

CASE STUDY



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OPEN[®]

WINGED FOOT

OVERVIEW

Evolving the Restaurant Commerce Platform for Food & Beverage Service Beyond the Traditional Hospitality Space

As pandemic restrictions were implemented in March 2020, D.C.-based catering company Ridgewells Catering pivoted its operations quickly and sought a partner that could get the company's new at-home meal concept, Ridgewells Eats, online fast. That's when GoTab's restaurant commerce platform became a key partner for the Ridgewells team, setting them up with an easy-to-use, web-based platform to capture additional revenue by selling a new line of meal options for takeout and delivery.

THE SITUATION

In September 2020 with many pandemic restrictions still in place, Ridgewells, the exclusive caterer and concessionaire for the U.S. Open Men's Golf Championship, saw an opportunity to enhance the 'fanless' experience at the championship at Winged Foot Golf Club with the integration of GoTab technology.

COMPANY

Ridgewells Catering

INDUSTRY

Catering

FEATURES

- Contactless Ordering & Payment
- Open, Share & Split Tabs – Between Guests and Servers
- GoTab KDS & Printer Integration
- Cloud Deployment
- No Long-Term Contract or Monthly Fees
- No App Download Required

ridgewells
CATERING

THE SOLUTION

Bringing Contactless Technology to the 2020 U.S. Open Men's Golf Championship

GoTab lent its capabilities and distinctive features beyond the traditional hospitality world to support Ridgewells' F&B program at this world-renowned major sporting event. With no fans in attendance, Ridgewells worked with the GoTab team to provide contactless ordering and payment solutions for hospitality spaces serving players, caddies, essential workers and volunteers during the weeklong event.



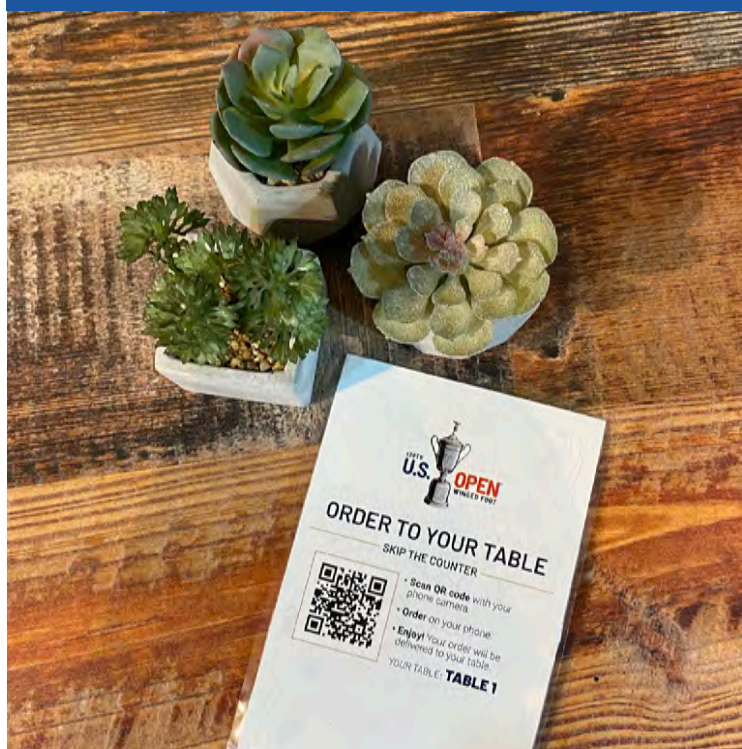
The success of this first-time partnership can really be attributed to GoTab's ability to be flexible and react quickly to developmental changes. Their willingness to update and customize the platform's features for our specific needs at the championship allowed our team to deliver an added value experience for our clients and thoroughly vet the technology for future use at other major events with Ridgewells.

— Megan Zebrak, General Manager

Excited to bring its contactless technology into a different environment, GoTab deployed new features such as zero dollar ordering specifically for the hospitality program and proved to be an attentive and responsive technology partner.

THE BENEFITS OF CUSTOMIZING A CONTACTLESS SOLUTION FOR THE U.S. OPEN

- ✓ **On-site Ordering & Pickup**
An added-value service that allowed players and their caddies to pre-order meals for pickup.
- ✓ **Advanced Ordering**
Vendors embraced GoTab's contactless technology to place their food orders quickly and became repeat customers, particularly appreciating the user-friendly experience, easy menu navigation, and the ability to place orders in advance or directly through their phone without having to download an app.
- ✓ **Contactless, In-seat Ordering with QR Codes**
Table service was available at the Winged Foot Golf Club for the member-volunteer outdoor area using QR codes.



Offering contactless ordering and payment to hospitality operators since 2018, GoTab helps operators rethink their service model, especially as they adapt to rapidly evolving regulations and consumer expectations.