

## CASE STUDY



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### OVERVIEW

#### Reviving the Dine-In Theater Experience with Modern Tech and Classic Charm

With a legacy dating back to 1978, Aloma Cinema & Grill pioneered Florida's original dine-in theater. Today, it is rewriting that story with help from GoTab. By replacing legacy systems with mobile ordering, QR codes, and handheld POS devices, Aloma is delivering faster service, higher guest satisfaction, and better efficiency. And they are doing it all without losing their nostalgic core.

Guests enjoy movie-night favorites and craft cocktails from their seats with fewer interruptions, while staff enjoy smoother workflows and stronger tip rates. With GoTab and support from Tried & True Consulting, Aloma's refreshed experience is poised for year-round success.

### COMPANY

Aloma Cinema and Grill

### INDUSTRY

Dine-in Movie Theater

### FEATURES

- All-in-One Point-of-Sale (POS)
- Mobile Ordering & Payment
- Handheld POS
- Manage Dashboard



## THE SITUATION

Aloma Cinema & Grill has been a Winter Park staple for over 40 years, offering guests an intimate, affordable dine-in movie experience. As the theater prepared for a new chapter, it needed modern tools to improve service and reduce costs, without sacrificing its homegrown hospitality.

With the addition of the Green Room Café and a refreshed menu from Chef Adrian Mann, Aloma aimed to attract more daytime business and streamline operations during peak summer months. Their previous POS system was slowing down service and frustrating staff.



**Our previous system required servers to take an order, walk it back to the kitchen, and then return to the theater. With GoTab's handheld devices and QR ordering...it cuts service time in half.**

**—Jim Matthes, Manager**

## THE SOLUTION

With support from Tried & True Consulting, Aloma transitioned to GoTab's guest-centric, mobile-first platform. Guests now order via QR code or from servers on handheld devices, receiving food up to 48% faster. Staff spend less time running tickets and more time engaging with guests. Tip rates have increased, and credit card fees are down. The GoTab Kitchen Display System has improved back-of-house efficiency, while the seamless guest experience helps Aloma maintain its nostalgic charm with modern convenience.

## THE BENEFITS

- ✓ **Faster Service, Higher Tips**  
Orders placed via QR code arrive up to 48% faster, leading to happier guests and higher tip rates for staff.
- ✓ **Smarter Workflows, Lower Costs**  
GoTab's handhelds and KDS streamline FOH and BOH operations while reducing credit card fees and labor inefficiencies.
- ✓ **Flexible Tech, Classic Charm**  
GoTab helps Aloma maintain its warm, nostalgic vibe while embracing modern tools that improve the guest experience from seat to screen.



## 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.