

## CASE STUDY



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### OVERVIEW

#### Meet Connecticut's First Self-Pour Taproom

Hop & Vine is a revolutionary self-pour taproom, featuring 69 automated taps on its state-of-the-art draft walls based in Stamford, CT. They offer an evolving selection of Connecticut-based craft beers, global wines, ciders, and seltzers as well as nitro coffee, kombucha and in-house, crafted mocktails. With a seasonal menu of eclectic, funky fare in a fast-casual atmosphere, Hop & Vine brings hospitality to the forefront with tech-enabled efficiency.

### COMPANY

Hop & Vine

### INDUSTRY

Elevated Gastro Pub and Taproom

### FEATURES

GoTab Pass RFID Cards

Mobile Order & Pay

All-in-One POS

Kitchen Display System



## THE SITUATION

As CT natives, the founders were looking to showcase and highlight all of the amazing work that CT breweries are doing and give guests the ability to trial new beers at their own pace. They were so motivated to bring this new concept to life that they wrote the bill to legalize self-pour establishments in Connecticut, which passed into law in 2021. The bill mimicked the experience of going to a professional stadium for an event, essentially putting a cap on consumption. At Hop & Vine, guests are allowed to enjoy 32 ounces of beer equivalent to 10 ounces of wine before checking in with a staff member to reload their card. Just like any bar has the obligation to refuse service based on intoxication level, so does Hop & Vine.



**As technology continues to touch every aspect of our lives, people have come to expect a new level of convenience everywhere they go. Our incredible food and beverage offerings paired with the convenience of our self-service model powered by GoTab and PMB creates such a unique, sensible concept that people keep coming back to for more.**

**—Sakarín Seedasome, CEO**

## THE SOLUTION

GoTab and PourMyBeer (PMB) technology helps Hop & Vine to automatically monitor consumption while tailoring to everyone. Craft beer connoisseurs can pick and choose from their offerings, while other consumers in the earlier, exploratory stage can hit the touch screen above the tap and read a brief description of the beer, including its flavor profile and alcohol by volume percentage.

The whole system is designed to be quick and convenient, creating the vibe their customers look for—an easy, laid back atmosphere where guests can try any one of their 69 beers, fine wines, kombucha or other beverage offerings without having to wait around to order, re-order and pay.

## THE BENEFITS

- ✓ **Maximum Optionality for Guests**  
Guest-driven QR ordering for food, and Pass RFID self-pour tap wall ordering are seamlessly supported through one system, freeing up staff to educate guests on their offerings and focus on hospitality.
- ✓ **Next-Level Hospitality without the Fuss**  
GoTab and PMB manage the logistics of ordering, fulfillment and payment, eliminating ordering lines and long delays to flag down staff and letting guests choose what kind of experience they want.
- ✓ **Solutions for Every Space and Activation**  
Whether QR ordering and payment to the All-in-One POS, GoTab enables streamlined, guest-centric hospitality for every space and guest ordering preference.



## 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.