,000**

Estimates only, based on a 30% commission rate and savings of up to 50%. Your actual rates, volume, and savings will differ.

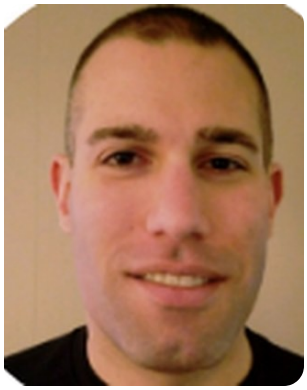
And that's before the new orders from a bigger delivery area.

What would that money do for you? Better pay for the people who show up every day. New equipment. A second location. Or a week off with your family for the first time in years.

You already did the hard part. You built a restaurant people love. You've earned the right to keep more of what it makes.

A note from our founder

Why we built Calta Delivery



Chris Caltabiano

Founder & CEO, Calta Delivery

Hey, I'm Chris. I know how hard you work to keep your tables full and your kitchen moving. I've watched good owners do everything right and still hand a huge chunk of their delivery money to commissions.

That's why we built Calta Delivery: to make food delivery affordable again for local restaurants. We lower your delivery commissions by up to 50%, we grow your delivery area, and you don't have to change a thing about how you run.

If you'd rather skip the reading and just see the number for your own restaurant, let's talk. Ten minutes is usually all it takes.

— Chris

Grab a time on my calendar and we'll look at your numbers together.

Book a call → caltamarketing.as.me

Call 1 (833) 655-7676

Questions owners ask us

How much can I really save?
Restaurants can save up to 50% of what they pay in delivery commissions. Your exact savings depend on your platforms, your rates, and your order volume. On a quick call, we'll show you your number.

Do I have to stop using DoorDash or Grubhub?
No. You keep the delivery platforms you already use. Nothing about that changes.

Do I need a new POS system or tablet?
No. You keep your current POS system. No new hardware and no new software.

Will my customers have to order differently?
No. Your customers order the same way they always have. From their side, nothing changes.

Who delivers the food?
Drivers are still provided by the delivery platforms, just like today.

How do you grow my delivery area?
We expand the area your restaurant delivers to, so customers who are farther away can order from you. More reach means more orders.

Will my staff need training?
No. Your team keeps doing exactly what they do now.

What happens on the call?
We ask a few simple questions about your restaurant and what you pay in commissions today. Then we show you what you could save. It takes about 10 minutes, and there's no pressure and nothing to sign.

Still have questions? Ask us directly. We're happy to help.

Book a call → caltamarketing.as.me

Call 1 (833) 655-7676

Your next step

See your savings before you change anything

Book a free 10-minute call. We'll look at what you pay in delivery commissions today and show you what you could keep. No pressure. Nothing to sign.

Book a call	**caltamarketing.as.me**
Call	**1 (833) 655-7676**
Email	**support@caltadelivery.com**
Website	**caltadelivery.com**

About us

Calta Delivery

We started with one goal: make food delivery affordable again for independent restaurants. Restaurants are the heartbeat of a neighborhood. They shouldn't have to hand their profit to commissions just to deliver food to their customers.

We lower delivery commissions by up to 50%, grow your delivery area, and let you keep running your restaurant exactly the way you do today. Same platforms. Same POS. Same customers. More money in your pocket.

Every day you wait is another day of full commissions. You've worked too hard to leave that money on the table. **Pick a time that works for you at caltamarketing.as.me**.

C Calta Delivery

Ready to see your savings?

Up to 50% lower commissions. A bigger delivery area. Zero changes to how you run.

Book a call	caltamarketing.as.me
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Website	caltadelivery.com

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The figures in this guide are examples used to show how delivery costs work. They are not a promise of results. Savings of up to 50% depend on your rates, volume, platforms, and market.

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