DOORDASH

Merchant to Merchant Licensing -
Sweet Street

What is Licensing?

Merchants license, host and operate a popular brand from DoorDash. Merchants are called “Host Restaurants.”

This allows the host restaurant to earn **incremental profits** and optimize **underutilized labor and equipment** by adopting a fully developed brand and menu, and fulfilling pickup and delivery orders.

WHY LICENSE?

Earn incremental profits and optimize underutilized resources by adopting a fully developed brand.

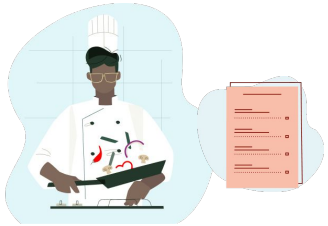
Get additional revenue without commitment

Expand with minimal operating expenses

Drive customer demand with subsidized promotions*

Doordash partnership throughout the entire process to ensure success

Launch with Confidence



YOU

- **Launch tried and true brands** from our portfolio
- **Use existing kitchen staff and equipment** to execute the menu
- **Earn incremental revenue** and profit with low to no incremental cost

OUR TEAM

- Leads **onboarding trainings**
- Funds **marketing support (up to $1000)**
- Monitors and **optimizes quality**
- Adds and manages store on DoorDash

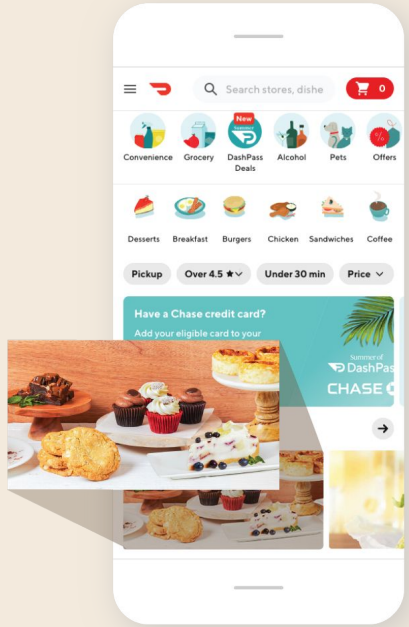
YOUR CUSTOMERS

- **Enjoys** new and exciting selection
- Have more reasons to **come back**

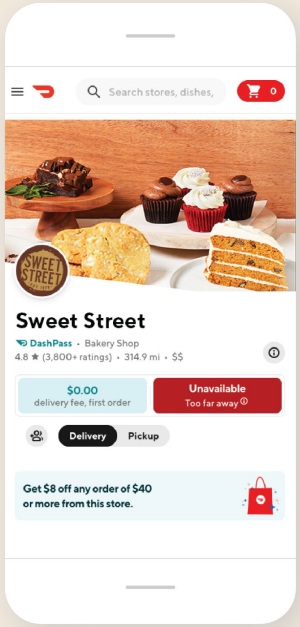
WHAT DOES THE CUSTOMER SEE?

Example:

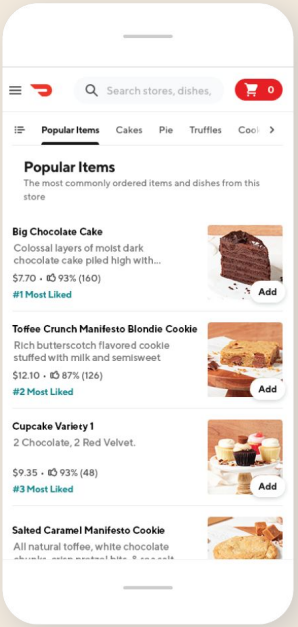
Customers orders directly through the Doordash app



Storefront View



Restaurant landing page



Menu
(Scrolling down)

We are with you along the way

Trainings

Doordash provides full training to get your team ready in three weeks

- Live training sessions
- Menu / Recipes
- In-kitchen prep / build instruction cards
- SKU Ordering Guide
- Equipment List

Marketing

Doordash handles marketing (up to $1000) to drive consumer demand

- In App Marketing (Homepage Banner, Carousels, Sponsored Listings)
- Promos / Offers
- CRM (Email blast and App Notifications)
- Social Media Pushes
- Press Releases

Operations

Doordash handles operations to streamline set up

- Merchant portal access
- Tablet / Printer
- Initial weekly touch base to ensure smooth onboarding

$1000 of Marketing Support Funded by DoorDash

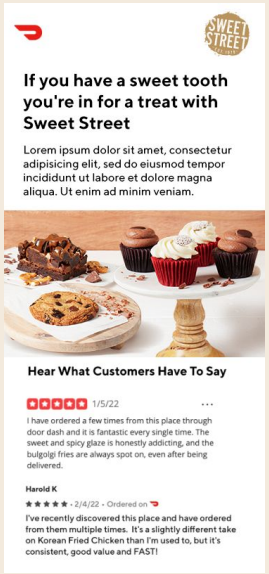
In-App Merchandising & Promos

Homepage Banners are the most valuable real estate in the app and the first surface consumers see.

Percentages off, Dollars off discounts, and BOGOs drive customers to order. Doordash will set up and fund campaigns for you.

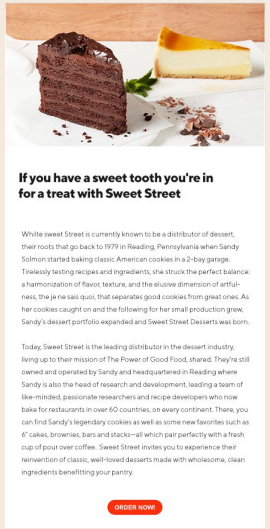
CRM

Dedicated email marketing & push notifications to alert consumers about new offerings and exciting promotions.



Storytelling

Store Page Banners live just above your stores menu and provide an opportunity to give consumers specific messaging to help them convert.



Instagram Page

INTRODUCTION

The Power of Good Food Shared™ inspires all of us at Sweet Street to innovate and create the finest, indulgent foods served globally. We nurture the idea that our offerings are universally enjoyed by families and friends, making us part of life's celebrations and memories.

Sweet Street is offered across the globe in businesses & restaurants like Ike's Love & Sandwiches

"Desserts open doors, hearts, and conversations." -Sandy Solmon, Founder

Merchants love Sweet Street

Sweet Street products are widely offered across the globe in top businesses & restaurants

Products are "grab-and-go" with minimal on-site preparation and no cooking equipment requirements

Pre-Packaged products are **simply frozen/refrigerated and placed directly in bags** when consumers order

Host Merchant Success Story - Chicago

Delaware Food & Liquor

&

SWEET STREET EST. 1979

Easy to Execute

*"Sweet Street and licensing with Doordash has been **a great tool to add to my business**. It's **easy and efficient**.. it's **increased my delivery business by 25%**"*

Quality Product

*"Sweet Street is a great product. Their **entire product line is great.** I've tasted it all and it's amazing. Everything is **pre sliced and cut - it's really easy**"*

Marketing Support

*"Doordash does a **great job marketing my Sweet Street store**. The marketing support has been a great part of it and **helps me grow even faster**"*

CUSTOMERS LOVE SWEET STREET

25%

Consumer Reorder Rate (30 days)!

"**Sweet Street's chocolate chunk cookie. It's amazing.** Chunks of chocolate and just a bit of crunchy salt. Doesn't have that undefinable mass-produced taste that so many prepackaged baked goods have. Ike's sandwiches are really good but I sometimes wonder if I don't really go there for the cookies.

"Ready-made desserts you can buy. **Tastes like homemade awesome!** Can't beat the price.

"The chewy marshmallow bars are the best thing I've ever ate..... No words can describe the taste.. **Absolutely ahhhhhhh mazing!!!**

MENU DETAILS

SWEET STREET
EST. 1979

CAKES

Big Chocolate Cake
Colossal layers of moist dark chocolate cake piled high with our silkiest smooth chocolate filling.

Four High Carrot Cake
Layers of moist carrot cake with raisins, walnuts, pineapple, topped with cream cheese icing, & a white chocolate ganache.

Salted Caramel Vanilla Crunch Cake
Light, buttery vanilla-flecked cake has waves of caramel cake and layered with salted caramel crunch and a creamy custard layer.

CHEESECAKES

Crème Brulée Cheesecake
The marriage of two great classics: crème brulée and the lightest of cheesecakes. Hand-fired and mirrored with burnt caramel.

Blueberry Cobbler White Chocolate Cheesecake
Moist chunks of vanilla-bean cake with swirls of berry compote meets a creamy white chocolate cheesecake in this indulgent hybrid.

Basque Cheesecake
Soufflé'd cheesecake forming a caramelized exterior, serving as a natural crust, with a creamy interior and notes of wood fire

COOKIES

Toffee Crunch Manifesto Blondie Cookie
Rich butterscotch flavored cookie stuffed with milk and semisweet chocolate chunks, and buttery toffee to delight.

Salted Caramel Manifesto Cookie
All natural toffee, white chocolate chunks, crisp pretzel bits, & sea salt dance on your taste buds in this this salty sweet treat.

Chocolate Chunk Manifesto Cookie
Intense chunks of sustainable - milk, semisweet and dark – chocolate, crunchy pretzel, & a brown-buttered, caramelized edge.

BARS & CUPCAKES

Luscious Lemon Squares
Luscious, lively lemon curd in a buttery shortbread.

Fabulous Chocolate Chunk Brownie
A buttery chocolate, chewy Brownie generously studded with milk chocolate drops, bittersweet & semi-sweet chocolate chunks.

Rockslide Brownie
A light textured Brownie topped with buttery caramel, piled high with brownie cubes, toasted pecans and a caramel drizzle.

Chewy Marshmallow w/Brown Butter Bar
Homemade marshmallow cream folds into crispy rice puffs, & mini marshmallows with butter to carmalize. Certified Gluten Free.

Cupcake Variety 1
2 Chocolate, 2 Red Velvet.

Cupcake Variety 2
2 Vanilla Bean, 1 Jelly Roll, 1 Peanut Butter Cup.

DASHPASS BUNDLE

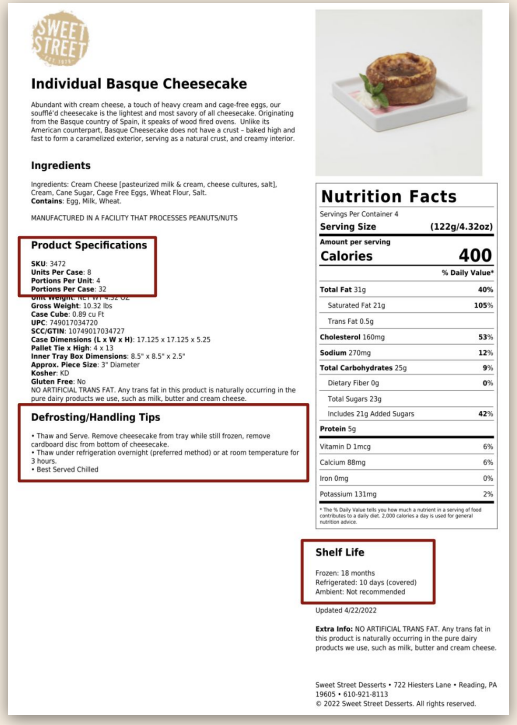
Cookie Monster
Calling all choco lovers! Satisfy your cocoa cravings with a 3-pack of our bestselling Chocolate Chunk Manifesto Cookie.

- **Simple Menu:** Simple Execution All items are either individually pre-packaged or pre-portioned.
- **Menu Offerings & Sale Price Subject to Regional Availability:** Hosts required to use Sysco

CONCEPT NOTES

- Easy to prepare items w/ no advanced cooking/preparation skills needed
- Most complex part of operation is strict adherence to thawing guidelines
- Requires: ~20 cu ft of freezer space
  ~20 cu ft of refrigerator space

Menu Preparation at a Glance



SWEET STREET

Individual Basque Cheesecake

Abundant with cream cheese, a touch of heavy cream and cage-free eggs, our soufflé'd cheesecake is the lightest and most savory of all cheesecake. Originating from the Basque country of Spain, it speaks of wood fired ovens. Unlike its American counterpart, Basque Cheesecake does not have a crust – baked high and fast to form a caramelized exterior, serving as a natural crust, and creamy interior.

Ingredients

Ingredients: Cream Cheese [pasteurized milk & cream, cheese cultures, salt], Cream, Cane Sugar, Cage Free Eggs, Wheat Flour, Salt.
Contains: Egg, Milk, Wheat.

MANUFACTURED IN A FACILITY THAT PROCESSES PEANUTS/NUTS

Product Specifications

SKU: 3472
Units Per Case: 8
Portions Per Unit: 4
Portions Per Case: 32
Unit Weight: 16.1 (1) 8.52 oz
Gross Weight: 10.32 lbs
Case Cube: 0.89 cu Ft
UPC: 749017034720
SCC/GTIN: 10749017034727
Case Dimensions (L x W x H): 17.125 x 17.125 x 5.25
Pallet Tie x High: 4 x 13
Inner Tray Box Dimensions: 8.5" x 8.5" x 2.5"
Approx. Piece Size: 3" Diameter
Kosher: KD
Gluten Free: No
NO ARTIFICIAL TRANS FAT. Any trans fat in this product is naturally occurring in the pure dairy products we use, such as milk, butter and cream cheese.

Defrosting/Handling Tips

• Thaw and Serve. Remove cheesecake from tray while still frozen, remove cardboard disc from bottom of cheesecake.
• Thaw under refrigeration overnight (preferred method) or at room temperature for 3 hours.
• Best Served Chilled

Nutrition Facts

Servings Per Container 4

Serving Size	**(122g/4.32oz)**
Amount per serving	
Calories	**400**
	% Daily Value*
Total Fat 31g	**40%**
Saturated Fat 21g	**105%**
Trans Fat 0.5g	
Cholesterol 160mg	**53%**
Sodium 270mg	**12%**
Total Carbohydrates 25g	**9%**
Dietary Fiber 0g	**0%**
Total Sugars 23g	
Includes 21g Added Sugars	**42%**
Protein 5g	
Vitamin D 1mcg	6%
Calcium 88mg	6%
Iron 0mg	0%
Potassium 131mg	2%

* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Shelf Life

Frozen: 18 months
Refrigerated: 10 days (covered)
Ambient: Not recommended

Updated 4/22/2022

Extra Info: NO ARTIFICIAL TRANS FAT. Any trans fat in this product is naturally occurring in the pure dairy products we use, such as milk, butter and cream cheese.

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Easy to Execute - "thaw-and-serve" with minimal on-site preparation and no cooking equipment requirements.

Illustrative Economic Model

Host Merchant Economics (Single Store)

Daily Orders		12
Average Check Size		$19
Daily Sales		$228
Monthly Sales		6,840
Annual Sales		$83,220
Costs (Annual)		
Delivery Commission Fees	20%	$16,644
Licensor Fee	0%	$0
Labor Cost	0%	$0
Est. Cost of Goods Sold (Food & Packaging)	45-55%	$37,449- $45,771
Marketing	0%	$0
Operating Costs (Annual)		$54,093- $62,415
Gross Profit (Annual)		$20,805- $29,127 25%-35% profit margin

Gross Profit (Annual)

$20,805- $29,127

25%-35% profit margin

Additional profit can be generated by adding Sweet Street to your store's Doordash menu as well!

Timeline

Onboarding Overview- What to expect the next month

After you sign your contract, we'll get your new Licensed store launched in less than 1 month. Here's a week-by-week breakdown of our onboarding plan!

GET STARTED & LEARN

- Set up Accounts
- Kick-off Call
- Self-service Training
- Order Packaging & Launch Materials

OPS TRAINING

- Operations Review Call
- Order Product!

CULINARY TRAINING

- Verify Product Received
- Culinary Review Call
- Staff Training
- Plan/Complete Training Audit

LAUNCH

- Set up Equipment
- Launch Store!
- Start Marketing!

Post Launch Overview- Expectations once you're live

After you launch your store, we'll make sure you're set up for success. Here's a quick snapshot of the support we'll be providing & what will be expected of you in return!

How we'll support:

- Training materials
- Supply Chain unlocks
- Targeted Marketing (emails, on-platform, off-platform)
- DoorDash best practices
- Access to DoorDash Licensing community

Required Quality Metrics

Customer Rating- **4.5+**
M&I- **< 2.5%**
Cancellation Rate- **< 1.1%**
Store Uptime- **95%**

What's required of you:

- Meet our success metrics
- Keep in touch / read our emails!
- Promptly accept invites to our visits
- Submit photos & adhere to our product / packaging requirements