

# CASE STUDY



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## OVERVIEW

### Powering Efficient, Tech- and Human-Driven Operations

Located in the heart of Westwood Village, Broxton Brewery & Public House is the perfect spot for UCLA students and local residents to gather. With a large footprint, including a spacious front patio, and a large bar and dining room housed in a historic building, the brewery is a top destination for beer and food enthusiasts, as well as big groups looking to get together.

## THE SITUATION

With dine-in service halted for almost a year, Broxton utilized GoTab's technology to pivot to takeout service, providing a lifeline to the brewery until it fully reopened in March 2021. As the brewery started to welcome guests back, the team expanded its use of GoTab for dine-in operations and events, ultimately allowing them to operate more efficiently and blend safe interactions with staff and QR code ordering.

## COMPANY

Broxton Brewery & Public House

## INDUSTRY

Brewery

## FEATURES

- Open, Share, Split & Merge Tabs for Guests
- Contactless Order & Pay
- GoTab KDS & Printer Integration
- Online Ordering
- No Contract or Monthly Fees
- No App Download Required



## THE SOLUTION

### Allowing the downtown Westwood brewery to thrive with limited staff and tech-savvy guests

When restrictions in California started to lift and Broxton Brewery & Public House reopened, the team quickly expanded its use of GoTab for dine-in service and rolled out a new hospitality model, blending QR code ordering with staff interactions. The tech-savvy crowd quickly adopted GoTab and particularly enjoyed the tab-sharing functions, allowing them to join an open tab with their friends. Servers were freed up to check on guests, ensure they had a positive and safe dine-in experience as well as help them open tabs via QR code. For the team behind the bar, the KDS screens came in handy to review incoming orders and stay organized during peak times. In the kitchen, the culinary team worked on updating the menu in real-time, 86ing items or ingredients that became unavailable.



**GoTab kept our staff safe and provided an efficient, streamlined ordering process that made everything easier for us and for our guests.**

**— Broxton General Manager Allan Schaeffer**

With a large footprint, the Broxton team reimagined the way their space was organized. They set up a new service model operating with limited staff—bartenders handling in-person orders at the bar and staff checking on patio guests. GoTab's features came in handy to pace orders and ensure guests were getting food and drinks in a timely manner. The bar team could stay organized and expedite orders faster and more easily, thanks to better visibility on the KDS, eliminating long lines. The rest of the staff focused on ensuring guests have a positive experience, making sure operations run smoothly, and serving as guides to diners. By taking full advantage of GoTab's cloud-based solution, **Broxton Brewery and Public House was able to reduce labor costs by 30% even when visitation levels returned to normal.**

## THE BENEFITS

- ✓ **Menu Features**  
The team was able to create a branded menu with enticing visuals and link it from the Broxton's website. The scheduling capabilities gave guests the ability to book their preferred pickup date and time and receive customized pickup instructions.
- ✓ **Two-Way Texting**  
The back-of-house and front-of-house teams were able to connect with guests about order changes, out-of-stock items, or special instructions. It was a particularly helpful tool to remind guests to bring a valid ID for alcohol orders, when the team started selling 3-pack mix & match and to-go crowlers.
- ✓ **GoTab for Events**  
Broxton Brewery was able to assign different sections of the space to private functions and create specific QR codes for these events, creating an easy way to track and report all orders coming into the system.



**Offering contactless ordering and payment to hospitality operators since 2018, GoTab helps operators rethink their service model, especially as they adapt to rapidly evolving regulations and consumer expectations.**