

WHITEPAPER - WORLD CUP 2026

# HOW AI WINS THE WORLD CUP FOR RESTAURANTS

A TOURNAMENT PLAYBOOK FOR  
RESTAURANT OPERATORS





# THE LARGEST SPORTS TOURNAMENT EVER STAGED

**ONE COMMERCIAL WINDOW. EVERY RESTAURANT WILL FEEL IT. THE ONLY QUESTION IS: ARE YOUR RESTAURANTS READY?**

The 2026 tournament runs from 11 June to 19 July across 16 host cities in three countries. 11 US cities. 3 Mexican cities. 2 Canadian cities. The longest, largest and most geographically dispersed World Cup in history.



And the demand won't stay inside these borders

48

TEAMS

104

MATCHES

39

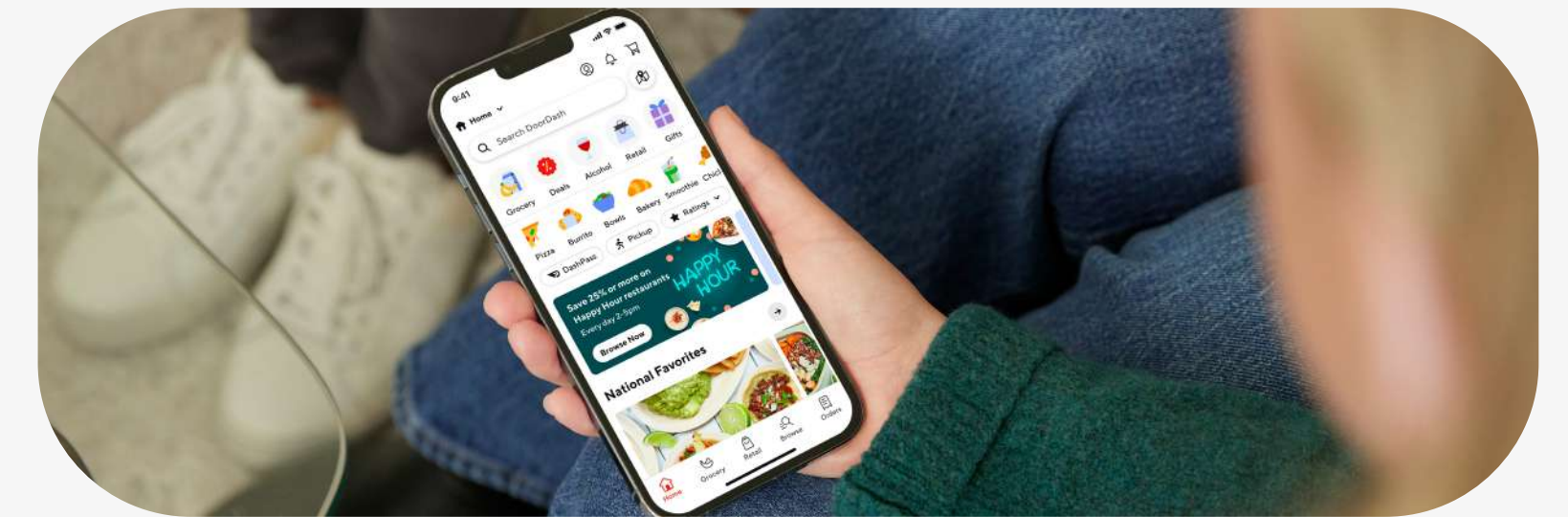
DAYS

# HISTORY'S BIGGEST FOOD DELIVERY WAVE

## World Cup boosts takeaway orders

Football fans go all in on matchday. Bigger baskets and group orders instead of solo meals, match after match. The pattern holds across every sports event and every platform

1 in 3



## UK delivery orders peaked before Euro 2020 kickoffs

And these numbers are from 2020 and 2022. Since then, delivery has become even more important, and with prime-time match windows landing on dinner hour, the peaks will be materially higher

2,500/min

Sources: Matthews, 2022 (consumer survey on tournament ordering behaviour); The Guardian, Euro 2020 delivery marketplace coverage; Deloitte estimates via PYMNTS, March 2026; Plus500 / Stacker economic analysis, May 2026.

## Most matchday orders serve 2–5 people

This means that, inevitably, your Average Order Value will be higher on match days. That's good news, but also a moment of peak demand and focus for your operations and staff

80%



Digital channels bear the impact—and capture the opportunity



# WHEN THE WHISTLE BLOWS, A PARALLEL MATCH BEGINS

WHAT WE LEARNT FROM PREVIOUS FOOTBALL EVENTS

**+30%**

delivery revenue across the knockout rounds of Euro 2024

**+35%**

delivery revenue during the Euro 2024 final

**600K orders**

3x normal order volume on a single platform during one 2018 World Cup evening

Observed by S4D, Deliverect integration partner, across European operators during Euro 2024; Zomato



A big wave is coming.  
And big waves break things



# WHAT'S IN THE MATCHDAY BASKET

## MORE MATCHDAY STATS WHAT SELLS, AND WHY BASKETS GROW

Every football event fills the same basket: shareable, group-sized, built for the couch. The line-up barely changes from one tournament to the next, and baskets grow on the matchdays fans care about most

### TOP MATCHDAY CRAVINGS

1	Burgers	the global #1
2	Wings	biggest game-day mover
3	Pizza	the classic runner-up
4	Nachos & Mexican	fastest riser, 2026
5	Beer & shareables	the drink of choice

Source: Uber Eats · Tastewise · Foodhub

# 85%

### Burgers, the universal matchday order

of competing nations were ordering burgers in 2022: the single most-ordered item worldwide

Source: Uber Eats · World Cup 2022

# +102%

### Wings are the breakout group-watch food

with nachos +46%. And 1 in 3 fans now reach for international and Latin American food

Source: Tastewise · 2026 World Cup report

# +12%

### Bigger baskets on matchday

average spend per head rises on home-nation matchdays

Source: Access Group, Euro 2024 · Redseer



Predictable spike, predictable plates; the menu has to surface them itself



# FOR SOME, IT'LL BE THE YEAR'S BIGGEST WIN FOR OTHERS, COSTLIEST PEAK ON RECORD

# \$500-1,500

## LOST PER PEAK-HOUR FAILURE PER QSR RESTAURANT

Source: Intouch Insight 2024 Drive-Thru Study

And that's on a normal day!  
Now picture the busiest 39 days of the year

✘ Order failures and sync errors that silently drain revenue

✘ Top sellers buried where customers will not see them





✘ Menu updates take weeks; opportunities vanish

✘ Restaurants offline at the worst possible moment



Which side will you be on?  
Four challenges will decide





# THE 4 CHALLENGES THAT DECIDE THE WORLD CUP...

-  **Capturing every order**  
Failed injections and sync errors quietly leak revenue. At peak, the leak becomes a flood
-  **Restyling menus for kickoff**  
A scarf on the burger, a ball by the wings: the visuals change, the items don't
-  **Boosting your best sellers**  
Demand shifts hour by hour, and static menus miss the trend every time
-  **Staying online**  
Every minute offline is a minute your competition wins



Do you want to learn more about how AI can boost your revenue?

## ...AND THE AI THAT WINS IT

-  **Operations-Support Agents**  
24/7 monitoring that catches and fixes failed injections, mismatched PLUs and sync errors automatically
-  **Smart Assistant**  
Restyle menu visuals and copy with one instruction; live across every restaurant in seconds
-  **Autonomous Menu Agents**  
Continuously optimise the menu in real time: hot items surface, underperformers retreat
-  **Sentinel**  
Spots outages and reopens your restaurants before anyone notices

# AUTONOMOUS MENU AGENT. THE MENU REWRITES ITSELF

## ✓ Check and Learn

The agent checks past sales performance and the current menu to identify inconsistencies and opportunities such as the demand surges that events like the 2026 World Cup create

## 📈 Optimize the Menu




The agent improves the menu within the selected actions, like creating bundles or upsells, or harmonising descriptions

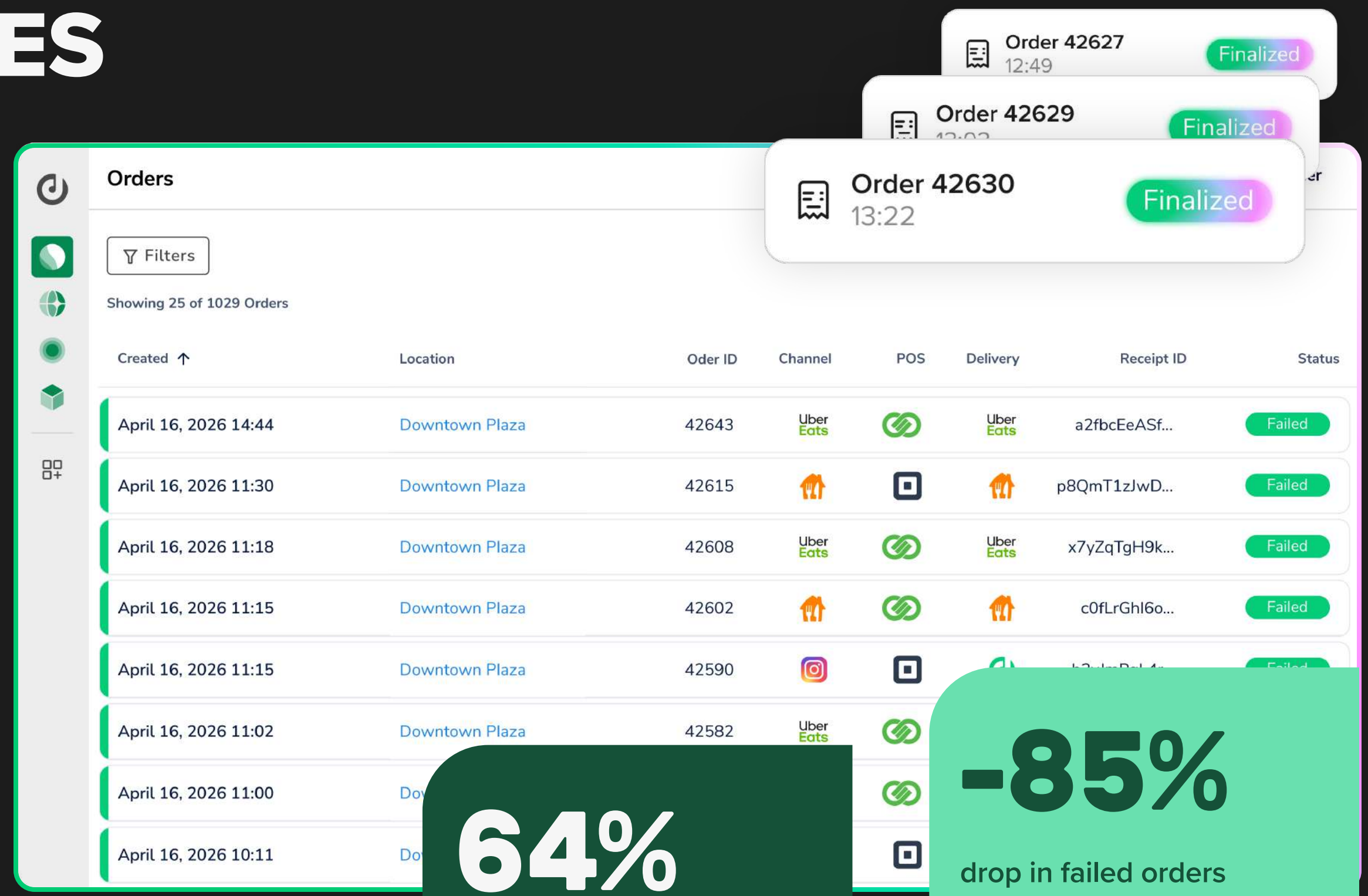
## 👑 Self-Improve

The agent works in cycles that learn from the previous ones to continuously improve over time

The screenshot displays the 'Create Autonomous menu agent' interface. On the left, under 'AI reasoning', there are five task categories: 'Position' (4 tasks), 'Content' (2 tasks), 'Upsells' (3 tasks), 'Meal deals' (2 tasks), and 'Best sellers category' (4 tasks). Each category includes a brief description of the task. On the right, the 'Menu preview' for 'Downtown' is shown, featuring sections for 'Categories', 'Signatures', and 'Side'. The 'Signatures' section lists items like 'Double Cheese Burger' (\$12.00), 'Spicy Chicken Sandwich' (\$13.00), and 'Truffles Fries'. A 'Products' dropdown menu is open, showing items like 'Pepperoni Pizza' (position 12 to 1), 'Garden Special Pizza' (position 8 to 12), and 'Margherita Pizza' (position 6 to 3). A green callout box in the bottom right corner states '+20% average check size with optimised digital menus'.

# OPERATIONS-SUPPORT AGENT. PROBLEMS SOLVE THEMSELVES

-  **Error Detection**  
A sequence of failed order injections for an invalid PLU triggers the agent before a World Cup halftime surge can turn one error into hundreds of lost orders
-  **Error Resolution**  
The agent will immediately conduct the action(s) that it has been set up for (Synchronization, Publication, Snooze and/or Retry)
-  **Successful Order Injection**  
The incoming orders will be seamlessly transferred to the POS within seconds




The screenshot shows the Deliverect 'Orders' dashboard. At the top, it says 'Orders' and 'Showing 25 of 1029 Orders'. Below this is a table with columns: Created, Location, Oder ID, Channel, POS, Delivery, Receipt ID, and Status. The table lists several failed orders from April 16, 2026, all at 'Downtown Plaza'. Three pop-up cards are overlaid on the table, each showing an order ID (42627, 42629, 42630) and a 'Finalized' status.


Created	Location	Oder ID	Channel	POS	Delivery	Receipt ID	Status
April 16, 2026 14:44	Downtown Plaza	42643	Uber Eats	Uber Eats	Uber Eats	a2fbcEeAsf...	Failed
April 16, 2026 11:30	Downtown Plaza	42615	Uber Eats	Uber Eats	Uber Eats	p8QmT1zJwD...	Failed
April 16, 2026 11:18	Downtown Plaza	42608	Uber Eats	Uber Eats	Uber Eats	x7yZqTgH9k...	Failed
April 16, 2026 11:15	Downtown Plaza	42602	Uber Eats	Uber Eats	Uber Eats	c0fLrGh16o...	Failed
April 16, 2026 11:15	Downtown Plaza	42590	Uber Eats	Uber Eats	Uber Eats	...	Failed
April 16, 2026 11:02	Downtown Plaza	42582	Uber Eats	Uber Eats	Uber Eats	...	Failed
April 16, 2026 11:00	Downtown Plaza	...	Uber Eats	Uber Eats	Uber Eats	...	Failed
April 16, 2026 10:11	Downtown Plaza	...	Uber Eats	Uber Eats	Uber Eats	...	Failed


**64%**  
of shoppers will not return after a missed delivery

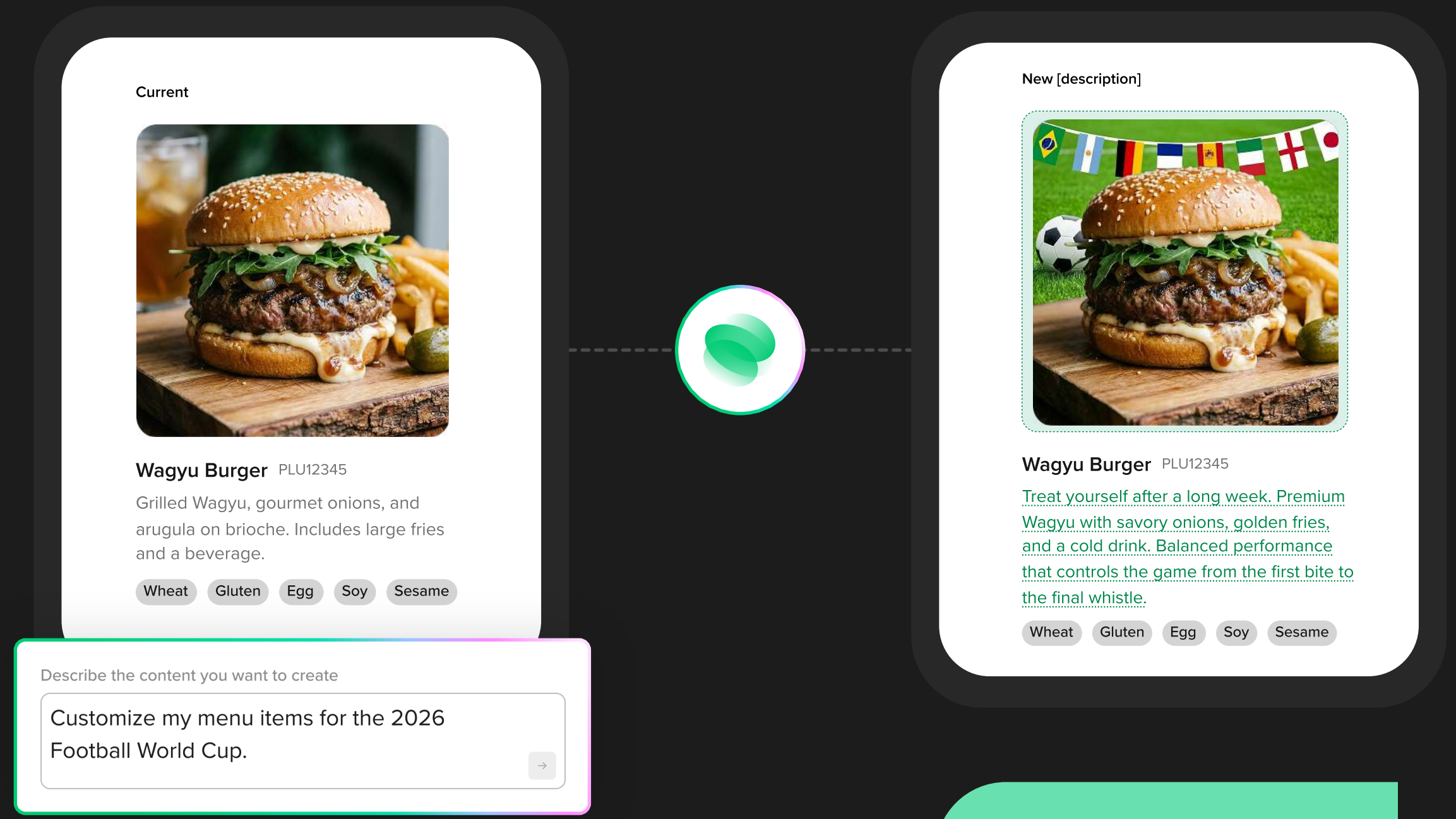
**-85%**  
drop in failed orders across all Deliverect accounts with the Operations-Support Agent active

# SMART ASSISTANT. THE MENU UPDATES ITSELF

 **Image & Description Harmonization**  
The assistant learns style and branding used in the menu to add and adapt missing or inconsistent images or descriptions

 **Event Image Customization**  
Your national team reaches the semifinals on Tuesday and plays on Thursday. No time to theme your menus? Now it takes seconds and the dish itself is never altered

 **Allergen Compliance**  
The assistant studies menu items to identify and suggest relevant allergen tags to comply with online ordering regulations



**+20%**  
sales lift from  
event-themed campaigns  
Datassential

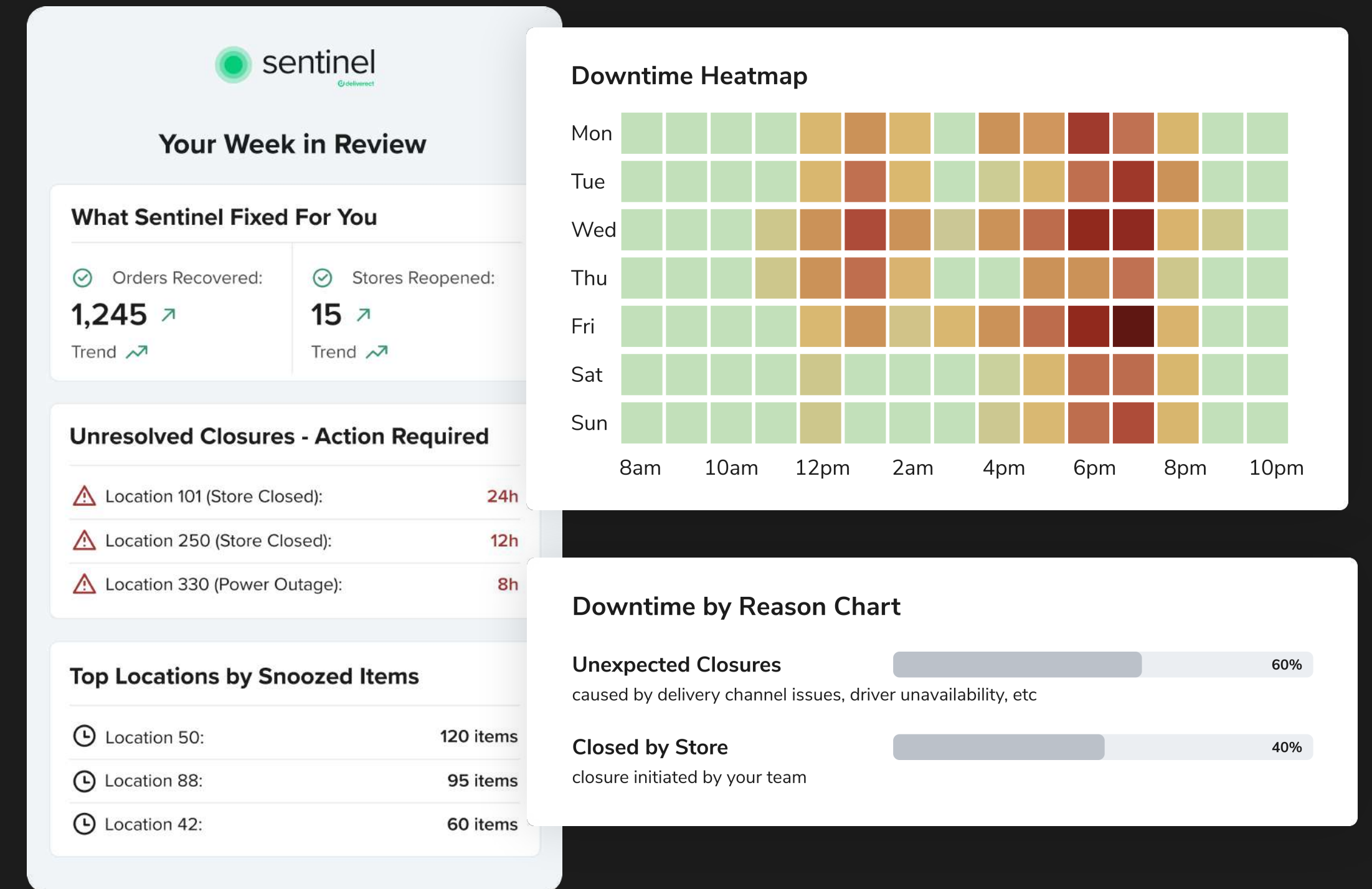
**+11.7%**  
same-store sales lift from  
a major QSR brand's  
themed limited-edition  
launch  
Circana

# SENTINEL. ALWAYS OPEN, AUTO-DETECTED OUTAGES

**Zero Revenue Loss from Downtime**  
Your store goes offline in the WC semifinal halftime while your whole city is ordering. Sentinel detects it and brings you back online automatically, before a single order is lost

**Uncover Customer Issues on the Fly**  
Use AI to analyze negative reviews and identify recurring problems from order accuracy and food quality to temperature and portions

**Complete Visibility into Operations**  
Track downtime pattern with timed heatmaps, measure protected revenue, analyze downtime by reason, and monitor store status through consolidated dashboards



**+2%**  
annual revenue recovered  
Deliverect customer

**\$500-1.5K**  
lost per peak-hour failure  
Intouch Insight, 2024

**1 HOUR**  
of peak-hour downtime detected and recovered once can pay for Sentinel for a full year

# WHAT IT LOOKS LIKE WHEN YOU PUT IT **ALL TOGETHER**

Best-performing Deliverect chain in the first months since deploying Autonomous Menu Agents and Smart Assistant together. Measured against the pre-deployment baseline. Early results

 deliverect AI  sentinel

**+15%**  
higher daily AOV

**+14%**  
more revenue

**+12%**  
more orders

**+10%**  
more orders with upsells

**+8%**  
higher basket size

# FOUR CHALLENGES, FOUR ANSWERS

## WINNING THE MATCH COMES DOWN TO ONE THING

The World Cup is a 39-day demand engine, won by the operators whose digital stack is ready before the whistle blows. And the playbook does not stop after the final: **every event, every long weekend, every cultural moment with a predictable spike will follow the same pattern**



DELIVERECT IS TRUSTED BY THE OPERATORS WHO WIN EVERY DAY

**1.5B+**  
orders processed

**97K**  
locations

**70+**  
countries

