

GoTab Assists Evil Genius Beer Company with New Kwik-E Beer Pop-up Shops in Philadelphia



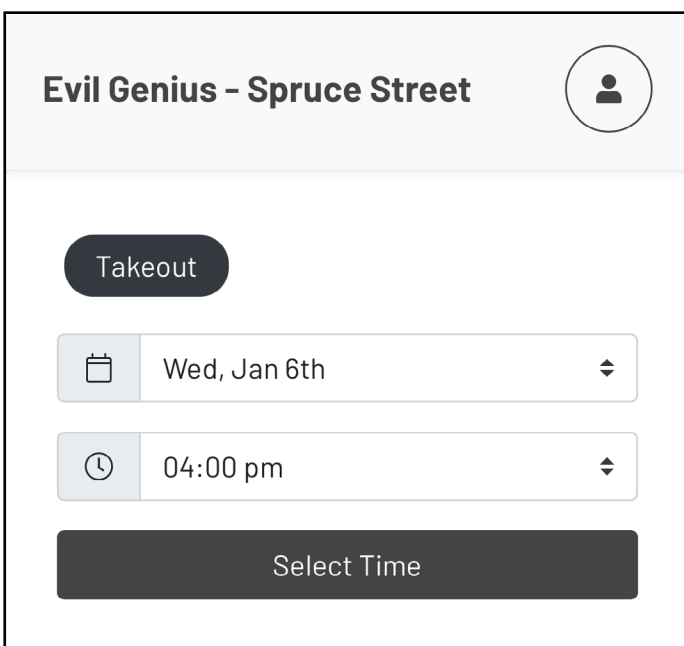
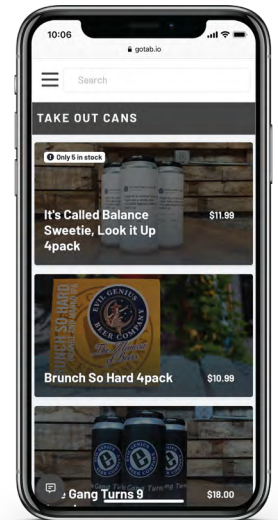
Providing fast, flexible technology to operate new drop zone concepts during the winter months



As cold weather and indoor dining restrictions started limiting operations at Evil Genius Beer Company, the team decided to pivot and develop new ways to bring its serious beer with seriously funny names to customers in Philadelphia. The move was also intended to retain as many jobs as possible for front of house staff and make beers and merch more accessible. With the help of **GoTab's** fast and flexible restaurant commerce platform, Evil Genius expanded its footprint as the winter season kicked off and opened two new beer pop-up shops in Center City's Rittenhouse neighborhood and Northern Liberties.

Vacant Space Turned to Marketplace

Evil Genius Beer Company was able to take advantage of temporary leases in vacant buildings and offer its inventory of 6-pack bottles, cans, crowlers & growlettes, and branded merchandise, for contactless takeout via GoTab's highly customizable cloud-based system. With no indoor dining, no delivery available and cold weather hindering outdoor dining, the Philadelphia-based brewer was able to fully leverage GoTab's unique takeout features to generate new revenue streams with the **Kwik-E Beer Pop-Up Shops**. Evil Genius Beer Company used "GoTags" to organize products and create an easy-to-use, sortable system for customers to browse. The team can track sales and inventory in real time with GoTab's easy-to-use manager dashboard. With inventory constantly changing, the team is also able to update and customize each location's takeout menus, easily adding or removing products, and editing photos, videos and detailed product descriptions.



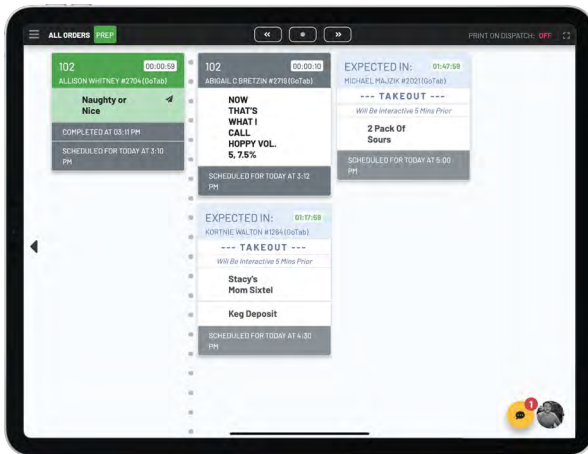
Running with Lean Technology

Customers can pre-order their beers and merch via GoTab and pop by the shops to pick up their takeout items. **Scheduling capabilities** allow guests to book their preferred pickup date and time and receive customized pickup instructions. If plans change, guests can easily adjust their pickup time and location. GoTab's unique tab features allow them to seamlessly add additional items once they're on site. Customers also have the ability to communicate with the shop's team via two-way text communications, and GoTab's Kitchen Display App alerts staff when an order is nearing its designated pickup time.

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“We were able to launch our Kwik-E Beer Pop-Up Shops seamlessly with GoTab, without worrying about bulky technology burdens. Our Spruce Street and Northern Liberties locations were up and running very quickly, which gave us the opportunity to **keep our staff employed** right as operations at The Lab and the outdoor Evil Genius Beer Garden were slowing down,” said co-owner Trevor Hayward. “The pop-ups were meant as an experimental project and our first foray into retail opportunities. On the first weekend, we had promising results and were able to **double our current revenue in just a few days**,” he added.

With GoTab, Evil Genius Beer Company can get real-time sales performance data tracking sales per hour, top selling and high margin items, product mix and customer feedback. These out-of-the-box reports are yet another way for GoTab to help hospitality operators run efficient and profitable operations, as well as adjust and optimize business operations as needed.



Former POS: Clover