

Easton video promoting curbside food pickup

The Bethlehem Gadfly City government, coronavirus May 24, 2020

 Latest in a series of posts on City Government 

Ref:

<http://thebethlehemgadfly.com/2020/05/08/do-you-use-companies-like-grubhub-and-ubereats-if-so-listen-up>

<http://thebethlehemgadfly.com/2020/05/08/help-our-local-small-business-food-places-avoid-the-3rd-party-apps>

<http://thebethlehemgadfly.com/2020/05/11/resident-chatter-around-gadflys-water-cooler-about-food-delivery-during-the-pandemic>

Tip o' the hat to a follower for calling this article to Gadfly's attention as an example of the way the problem pointed to in Councilman Reynolds' recent resolution can be handled without City involvement.



*from Connor Lagore, “Easton restaurants launch #CurbsideFirst to thwart delivery companies taking too much off top.”
lehighvalleylive.com, May 16, 2020.*

Easton restaurants have worked with the Greater Easton Development Partnership to put together a video calling for #CurbsideFirst, as many of these restaurants have fulfilled orders through third-party delivery apps like UberEats or GrubHub. These companies can take up to 30% of the total bill, forcing restaurants to operate on slimmer margins than the margins the coronavirus pandemic has already brought them.

[see complete video](#)

Of course, with the pandemic sweeping the country, food delivery has become much more popular, as local restaurants need support and it's the easiest way of supporting them. But placing orders on a restaurant's website or over the phone cuts out the middle man and allows for restaurants to take 100% of the check.

Some restaurants, like Centre Square neighbors Stoke Coal Fire Pizza & Bar and Pearly Baker's Alehouse, have started doing their own deliveries to mitigate the need for a third-party service at all.

Plus, the GEDP is giving you an incentive. The organization is giving away a \$50 Downtown Easton gift card every week until the end of June. To be eligible, pick up a meal from one of Easton's restaurants, share it on Facebook with the hashtag #CurbsideFirst and tag the GEDP.