

THE MEMPHIS INSTITUTION THAT TURNED TAKEOUT INTO A GROWTH ENGINE

A 1948 Memphis barbecue landmark ditched the cash-register-only takeout line for a direct channel of its own, adding 14% more Google order revenue and keeping \$98K in commissions along the way.

 Memphis, TN

 Barbecue, since 1948



A basement kitchen, limited parking, and a cash-register-only takeout line kept Charlie Vergos Rendezvous out of the delivery game for decades. Anna Vergos Blair, the third-generation owner, needed a way online that didn't hand the relationship, or the margin, to a 25% fee.

“ChowNow gives an old Mom and Pop restaurant like us the ability to offer pickup and delivery at a great price to us and a great price to the customer. It gives us an extra avenue that we wouldn't have otherwise.”

— ANNA VERGOS, OWNER OF CHARLIE VERGOS RENDEZVOUS

14%

More Google order revenue

\$98K

Saved in commissions

\$35K

Earned in new revenue

20+

New diners a month via discovery

2020

Year Rendezvous went direct

#1

Preferred by Business on Google

PRODUCTS USED: [Direct Online Ordering](#) · [Discovery Network](#) · [Restaurant Website](#)

WHY OWNING THE CHANNEL WON

- **No more 25% off the top.** Rendezvous kept the fee that used to go to third-party apps, redirecting it straight back into the business.
- **Discovery without the middleman.** ChowNow's Discover Network put Rendezvous on Google, Yelp, and Apple Maps, drawing 20+ new diners a month without a marketplace cut.
- **The first thing diners see.** Selecting Google Preferred by Business made ChowNow's ordering link the default choice for anyone who searched Rendezvous, lifting Google order revenue 14%.

"The fact that ChowNow wasn't taking 25% off the top was key in choosing the platform over other providers."



- **A legacy restaurant doesn't need a tech overhaul to compete online, it needs a channel it controls.** Rendezvous kept its basement kitchen, its five-minute pickup counter, and its 1948 recipe. What changed was who profited from every new order.
- **Do the math on your own business:** if third-party apps are still the front door to your restaurant on Google, that 25%+ fee is the cost of renting demand you could own instead.



"I always recommend ChowNow when other restaurants ask about it because it was so easy to set up, and we saw success from the get-go."

— ANNA VERGOS, OWNER OF CHARLIE VERGOS RENDEZVOUS



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Scan the QR code or visit the get.chownow.com/demo/referred-by-partner to explore ChowNow's solutions and request more information.
