

FRANCHISE LAW

VIRTUAL SUMMIT

August 12-13, 2020

Managing the World of Third Party Delivery Services

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Agenda

- Introductions
- Off-premises food sales
- Implications with using a restaurant marketplace platform
- Considerations for franchisors / restaurants
- Ghost kitchens and virtual kitchens
- Question period

Off-Premises Food Sales

- Organic vs. non-organic demand channels
- Impact of COVID-19

Implications with Using A Restaurant Marketplace Platform

- Data ownership
- Limitation of liability
- Remedies to address operational and food safety
- Marketing commitment

Key Considerations for Franchisors/Restaurants

- Pricing - Flat or sliding scale based on volume or basket size
- Consumer pricing
- Obtaining brand specific analytical data
- Flexibility to determine menu

Key Considerations for Franchise Systems

- Participation mandatory for franchisees?
- Exclusivity / participation commitment
- Market strength of each aggregator
- Control of franchisor
- Customer satisfaction

Ghost Kitchen vs. Virtual Kitchen

- What is the difference?
- Has COVID-19 impacted the growth of these concepts?

Ghost Kitchen vs. Virtual Kitchen - Legal Considerations

- Lack of control
- Structure similar to a franchise
- Remedies for operational and food safety issues
- Pricing

Thank you!

- **Question period**