



A BREWERY GUIDE

Pints & Plates: Unlocking Profitable Food Programs

The New Taproom Experience

In today's competitive craft beer market, great beer alone isn't enough. Patrons want *an experience*—a place to eat, socialize, and linger longer. Adding a kitchen or food truck can be the game-changer your brewery needs. But with this opportunity comes complexity: staffing, budget, logistics, and customer expectations. This guide will walk you through the strategic steps to turn food into a profitable addition—backed by the power of GoTab's smart restaurant technology.

*Disclaimer: This checklist is for informational purposes only and is not intended as a substitute for any audit, tax or other professional advice, consultation or service.





Step 1: Assess the Market & Talent Pool

Before diving into food, evaluate your local restaurant scene:

- What's the staffing situation like in nearby kitchens?
- Are there viable food concepts that thrive in your area?
- Can you recruit reliable talent—or will you need to step in yourself?

PRO TIP: Running both a brewery and a kitchen means managing two entirely different business models. Time management and operational clarity are critical.

Step 2: Build a Concept That Matches Staff & Service Flow

Bigger menus attract more people—but demand more resources and tighter cost control. On the flip side, smaller menus reduce waste and improve speed.

Aim: Design a food program that enhances guest experience without overwhelming your operations.

Step 3: Budget Smart & Plan Infrastructure

Adding a kitchen isn't cheap. For example:

- A full kitchen build-out (with hood & suppression system) can cost \$100K+
- A used food truck runs around \$40K–\$50K but limits menu and seasonal access

Checklist:

Do you need a grease trap or extra refrigeration?

Can your space support increased gas/electric usage?

What licenses and zoning considerations apply?

GOTAB INSIGHT: Smart integrations can offset upfront costs by maximizing efficiency and minimizing staff overhead.

Step 4: Choose the Right Service Model

There's no one-size-fits-all. Choose what fits your vibe:

- **Full Service:** Great for sit-down dining, but higher labor costs.
- **Counter Service:** Ideal for casual, game-filled taprooms with lower staffing needs.





With GoTab, you don't have to choose just one. Enable mobile ordering, QR code menus, and hybrid service—scaling up or down with demand.

Step 5: Know Your Demographics & Tourist Trends

What's your local income level? How dense is your market? Is tourism seasonal?

Tailor your menu to your crowd:

- Families? Add kid-friendly fare.
- Older craft lovers? Pub classics win.
- Younger professionals? Think trendy shareables.

Data-Driven Pricing: Monitor your sales and customer behavior through GoTab to find the sweet spot between profit and price elasticity.

Food as a Social Magnet

Food extends dwell time, fosters connection, and transforms your taproom from a stop-in spot to a social destination. It strengthens your brand and creates repeat business.

With GoTab's seamless ordering and table management tools, staff can focus on hospitality—while your system handles the rest.

Beyond Dine-In: Boosting Takeout & Delivery

Food isn't just for on-premise. Your kitchen can unlock:

- Delivery and takeout sales
- Packaged items that pair with beer-to-go
- Integration with third-party delivery apps

Assign a staff member to handle app-based orders and watch new revenue channels grow.

Final Pour: Why GoTab is Your Food Program's Secret Ingredient

Whether you're launching a full-service kitchen or a food truck parked out back, **GoTab gives you the tools to:**

Streamline ordering and payments

Support hybrid service models

Optimize kitchen efficiency

Make smarter menu and pricing decisions

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Ready to Serve More Than Beer?


Adding food is a big step—but the right technology makes it manageable, scalable, and wildly profitable. GoTab can help you do it all, from order to plate.

Get a personalized demo of GoTab and turn your brewery into the ultimate pints & plates destination.



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