



7 Reasons to Make First-Party Ordering Your Primary Channel

Independent Restaurant Operator's Quick Guide

1. Keep More Profit

Stop paying 20–30% in third-party fees. Every direct order means more money stays in your pocket.

2. Control Guest Experience

Decide how your menu looks, what promotions run, and how orders flow — no middleman interference.

3. Increase Average Check Size

First-party orders average 20–26% higher than third-party tickets.

4. Reduce Mistakes

Direct orders sync straight to your POS, cutting down on errors and comped meals.

5. Build Loyalty That Lasts

Regular customers spend 67% more. First-party lets you own the relationship, not the app.

6. Protect Your Brand

Your website, your tone, your images — consistent across every order.

7. Stay Agile

Update pricing, menus, and specials in real-time to keep pace with your business.

Key Takeaway

You earn every guest, don't give them away. With the Chowly Platform you own discovery, orders, return visits.

Own your digital storefront. Boost your profitability.

[Explore the Chowly Platform](#)

