Block taps VROMO to improve food delivery capabilities for restaurants

Article

The news: Block inked a deal with restaurant delivery software provider **VROMO** to help streamline food delivery for **Square restaurants** in the US, per a press release.

More on this: VROMO's software automates delivery management for restaurants that use their own in-house delivery fleet, third-party delivery apps, or a combination of the two.

- Its features include branded order tracking, messaging for driver and customer updates, and order stacking.

- VROMO also has an overflow feature that will redirect customer orders to third-party delivery apps when in-house delivery isn't available.

Why it's worth watching: In the early days of the pandemic, many restaurants that had never implemented food delivery had to rely on apps like **DoorDash** and **Uber Eats** to stay in business. These apps charge restaurants anywhere between 15% and 30% in commission fees.

Although most restaurants are once again serving patrons on site, consumers still use food delivery services frequently: **43% of consumers order food delivery once a month or more**, and 23% of consumers do so weekly, per a 2021 report by NextBite. With delivery now being a core service for dining customers, **47% of US restaurant franchise owners say delivery services are a leading area of investment for them in 2022**, per a TD Bank and Engine Insights survey.

What this means: Block can use its partnership with VROMO to sustain customer loyalty and maintain its edge over restaurant point-of-sale (POS) providers like **Toast**—which recently amped up its mobile ordering and payment solutions.

VROMO can help Square restaurants improve their delivery capabilities.

- As food delivery remains popular with customers, VROMO can make delivery operations less expensive and more efficient for restaurants.

- Its software can help restaurants prioritize their in-house delivery fleet and only lean on third-party apps when necessary—helping them minimize commission fee costs.
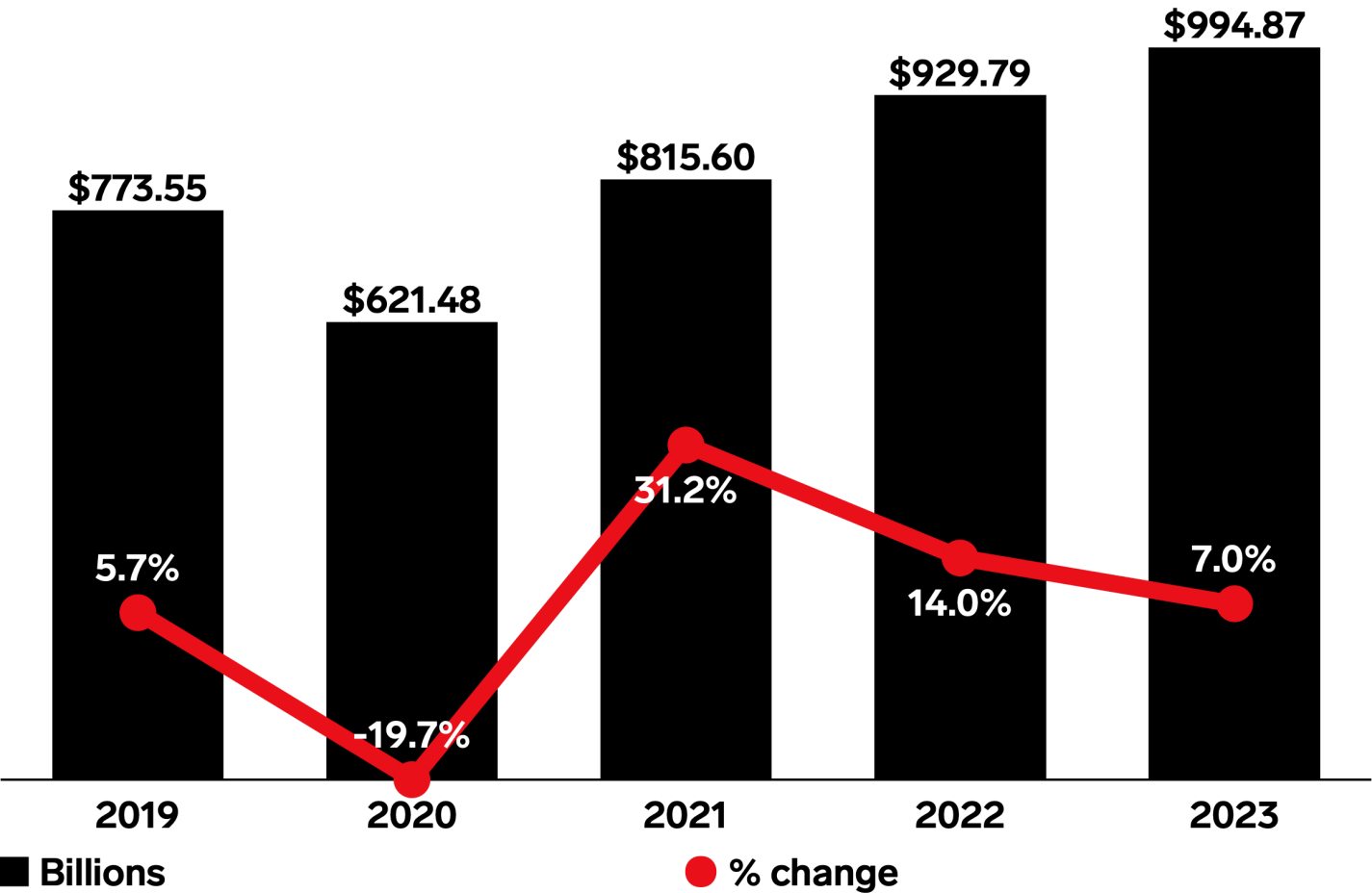
VROMO lets Block further build out its Square for Restaurants suite.

- Block recently acquired restaurant ordering and marketing platform **GoParrot** to strengthen digital capabilities for restaurants. And it also partnered with audio and speech recognition tech provider **SoundHound** to help restaurants automate phone ordering.

- These enhancements let Block attract more restaurant clients and capture a larger share of the hospitality market: US food services and drinking place sales are expected to grow 14%

year over year in 2022 and hit $929.79 billion, per Insider Intelligence forecasts.

Food Services & Drinking Places Sales
US, 2019-2023

Chart showing Food Services & Drinking Places Sales, US, 2019-2023 with black bars (Billions) and red line (% change):

Year	Billions	% change
2019	$773.55	5.7%
2020	$621.48	-19.7%
2021	$815.60	31.2%
2022	$929.79	14.0%
2023	$994.87	7.0%

■ Billions   ● % change

Note: Includes online and in-store sales. eMarketer benchmarks its food services and drinking places sales figures against US Department of Commerce data, for which the last full year measured was 2019.
Source: eMarketer, November 2021
Methodology: Estimates are based on the analysis of data from benchmark source US Department of Commerce, estimates from other research firms, historical trends, consumer buying trends, and macro-level economic conditions.

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