

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?

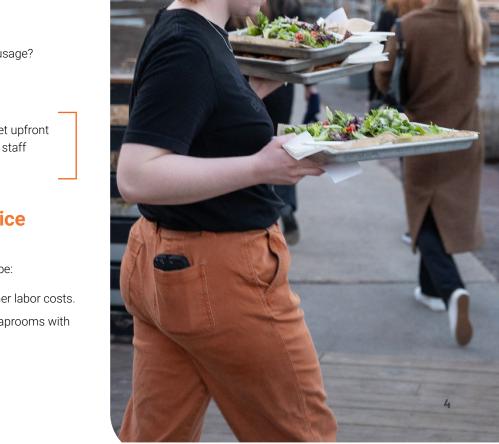
What licenses and zoning considerations apply?

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



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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