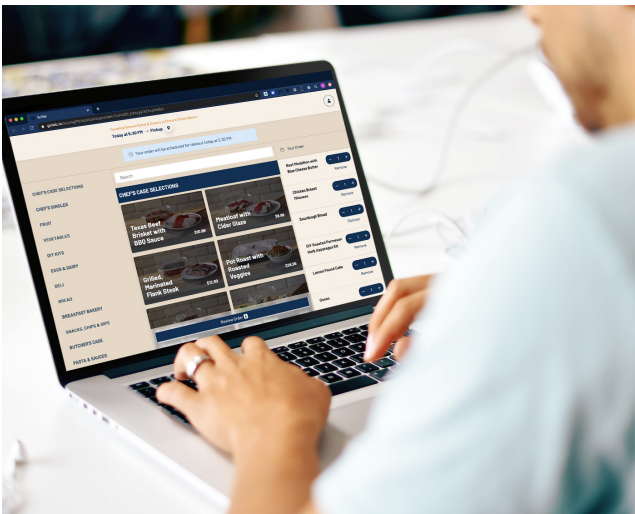




Online Retail Marketplace and Grocery for Farmers Restaurant Group

When the pandemic shut down all indoor dining in March 2020, Founding Farmers turned to GoTab for help. **Co-owner Dan Simons** and his business partners moved quickly to serve the pressing needs in their communities for curbside pickup of prepared food items, and grocery items like dairy and paper products. **At the same time they were able to partially replace some of the revenue lost to indoor dining.**

The Founding Farmers Market & Grocery debuted in May 2020 built on the **GoTab restaurant commerce platform.**



“The whole business model and pricing is incredibly attractive. GoTab is providing a tool, whereas other companies that are our ‘partners’ jam their hands in our pockets. We also keep the customer data and intel.”

- Dan Simons, Co-owner Farmers Restaurant Group

The store offers over 500 daily grocery items, meals and household staples. It includes a robust selection of prepared foods, bakery & pastries, butcher & deli, fresh product, house-churned ice cream, and much more.



- **Branded online menu** with custom look and feel. Menu is available like any website link so it can be embedded on their website, or shared standalone via an email promotion, or a social media update.
- **Scheduling** capabilities that 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.
- **Integration with GoTab KDS** so the kitchen can seamlessly expedite orders through a single interface. Scheduled pickup orders are managed automatically in the GoTab KDS and alert staff when an order is nearing its designated pickup time.

- **Two-way text communication** with guests ensures everyone stays informed. Guests receive text order confirmations via GoTab. Kitchen and expo areas can communicate with guests about order changes, out-of-stock items, or special instructions. For example, remind guests to bring a valid ID for alcohol orders.
- **Discounts and special offers** to promote bundling of food, wine & spirits orders.
- **Print packing slips** for organized fulfillment of orders and use two-way chat capabilities to maintain open communication throughout the process.



Customers have given the platform high marks. The platform turned out to be a tremendous success. **In fact, in the midst of the pandemic, the ecommerce platform generated up to \$125,000 per day.**

“We had no shot at surviving with just restaurant takeout,” *Simons says.* “Now, we’re looking at a chance to build a new company, a farmer-owned food and beverage provider, with compensation structures to create a stable living wage.”

