

CASE STUDY



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OVERVIEW

How Union 32 CraftHouse Tapped Innovation with GoTab

In 2017, Union 32 CraftHouse emerged as a trailblazer in Minnesota's craft beer landscape, introducing the state's first self-pour beer wall. Focused exclusively on showcasing local craft brews, Union 32 CraftHouse earned its name from Minnesota's position as the 32nd state. Since then, it has become renowned for its commitment to excellence in craft beer and pioneering hospitality experiences, boasting a diverse range of offerings including brewpub delights, a welcoming dog-friendly patio, and a vibrant event space hosting trivia nights, board game gatherings, and more.

COMPANY

Union 32

INDUSTRY

Taproom & Brewpub

FEATURES

All-in-One POS

GoTab Pass

Manager App



THE SITUATION

Union 32 faced operational challenges due to the management of distinct systems for beer cards and POS transactions on its PourMyBeer self-pour wall. This setup resulted in inefficiencies and constrained flexibility in customer service. Moreover, the lack of seamless integration with food ordering processes impeded the guest experience, highlighting the necessity for a unified system with RFID cards to ensure smooth and efficient service. Given its size and the diverse range of specials and events, Union 32 required a solution capable of effortlessly updating menus and managing back-of-house operations.



We love the efficiency of card creation and the flexibility it offers our customers to use their beer cards seamlessly. This convenience has notably boosted food sales and upselling opportunities for you.

— Carl Troje, Assistant GM

THE SOLUTION

In response to these challenges, Union 32 Craft House partnered with GoTab. By embracing GoTab's platform, Union 32 simplified the management of RFID cards on its self-pour taproom, eliminating the need for disparate systems and reducing wait times for patrons. Additionally, the ability to use beer cards seamlessly at the food window provided customers with greater convenience in their ordering experience, streamlining the process across both self-pour solutions and food orders.

Furthermore, Union 32 leveraged GoTab's Manager app to efficiently manage menus and analyze sales data. This feature empowered Union 32 to stay agile in updating menus with unique specials and events, ensuring that offerings remained current and enticing for guests. Additionally, with GoTab's 24/7 365 customer service, Union 32 has access to reliable support whenever needed, further enhancing the value of GoTab to optimize operations.

THE BENEFITS



Streamlined Operations

GoTab's POS system simplified Union 32's operations, eliminating the need for separate systems with the self-pour wall and reducing wait times, enhancing efficiency.



Increased Revenue

Seamless integration of beer cards with food orders boosted food sales, creating upselling opportunities and driving revenue growth.



Efficient Management

With GoTab's Manager app, Union 32 efficiently managed menus, analyzed sales data, and responded to market trends, ensuring optimal performance and customer satisfaction.



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.