



GoTab Partners with Ridgewells Catering to Bring Contactless Technology to the 2020 U.S. Open Men's Golf Championship at Winged Foot Golf Club

Evolving the Restaurant Commerce Platform for Food and Beverage Service at a Major Golf Championship

Background



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.

Enhancing the 'Fanless' Experience

Fast forward to 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.

A versatile solution for restaurant contactless ordering and payment, GoTab lent its capabilities and distinctive features beyond the traditional hospitality world to support Ridgewells' food and beverage 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.

Customizing a Contactless Solution

Ridgewells leveraged the GoTab platform for three distinct experiences at the U.S. Open:

- **On-site ordering and pickup** capabilities at The Player Grill, an added-value service that allowed players and their caddies to pre-order meals for pickup
- **Pre-order and on-site ordering** for vendors on-site working the event
- **Contactless, in-seat ordering** for table service at the Winged Foot Golf Club member-volunteer outdoor area



The partnership proved to be extremely successful for both GoTab and Ridgewells, adding tremendous value to the hospitality spaces serviced by the Ridgewells team. Vendors that embraced GoTab’s contactless technology to place their food orders quickly 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.



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 for Ridgewells. **“The success of this first-time partnership can really be attributed to GoTab’s ability to be flexible and react quickly to developmental changes,”** said Megan Zebrak, General Manager of the Major Events Division at Ridgewells. **“The team was easy to work with, responsive and extremely receptive to feedback. 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.”**

This unique partnership with Ridgewells proves that GoTab’s distinctive features can easily expand beyond the traditional hospitality space and make a true difference in a wide range of setups and venues, from sporting events, entertainment venues, and stadiums to theaters, museums and more.