



International Distribution Institute

Dealing with delivery platforms and aggregators: the commercial perspective

International Distribution Institute

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Introduction

This panel will focus on key commercial and strategic issues to be discussed by suppliers when negotiating with delivery platforms, but also the true nature and variety of “delivery platforms” in a fast changing world as well as the platform’s perspective and issues dealing with not only customers but also governmental authorities interpreting the role and nature of platforms.

The panel will demonstrate the range of digital platforms available under this common term and will discuss specific legal issues, such as the exclusion of competitors from the platform and parallel sales of competing goods by the platform



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The Panelist:

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Nature, Types & Forms

Legal nature of agreements with platforms and/or virtual markets/websites

Different types of underlying legal relationship between producers/principals and platforms:

- supply,
- agency & distribution or
- services providers.

Different types of platforms according to its purpose:

- product specialization,
- discount, club,
- delivery ect.

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Key Issues

- Who are the parties to the agreement with the platforms (Franchisor or Franchisee) and what is best practice?
- Common negotiating issues: special menu pricing
- MFN price protection
- exclusivity on core menu
- information sharing/integration with POS; customer experience and who controls

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The Platform's Perspective

- Dealing with Authorities
 - Definition of Platforms
 - Know-how & communication
 - Competitive restraints

- Dealing with Suppliers

- Dealing with Networks



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Thank you for your attention!

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A R C O
ABOGADOS Y ASESORES TRIBUTARIOS

Sotos

SCHIEDERMAIR
RECHTSANWÄLTE