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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Miami Beach Announces Uber Eats Discounts and Support

— *Miami Beach residents can take advantage of the discounts
from July through mid-August 2021* —

Miami Beach, FL – The City of Miami Beach has entered into a partnership with Uber Eats that will provide special savings for Miami Beach residents who use the popular food delivery service from July through Aug. 14, 2021. Uber Eats has also agreed to donate dozens of meal vouchers to Miami Beach employees who provided assistance during the Surfside condominium collapse search and rescue efforts.

“Restaurants were among the hardest hit businesses during the pandemic,” acknowledged Miami Beach Commissioner Michael Góngora who sponsored the item. “Every time one of our residents enjoys these special offers from Uber Eats, they will also be helping Miami Beach restaurants with their economic recovery.”

Under the terms of the agreement, Uber Eats will offer a \$0 delivery fee through its app from any independent, small business restaurants in Miami Beach to customers who are also located in Miami Beach. The effort will be supported by a collaborative marketing campaign — via the Uber Eats app as well as other communication channels — to promote local restaurants.

“Throughout the last year, Miami-area residents have shown up in a big way to support Miami Beach restaurants, and we’re humbled to play a role in the effort to eat local,” said Miami Territory Lead Guillermo Diquez of Uber Eats. “We know that we can only succeed when restaurants succeed, and this is an innovative way to work with the City of Miami Beach as we continue to look for ways to partner with local businesses to help them keep the doors open and the customers coming back.”

Residents can take advantage of a one-month free trial of the optional Uber Eats Pass, which includes a 5% discount on eligible orders. New users can get up to \$10 off their first order from a Miami Beach restaurant using the Uber Eats app through a special promotional code, “MiamiBeach10.”

While many restaurants remained open during the pandemic, their primary business model pivoted from in-person dining to takeout and delivery due to social distancing requirements and concerns over the spread of the virus.

As a result, restaurateurs had to turn to third-party delivery services, which can take a significant bite out of profits — as much as 10% to 15% of the purchase price on each dish. In

other cases, the added delivery costs have been passed along to diners through higher menu prices.

Miami Beach independent, small business restaurants will benefit from the agreement in other ways too. Uber Eats has agreed to discount its marketplace fee to \$0 for all restaurant pick-up orders as well as orders where the restaurant fulfills a delivery using its own delivery staff. To further support Miami Beach restaurants, Uber Eats said it will continue to waive activation fees for new restaurants that join the delivery platform. It will also discount restaurant fees associated with online ordering to \$0 for orders processed by Uber Eats through restaurant websites.

In addition to the resident discounts, Uber Eats wanted to do something special for the Miami Beach employees who provided support for the horrific Champlain Towers building collapse in neighboring Surfside. Uber Eats plans to donate 105 single-use meal vouchers for designated Miami Beach employees. The vouchers may be redeemed on the Uber Eats restaurant delivery platform for meals costing up to \$25.

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