

CASE STUDY



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OVERVIEW

Innovative Multi-Concept Venue Provides Personalized Service to Guests & Chefs

Just like the city of Las Vegas, owner Jolene Mannina is constantly reinventing herself. With her latest venture, Vegas Test Kitchen, she has created an innovative multi-concept restaurant that blends a commissary kitchen, pop-up venue and restaurant where Chefs can test out new food concepts, train staff or get their feet wet before opening their own space. Initially conceived as a yearlong pop-up housing 7 different Chefs, Vegas Test Kitchen quickly became a permanent multi-concept space, prompting Jolene to seek out a best-of-breed contactless ordering and payment solution.

THE SITUATION

Even though the space is now home to as many as twelve different Chefs and their respective concepts at any given time, Jolene wanted to make sure the ordering experience was easy and seamless. Whether guests are ordering ahead for pick-up or dining in, she didn't want guests to have to order separately from each vendor. With GoTab, she found an intuitive tech solution that allows customers to order different food from different vendors from their phone in one transaction.

COMPANY

Vegas Test Kitchen

INDUSTRY

Restaurant, Test-Kitchen, & Food Hall

FEATURES

Contactless Ordering & Payment
Curbside Pickup
GoTab KDS & Printer Integration
Multi-Merchant Ordering



THE SOLUTION

With limited staff available, the team at Vegas Test Kitchen relies on GoTab's contactless ordering and payment capabilities to ensure guests have an easy, consistent way to order regardless of the Chef they choose. Guests access the different menus via a single QR code placed on each table, whether they're seated inside or outside in the dining alley.

With Chefs and their culinary team focused on back-of-house operations, owner Jolene Mannina relies on a small group of staffers to run food from the commissary kitchen to guests' tables, educate diners on the contactless ordering process and troubleshoot any special requests from guests. As Vegas Test Kitchen gets ready to expand its bar offerings, she plans to rely even more on GoTab's functionalities.



We wouldn't be able to operate Vegas Test Kitchen without the help of GoTab's technology.

– Jolene Mannina, Owner Of Vegas Test Kitchen

After an unsuccessful run with a GoTab competitor, owner Jolene Mannina opted to implement GoTab because of its flexible tab features.

While most guests have gotten used to taking more control of their dining experiences by using QR codes to order and pay, she likes to use the GoTab POS to start a tab for customers or have the ability to quickly and easily add items to an open tab when guests prefer to order a new dish/drink directly with her and her team. "Using the GoTab POS, I like that we have the ability to start a tab and help customers place their first order, while training them on how to use GoTab on their phone," said Jolene Mannina.

THE BENEFITS

- ✓ **Simple Menu Management**
Menus are managed from a central GoTab manager dashboard that all Chefs can access to make real-time, quick menu changes or 86 items.
- ✓ **Cultivating A Hospitable Environment**
Fully leveraging GoTab's native tab features, Vegas Test Kitchen has adjusted its service model to give guests complete control of the ordering experience.
- ✓ **Staff Does More with Less**
Mannina estimates that, without GoTab's help, she would have to more than double the amount of staff needed to run the multi-concept restaurant.



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.