Institution Ale Co.

GoTab

Institution Ale Co. is a craft brewery in Camarillo, CA brewing unfiltered & uncompromised American ales. Established in 2013, Institution Ale offers brews at their on-site tasting room and other bars/restaurants throughout Ventura County that support local craft beer.

Background

Institution Ale signed on with GoTab in mid-2019 to support a small takeout channel for their brewery. Their virtual deployment (software only) supported an inexpensive tablet on which GoTab orders displayed, and a private-label GoTab menu that they could share via a link with customers. In fact, until March 2020, their menu consisted of a few "to-go" packs likely sold to a small cadre of repeat buyers. Then COVID 19 happened. Institution Ale immediately recognized the potential their existing GoTab deployment could offer to help them to continue operations and reached out to us for help.

Maintaining Operations Throughout the Lockdown

If, as they say, a picture is worth a thousand words, the chart below speaks volumes for how GoTab supported their operations. GoTab quickly deployed several system modifications to support their takeout and delivery business and almost overnight, Institution Ale's GoTab volume increased from several orders a week to over 50-60 percent of the brewery's total revenue.

GoTab Supports Takeout/Delivery:

- Geofencing of delivery area through Google Maps API
- Support for unlimited delivery addresses on customer profiles
- Delivery address verification through Google Maps API
- Route optimization for drivers by time or distance
- Printed packing slip generator
- Messaging interface for drivers to contact customers on delivery route
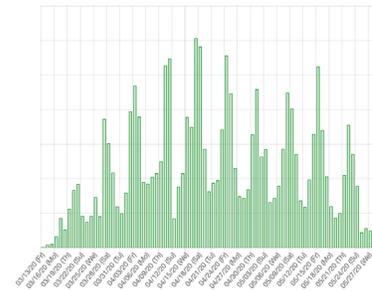
Mid-March to June 2020

Takeout/ Delivery Lessons Learned

First, prioritize the order process on your website. Institution Ale has a robust and really attractive branded website where visitors can browse the different brews and even shop for Institution Ale merch. Since prior to quarantine their customers weren't accustomed to online orders, it was important to make that option very prominent for their customers. So they re-directed the user flow on their site to favor the GoTab ordering path.

When starting out, add some simple communication on your website to point customers in the right direction. This is a brand new technology for many people, and while data shows that return users are nearly always successful when placing subsequent orders, first timers could benefit from simple instruction.

Make your delivery model more like Amazon, less like Dominos. The hardest part of running their own delivery operation was scheduling and resourcing. While traffic was light during the initial stages of quarantine the drivers were able to complete their orders fairly easily. But when traffic started to pick up, delivering on time became much harder. One feature GoTab is considering, based on additional customer requests, is to support this with delivery windows versus specific time slots.