

CASE STUDY



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OVERVIEW

A Craft Brewery Revolution in Dallas, TX

In 2013, the brewing landscape of Dallas, Texas, saw a groundbreaking transformation as Community Beer Co. opened its doors. Founded by Kevin Carr, a veteran homebrewing enthusiast of over 15 years, this venture emerged to fill a void in the Dallas beer scene. Fast forward to today, and Community Beer Co stands as the 3rd largest independent brewery in Texas, spanning over 70,000 square feet of beer-inspired wonder. From its two-story taproom, to the enchanting biergarten, delectable dishes, and captivating live music, it's a haven for all things beer. And with the recent addition of a kitchen, it has evolved into a culinary gem.

THE SITUATION

Faced with the daunting task of managing a sprawling 70,000-square-foot venue, Community Beer Co. found itself at a crossroads. The existing POS system fell short in providing a seamless and scalable hospitality experience across the entire property, leaving gaps in service and potentially compromising the guest experience. To bridge this gap and usher in a new era of streamlined operations, Community Beer Co. turned to GoTab's innovative solutions, recognizing the need for a transformative approach beyond conventional staffing approaches and legacy POS systems.

COMPANY

Community Beer Co.

INDUSTRY

Brewery & Taproom

FEATURES

All-in-One POS
Kitchen Display System
Manager App
Mobile Order & Pay



THE SOLUTION

Embracing Innovation

Community Beer had a pressing need for a system that could offer guests a seamless ordering experience across the property. GoTab's mobile and QR ordering feature heralded a paradigm shift, empowering guests to take charge of their orders, share tabs with ease, and accommodate sizable groups effortlessly. This innovation liberated the staff, allowing them to focus on delivering unmatched hospitality while sparing guests the hassle of waiting in long lines. The results were astounding: a 15% increase in check size, all while keeping labor costs in check.



With 50-60% of orders flowing through QR codes during peak hours, the labor-saving benefits were substantial

— Kevin Carr, Owner

With the two-way communication feature, a critical need for a property of this magnitude, guests could now receive real-time, customized updates directly on their mobile devices, fostering direct communication between kitchen and front-of-house staff without the need for constant back-and-forth trips.

Furthermore, the addition of a kitchen prompted the adoption of GoTab's KDS Kitchen Display System, proving to be a tremendous asset for Community Beer. Features like flexible routing, real-time menu updates, and streamlined order expediting have ushered in a new era of kitchen efficiency.

THE BENEFITS

- ✓ **Increased Check Average**
Remarkable impact on profitability and guest spending - 15% boost in spending compared to the previous POS provider.
- ✓ **Enhanced Guest Experience**
GoTab ensures user-friendly ordering interactions with features such as real-time text communication and shared tabs that allow for elevated staff interactions and enhanced hospitality.
- ✓ **Labor Efficiency**
With the introduction of a hybrid service model of counter- table- and QR-ordering, staff can seamlessly serve large parties across the vast property while eliminating long lines.
- ✓ **Streamlined Management**
The GoTab Manager App allows for flexible management on-the go, allowing for detailed reporting, menu & inventory management, and custom loyalty segments, all from any internet enabled device.



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.