

CASE STUDY



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OVERVIEW

GoTab + MarginEdge Saves COGS & Labor At The Brig

Located in the esteemed Wharf neighborhood of the nation's capital, The Brig stands as a vibrant open-air beer garden offering an extensive array of German fare, beers and cocktails that is renowned for its inviting atmosphere and outstanding service. Boasting a spacious capacity of 400 individuals, with seating for 250 guests, it serves as an ideal venue for various occasions, ranging from lively happy hours, office outings, to intimate private gatherings.

THE SITUATION

Before the onset of the pandemic, The Brig operated without servers, requiring guests to approach the bar directly to place their orders. This traditional approach posed limitations in terms of menu flexibility and real-time updates. However, with the onset of the pandemic, The Brig faced a new set of challenges, including the need to adapt to changing regulations and safety protocols while maintaining efficient operations. As a popular destination, The Brig sought a solution that would streamline its ordering process, enhance menu flexibility, and ensure a seamless guest experience.

COMPANY

The Brig DC

INDUSTRY

Beer Garden and Restaurant

FEATURES

Mobile Order & Pay

All-in-One POS

Kitchen Display System



THE SOLUTION

Optimizing Front and Back-of-house

Equipped with GoTab's platform, The Brig gained the ability to adapt its menu effortlessly. Whether swapping out beers or making adjustments to offerings, the process streamlined to a mere 10-second task on the intuitive GoTab Manager Dashboard. This seamless integration ensured that changes made by The Brig were instantaneously reflected on the guest's menu interface. Unlike legacy POS systems, where even minor alterations could entail a lengthy multi-day procedure, The Brig can now update its menu or tags in under 30 seconds, all from the convenience of a smartphone.



The biggest thing I love about GoTab is you guys are growing constantly. Any questions I have I can get a quick answer from my account manager.

— Clifton Brown, General Manager

Having utilized MarginEdge in restaurants for over 7 years, Brown attested to its indispensable role in his operation. He highlighted the time saved through efficient invoice tracking, equating to about 3-4 hours weekly, leading to substantial annual savings in COGS and preserving tens of thousands of dollars in revenue. Additionally, the recipe tracking feature serves as a centralized repository for all past purchases and recipes, enhancing organization and productivity.

On the financial side, The Brig experienced several major benefits. Servers can cover more tables with less effort, managers have full visibility into kitchen operations using the GoTab KDS, and with guest-led mobile ordering, managers handle less cash and make fewer trips to the bank.

Utilizing GoTab segments and discounts, The Brig creates special QR codes to allow hosts of local affinity groups to register their members for special menus, offers, and discounts.

With GoTab and MarginEdge, The Brig has a full suite of tools to continuously improve their guest experience while running their business more profitably and quickly adapting to the external business environment.

THE BENEFITS

- ✓ **Labor-Friendly Service Models**
Run with less staff while enhancing the guest experience - allow guests to track the status of their orders & easily text with staff.
- ✓ **Operational Transparency**
With the GoTab KDS, managers can quickly see what's happening in the kitchen, freeing up time to take care of other important tasks.
- ✓ **Flexibility**
Deliver any host experience desired: full bar, drink tickets, self-service, etc., - all configurable through the easy to use GoTab Manager interface.



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.