

CASE STUDY



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OVERVIEW

A “Blend” of Tradition and Technology at Magnanini Winery

Since 1983, the Magnanini family has been delighting guests with estate wines and homemade delicacies at their winery, restaurant, & distillery. Guests can savor handcrafted gnocchi and savory salami, sample homemade grappa and brandy, and enjoy exquisite French hybrid wines at the on-site distillery, creating an unparalleled hospitality experience.

THE SITUATION

Magnanini Winery adopted GoTab for the first time in 2020 for contactless ordering. Despite briefly reverting to their old Micros POS for a time, they ultimately returned to GoTab because of its advanced features that allow them to enhance service efficiency throughout their expansive indoor and outdoor areas.

COMPANY

Magnanini Winery, Restaurant and Distillery

INDUSTRY

Winery, Restaurant and Distillery

FEATURES

GoTab Gift Cards

Mobile Order & Pay

All-in-One POS

Kitchen Display System



THE SOLUTION

Hospitality is The Priority, But Convenience is Always Key

With a relaxed ambiance and a seating capacity of 300 both indoors and outdoors, Magnanini Winery required a system that could cater to the complexity of their operations:

- Accepting QR code orders from tables inside and outside
- Managing POS orders for beverages at the bar
- Utilizing KDS and integrated printers for efficient order fulfillment in their two kitchens
- Selling event tickets with the option to accept advance payments and deposits



We're not about fast table turns and rushing guests through their experience. We've had guests come from the city for the day and have such a good time they decide to stay for dinner!

—Robert Magnanini, Owner-Operator

Utilizing GoTab Notices, Magnanini Winery effectively communicates with their patrons, providing real-time updates on the status of their food orders while they savor their wine experience. The kitchen efficiently manages all orders through the integrated KDS system, still utilizing printed tickets to ensure seamless delivery by their dedicated food runners who have been part of the team for a significant period. Each runner is aware of the guest's first name, table number, and order details, ensuring personalized and efficient service.

THE BENEFITS



Unmatched Convenience

With nearly 80 percent of food orders being self-service through QR codes on tables to significantly expand capacity and reduce labor costs.



Streamlined Operations

Comprehensive range of tools including POS, KDS, Mobile Order & Pay, Events, Gift Cards, Coupons, Notices, and Reports in a single integrated platform.



Elevated Guest and Employee Satisfaction

Our intuitive and user-friendly interfaces not only enhance guest satisfaction and encourage repeat visits but also ensure seamless staff adoption, resulting in superior experiences for all involved.



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.