



## CASE STUDY



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### OVERVIEW

## Redefining Community Dining with a Frictionless Guest Experience

Located in Ocean Springs, Mississippi, CRAVE Food Hall is a culinary and cultural hub built on local roots and bold ambition. As Mississippi's only food hall, it anchors the new os1515 Downtown development with eight chef-driven vendors, a vibrant cocktail bar, and a flexible layout for live music and outdoor events.

From day one, the founders needed a tech partner that could unify vendors and empower guests—all while maintaining a seamless, app-free experience. GoTab was the only platform that met the challenge. Today, CRAVE uses QR ordering, kitchen display systems, and a unified ordering and checkout experience to bring its next-gen food hall vision to life.

### COMPANY

CRAVE Food Hall

### INDUSTRY

Food Hall / Hospitality / Entertainment

### FEATURES

Unified QR Ordering & Payment and a Single Cart

Kitchen Display System (KDS)

Multi-Vendor Management

Mews Integration



## THE SITUATION

CRAVE launched with a bold vision: to create a food hall that felt both innovative and deeply local. But uniting eight independent restaurant concepts, indoor-outdoor service zones, and a high volume of guests—many unfamiliar with QR technology—posed an operational challenge.

General Manager Todd Reilly needed a POS platform that could centralize orders, support real-time updates, and empower vendors without compromising guest experience. After evaluating over 15 providers, only GoTab said “yes” to all of CRAVE’s requirements.



**I reached out to two or three others that are very well known in the industry, and they told me what I wanted couldn't be done. GoTab was the only platform that said it *could* be done.”**

**—Todd Reilly, General Manager**

## THE SOLUTION

Today, guests scan a single QR code to browse all menus, order from multiple vendors, and check out in one unified cart. Each concept operates independently while maintaining a consistent, high-quality service flow—thanks to GoTab’s KDS, live guest messaging, and flexible management tools.

Many CRAVE vendors came from food trucks and had never used a platform this robust, but with Reilly’s guidance and GoTab’s intuitive tools, they quickly adapted. As CRAVE continues to grow—with a boutique hotel, condos, and more—GoTab scales alongside it, powering frictionless service across the entire property.

## THE BENEFITS

- ✓ **Unified Guest Journey**  
Guests scan once and order across all vendors in a single transaction.
- ✓ **Vendor Flexibility & Control**  
Each vendor manages their own KDS and operations independently, while CRAVE maintains service consistency.
- ✓ **Elevated Hospitality**  
Indoor-outdoor ordering, live music, and chef-driven menus—powered by seamless technology.



## More Than a POS



GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.