



# Case Study *City Drinks*

Scaling the Middle East's *premier alcohol delivery service*



# Who is *CityDrinks*?



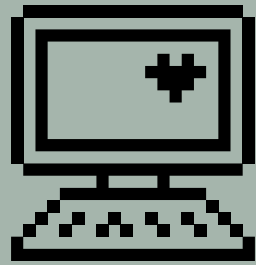
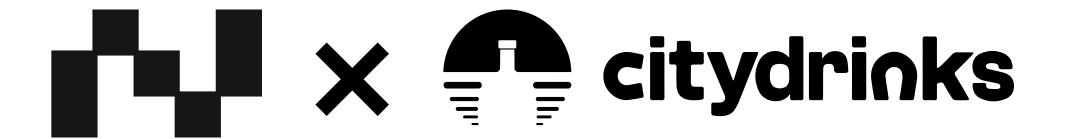
CityDrinks is UAE's first online alcohol fast delivery service, operating in one of *the most regulated e-commerce categories* in the region.

From day one, the ambition was bigger than launching an online store. The goal was to build a premium, digital-native beverage business that customers could trust for accuracy, speed, and reliability both on their website and responsive mobile application. CityDrinks entered the market without legacy systems or existing infrastructure, which meant every operational decision mattered from the very start. We helped choreograph their fleet of couriers, organise their delivery drivers with pinpoint *accuracy*, and importantly, run a clean and efficient, well-refrigerated set of warehouses at multiple locations, all powered by Native Commerce software and expertise.





# From Zero to Market Leader



CityDrinks is *the first* to bring fast online alcohol delivery to the region, starting with a bold vision to launch premium, *digital-native* beverage service in the Middle East. We partnered with them at the *earliest* stage, building both the brand and full technology stack from scratch.

By combining a curated premium assortment with a tech-first operational backbone, the business scaled fast — without losing control.

## Today:

Undisputed market leader in the region

300+ operational and HQ team members

Consistent 100% Year-over-Year growth

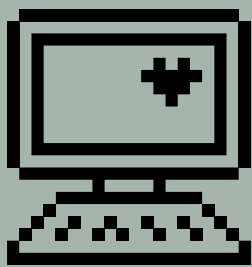
A scalable foundation ready for multi-warehouse expansion

This case shows how pioneering from day one enables sustainable, predictable growth — even in complex, regulated markets.

# Challenges — *What They Faced*

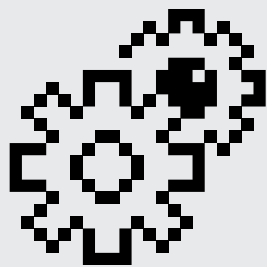
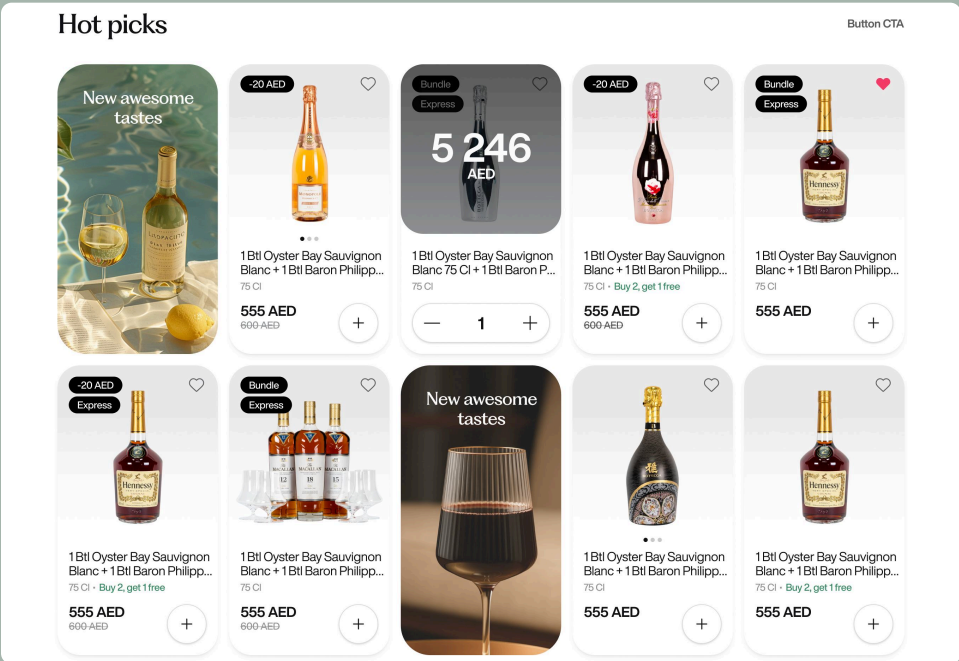


Launching CityDrinks meant solving “Day 1” challenges that most retailers only face years later.



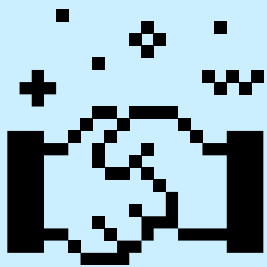
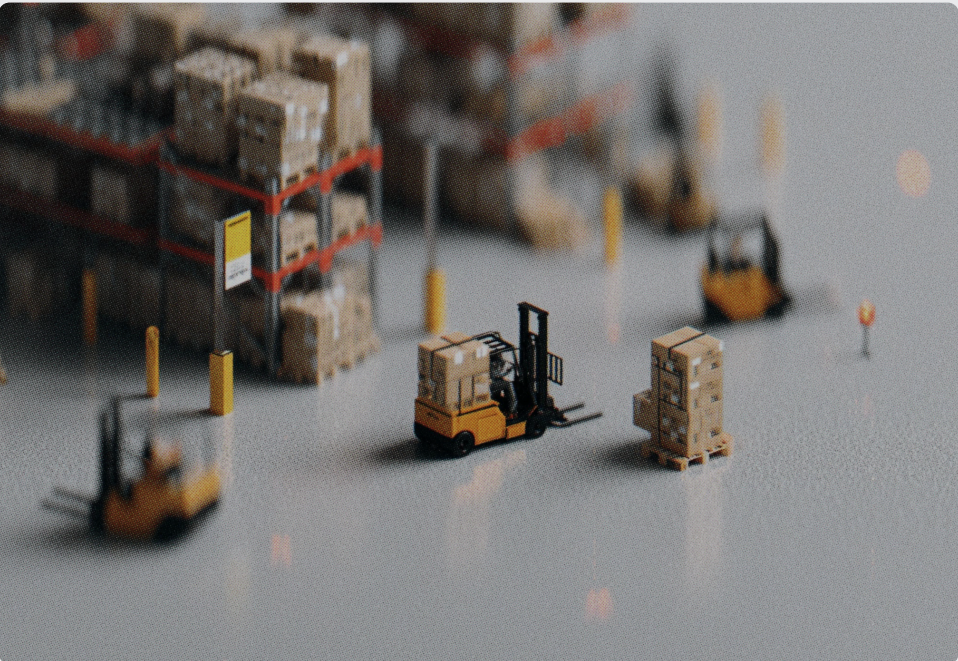
## Technology:

There was no existing blueprint for a high-load, compliant alcohol ecommerce platform in the UAE. Off-the-shelf solutions would not withstand rapid growth or regulatory complexity.



## Operations:

Warehouse, fulfillment, and delivery processes had to be designed from scratch. Without a custom WMS, inventory accuracy, picking speed, and delivery reliability would quickly *break under scale*.



## Customer *Experience*:

As a first mover, CityDrinks needed to build trust fast. Any early stock errors, delays, or inconsistencies risked damaging confidence in a brand — and in the category itself.



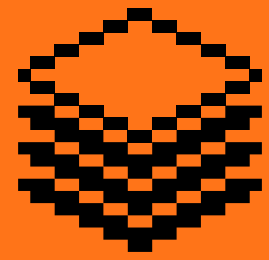
The challenge was not just launching a website, but creating an end-to-end operational model that could scale predictably from warehouse to customer.



# The Solution — End-to-End Support with Native Commerce

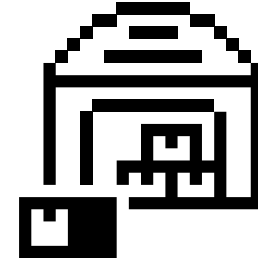
Native Commerce partnered with CityDrinks to build the entire operational backbone of the business, designed for speed, accuracy, and long-term growth.

## Solution *Highlights*



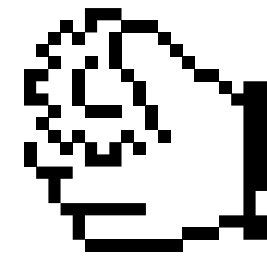
### Full Ecommerce Stack

Custom web and mobile apps built from the ground up to handle sustained 100% YoY growth, with SEO, remarketing, and conversion-focused UX. A recent “*Lean & Classy*” redesign further streamlined onboarding and checkout.



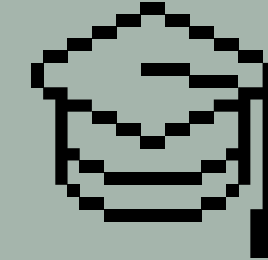
### WMS & Delivery Software

A proprietary warehouse and courier management system that automates *picking logic, routing, and handover* — removing bottlenecks as volume scales.



### Operational Expertise

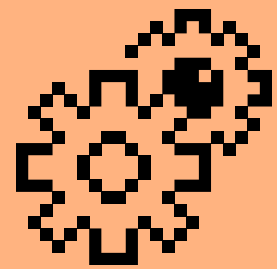
Hands-on support across inventory strategy, shelf planning, warehouse layout, and equipment selection to ensure the physical operation matched *digital logic*.



### Team Training

Structured onboarding for warehouse and *admin teams*, enabling new hires to perform efficiently from day one without relying on tribal knowledge.

# WMS & Warehouse Optimisation



The Warehouse Management System became the core engine of CityDrinks' operations.

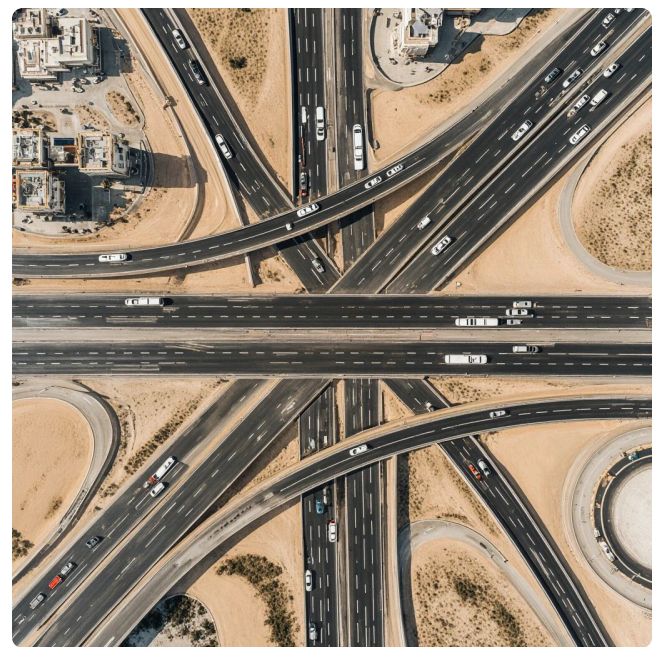
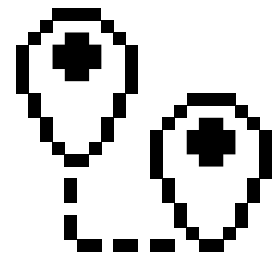
It allowed the team to see *every* product, movement, and order in real time, ensuring that stock levels were accurate and eliminating the risk of “ghost inventory.”

The system also automated picking paths, meaning warehouse staff no longer had to search manually for items. Combined with paperless workflows using tablets and live data, this dramatically reduced human errors and *sped up* the entire picking process.

## Operational Impact

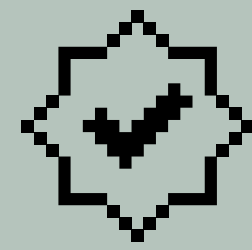
By minimizing manual decision-making, the WMS ensured that speed and accuracy improved together. Picking became *faster and more consistent* even as the team scaled, while *flexible* workflows allowed the warehouse to handle *peak* demand without disruption. The system turned complex, high-volume operations into a predictable, reliable flow.

# Warehouse Optimisation



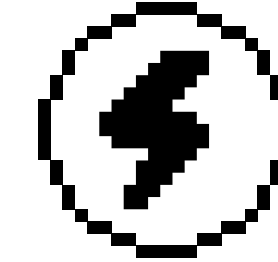
Logistics from warehouse to doorstep became predictable and stable

by rebuilding warehouse workflows around live stock movements, order status, and courier cut-offs inside the WMS.



Picking and inventory errors were significantly *reduced*

by replacing manual decisions with system-generated pick paths and real-time task allocation.



Warehouse team productivity *increased* with less manual effort

by removing paper processes and *standardising* daily actions through *tablet-based* workflows.

These improvements laid the foundation for future growth: by designing the system to scale from day one, CityDrinks can now expand from 300 to 600 employees and open multiple warehouses in 2026 without losing operational control, all while maintaining a single source of truth and automated routing.



# Results: Tangible Business Impact



CityDrinks achieved remarkable results in *the first year*:



**Market *Leadership***

became the leading online alcohol delivery service in the region



**Orders *Growth***

**6×**

increase in daily orders



**Customer Base**

**12×**

growth in customers



**Customer Value**

**4×**

increase in LTV (repeat purchases & loyalty)



**Profitability**

reached break-even in year one

Operational Excellence:

**99.9%**

order accuracy

***Faster***

end-to-end picking times

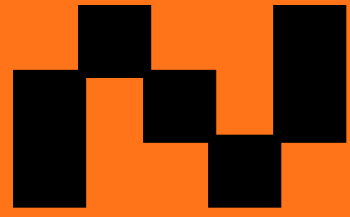
**5,000+**

orders/month (~300+/day)

**14%**

conversion rate for new users





# Let's Connect

The next success story could be yours.

Contact Sales

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[thenativecommerce.com](https://thenativecommerce.com)

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