

How Texas de Brazil Grew DoorDash Sales by 58% with Storefront

Learn how this Dallas-based Brazilian steakhouse leveraged DoorDash Storefront to increase off-premise sales during COVID-19.



The Challenge

Once the COVID-19 pandemic shut down dine-in service, Texas de Brazil needed to quickly flip their business strategy to strengthen their online presence and increase off-premise orders.

The Solution

Texas de Brazil wanted to enable guests to place orders directly on their own website. They discovered Storefront, DoorDash's white-label, commission-free online ordering platform.

Within a week of their initial conversation, DoorDash built a Texas de Brazil-branded ordering interface to accept online orders on their website across all locations, commission-free.

The Result

One month after launching Storefront, Texas de Brazil saw a 58% increase in DoorDash sales. Today, 20% of Texas de Brazil's off-premise sales come from Storefront, commission-free.

And thanks to the built-in upsell features, Texas de Brazil's average DoorDash ticket size is more than 20% higher than a competing platform's.

58%

increase in DoorDash sales
after adding Storefront

127%

increase in DoorDash
orders after adding
Storefront

20%

Their DoorDash average
ticket sizes are 20% higher
than a competing
platform's



"It was awesome to be able to add a new way for guests to order our food in basically one week – and have it turn into 20% of our off-premise sales."

Jad Izzedin

Executive Brand Director, Texas de Brazil

Texas de Brazil leverages the following DoorDash products to grow their business:

- Storefront
- Marketplace

Ready to get started?

Contact your local DoorDash representative today to explore which DoorDash products work best for your business.