



For immediate release

## Love Local Delivery and Getit Local Announce Partnership

*Merger to provide affordable food and retail delivery without 'outrageous fees' to restaurants and retailers*

Ottawa, Ontario, October 21, 2021: Two Ottawa delivery services have joined forces in a merger to create a single service that will increase support to Ottawa businesses still reeling from COVID-19 related lockdowns. Love Local Delivery and Getit Local, both of whom launched during the worst of the pandemic, will now provide logistics support to local restaurants and retail businesses without outrageous commission fees under the entity of Getit Local.

The new partnership will operate through a mobile ordering platform, Getit Local, which was originally launched by that company in January 2021. The sliding scale monthly subscription-based service is direct competition to existing services Uber Eats and SkipTheDishes which typically charge commission-based fees up to 30 percent of order totals.

"Keeping hard earned money in the pockets of local businesses is the ethos that drives the Getit team and perfectly fits with Love Local's raison d'être," says Love Local Delivery founder and Responsible Choice President, Darren Burrowes. "This partnership doubles down on our commitment to provide low-commission delivery to Ottawa restaurants and retailers, while ensuring Ottawans still enjoy the best the city has to offer, right on their doorstep."

The Getit team launched an early version of the app as a pilot program supported by the Byward Market BIA with select Love Local Delivery members participating. This pilot saw restaurants like Cornerstone, The Grand, Pho By Night and many others quickly coming on board. Participating restaurants saw immediate cost savings offsetting pandemic related rising food costs.

"It was an eye-opener to see how much money we could save in large volumes, and it was a no-brainer to join at that point," says An Nguyen, owner of Pho By Night.

Over the past six months the Getit team has grown and the application technology has evolved with ongoing feature and user experience improvements. Getit Local is now expanding locally in Ottawa and

nationally across Canada, beginning with Calgary. The widened delivery radius now includes Kanata, with coverage for the entire city of Ottawa to go live in the coming weeks. The company is also planning same day/next day retail sales delivery and service-based appointment booking integration in the final quarter of 2021 and operates as fleet delivery for businesses like Beyond the Pale Brewery.

Getit Local co-founders Ryan Hardy and Ben Lacroix say the joint partnership is an opportunity to bring their app to a wider audience.

“By eliminating commission rates, creating flat, affordable, and transparent fees for customers, and fair wages for drivers (who keep 100% of their tips), Getit Local has quickly become a significant player in the Canadian on-demand delivery scene and the partnership with Love Local Delivery will only serve to cement their growing reputation for exceptional service at an affordable price,” they say.

### **Backgrounder:**

Shortly after the March 2020 COVID lockdown, local eateries teamed up with Ottawa chauffeur service Responsible Choice to launch “**Love Local Delivery**” (LLD), a food delivery service responding to the Ottawa Public Health “Stay at Home” guidelines. The program was designed in collaboration with local restaurateurs, service providers, and stakeholders specifically to service locally owned restaurants with higher end offerings.

Over the course of the ensuing 18 months, LLD delivered over 10,000 meals across the city, employed over 120 drivers, and supported charity initiatives and community efforts. LLD delivered fresh, hot meals to first responders and front-line workers through Feeding our Community Ottawa as well as Gala Boxes and Tim Hortons Smile Cookies to Snowsuit Fund supporters.

Getit Local was created to help Ottawa businesses pivot in the face of COVID-19, and co-founders Ryan Hardy and Ben Lacroix have personal experience in that regard. Hardy and Lacroix were forced to reimagine their own business when the rollout of *Stadiyum*, an app developed to allow in-seat food ordering at sports venues, was disrupted by the pandemic. Lacroix already had in-roads with NHL and AHL venues to pilot this project, but COVID-19 quickly stalled these efforts.

### **ABOUT LOCAL LOVE DELIVERY**

Love Local Delivery (LLD) is an Ottawa owned and operated on demand delivery service created in the early weeks of COVID lockdown for Ottawa independent restaurants that pivoted to takeout and delivery when regulated to close their dining rooms. LLD’s flat fees are more affordable than commission based delivery app platforms which particularly appeals to high end, small-margin operations. LLD merchants enjoy reliable on-demand delivery and customers can continue to enjoy their favourite foods and support local restaurants.

### **ABOUT GETIT LOCAL:**

Getit Local is an Ottawa-owned and operated technology platform and delivery service that was designed to minimize the cost of delivery for both the business and the consumer. With Getit Local, you get the on-demand delivery you’re used to, but with the added ability to also support your favourite businesses and drivers with flat, honest, and affordable fees.

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