



**MAYOR'S OFFICE**  
JACKIE BISKUPSKI

# PRESS RELEASE

## FOR IMMEDIATE RELEASE

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## **Salt Lake City welcomes Silicon Valley firm Postmates as the company expands across the U.S.**

In a massive U.S. market expansion, Postmates, the on-demand delivery pioneer, named Salt Lake City as one of its new homes as the Silicon Valley tech platform announced the expansion of its coverage to nearly one in two U.S. households. Now, more than 50-million more customers can access the on-demand service with a broad selection of restaurants and stores, and low prices.

As local retail sales continue to hit hind winds due to e-commerce goliaths, Postmates provides a way for brick and mortar retail to modernize, compete and grow in this evolving landscape. By plugging merchants into smart algorithms that connect storefronts to new customers, mapping technologies that extend the geographical reach of their sales and a vast courier network — retailers are now able to move goods from their storefronts to our doorsteps faster than ever before.

Postmates is a three-sided marketplace that connects local Salt Lake City merchants to customers and a network of deliveries known as "Postmates." In 2017, the tech platform helped local merchants sell more than \$1.2 billion worth of goods, and the Postmates fleet earned more than \$216 million, all while connecting customers of food, health and wellness products, or local hardware supplies. The economic impact of increased sales rates among local merchant spurred \$6.6 billion in additional economic growth across the country and added 5,766 jobs to the U.S. economy. The platform's arrival in Salt Lake City is expected to increase the sales rate of partner retailers by 3.7 times.

"With Salt Lake City's unique tapestry of food, culture, retail and the arts, we're proud to bring Postmates to the market and enable customers within Utah to unlock the best of their cities through on-demand delivery," said Bastian Lehmann, CEO & Co-Founder of the on-demand delivery giant. "While some platforms like to build warehouses on the outskirts of cities and then funnel goods into town, we believe our communities are our warehouses. They're home to finely crafted goods, household products, and the tastes and scents which power our local economies. We're excited to help boost local commerce and retail possibilities through our launch in Utah and 100 additional cities this week."

"With nearly 15,000 small and local businesses that give Salt Lake City its unique attitude and characteristics, I'm excited to welcome Postmates to our Capital City," adds Mayor Jackie Biskupski. "Ensuring the success of our local and small businesses is a priority of my administration, and I'm confident this new partnership with Postmates will provide yet another resource to our thriving business community."

As the Postmates platform takes hold in Salt Lake City, company executives plan to work closely with SLC's economic development team to ensure not only their success, but ultimately the continued growth and success of the City's small and local businesses.

Postmates is a market leader in the fast-growing on-demand delivery market. As the originators of on-demand 'anything,' Postmates gives customers access to more than 250,000 merchants that were previously inaccessible online. Postmates has helped create an alternative infrastructure for local businesses to better compete against retail goliaths. The company now completes millions of deliveries a month and generates more than a billion dollars in Gross Merchandise Volume (GMV) annually.

To order, visit [Postmates.com](https://postmates.com) or download Postmates on [iOS](#) or [Android](#). Delivery fees start at \$3.99; however, customer can pay zero delivery fees when they subscribe to Postmates' subscription service, Unlimited, which is \$9.99 per month or \$6.99 per month, when paid annually.

**About Postmates:** Postmates helps people unlock the best of their cities – and their lives, with an insanely reliable on-demand "anything" network. Launched in 2011, Postmates pioneered the on-demand delivery movement in the U.S. by offering delivery from restaurants and stores previously only available offline. The company now operates in 385 U.S. cities, as well as Mexico, and provides access to over 250,000 merchants. Postmates is headquartered in San Francisco and has 680 employees. Learn more: [www.postmates.com](http://www.postmates.com).

**About Salt Lake City Department of Economic Development:** Formed in 2016, under the leadership of Mayor Jackie Biskupski, Salt Lake City's Department of Economic Development is focused on building Salt Lake City as a vibrant, beautiful, prosperous, diverse, and authentic place – a place that is economically accessible to everyone. Known as the "Crossroads of the West," Salt Lake City is strategically located for businesses to succeed. SLCDED works to streamline processes, provide excellent customer service, and offer an array of resources and services to recruit and retain businesses in the City, and ensure they have the tools to thrive.

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