CASE STUDY

![GoTab logo]

OVERVIEW

Crafting Community, Creativity—and a Seamless Service Experience with GoTab

Sketchbook Brewing Company is more than a taproom—it's a space where community, creativity, and craft beer converge. Founded in 2014, this Chicagoland brewery has grown from alley growler sales to two vibrant locations in Evanston and Skokie. As they've scaled, founders Cesar Marron and Shawn Decker sought technology that would match their values: flexibility, authenticity, and guest-first service. With GoTab, they've implemented QR ordering, mobile POS, and membership integration to improve service flow, reduce staff strain, and give guests more freedom to enjoy the space. The result? A frictionless experience that enhances the laid-back culture they've spent years nurturing—while preparing for sustainable growth.

COMPANY
Sketchbook Brewing Company

INDUSTRY
Brewery / Taproom

FEATURES
All-in-One Point-of-Sale (POS)
Handheld POS
QR Code Ordering & Payment
Memberships and Subscriptions

![SKETCHBOOK BREWING COMPANY logo]

THE SITUATION

Sketchbook Brewing started as a passion project—born from homebrew competitions and a shared love for artistry. It quickly became a local favorite, attracting loyal mug club members who continue to renew year after year. But as demand grew and the team expanded into a second, 14,000-square-foot taproom in Skokie, operational complexity increased. Peak events, like Oktoberfest, strained the old POS system. Staff had to hold hundreds of credit cards behind the bar, and guests waited in lines instead of relaxing.

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> I've seen what happens when technology gets in the way instead of helping. So we were intentional about finding a system that enhances what we already do well...
>
> **—Cesar Marron, Founder**

THE SOLUTION

With GoTab, Sketchbook eliminated credit card holds and implemented QR ordering, giving guests the ability to order when and how they wanted. Staff gained the flexibility to float and respond in real time, using handheld POS devices to keep service moving.

Today, Marron and the team continue to blend creativity and modern hospitality. Whether experimenting with new brews or rolling out tech that enhances guest flow, they're focused on keeping the experience as authentic and seamless as their beer.

THE BENEFITS

✓ **Flexible Ordering Options**
Guests can order via QR or directly at the bar.

✓ **Faster Service Flow**
No more credit card holds or long lines at events.

✓ **Empowered Staff**
Handheld POS devices keep team members mobile and responsive.

✓ **Membership Integration**
GoTab supports seamless perks for Sketchbook's loyal community.

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.