Your Guide to Better Hospitality
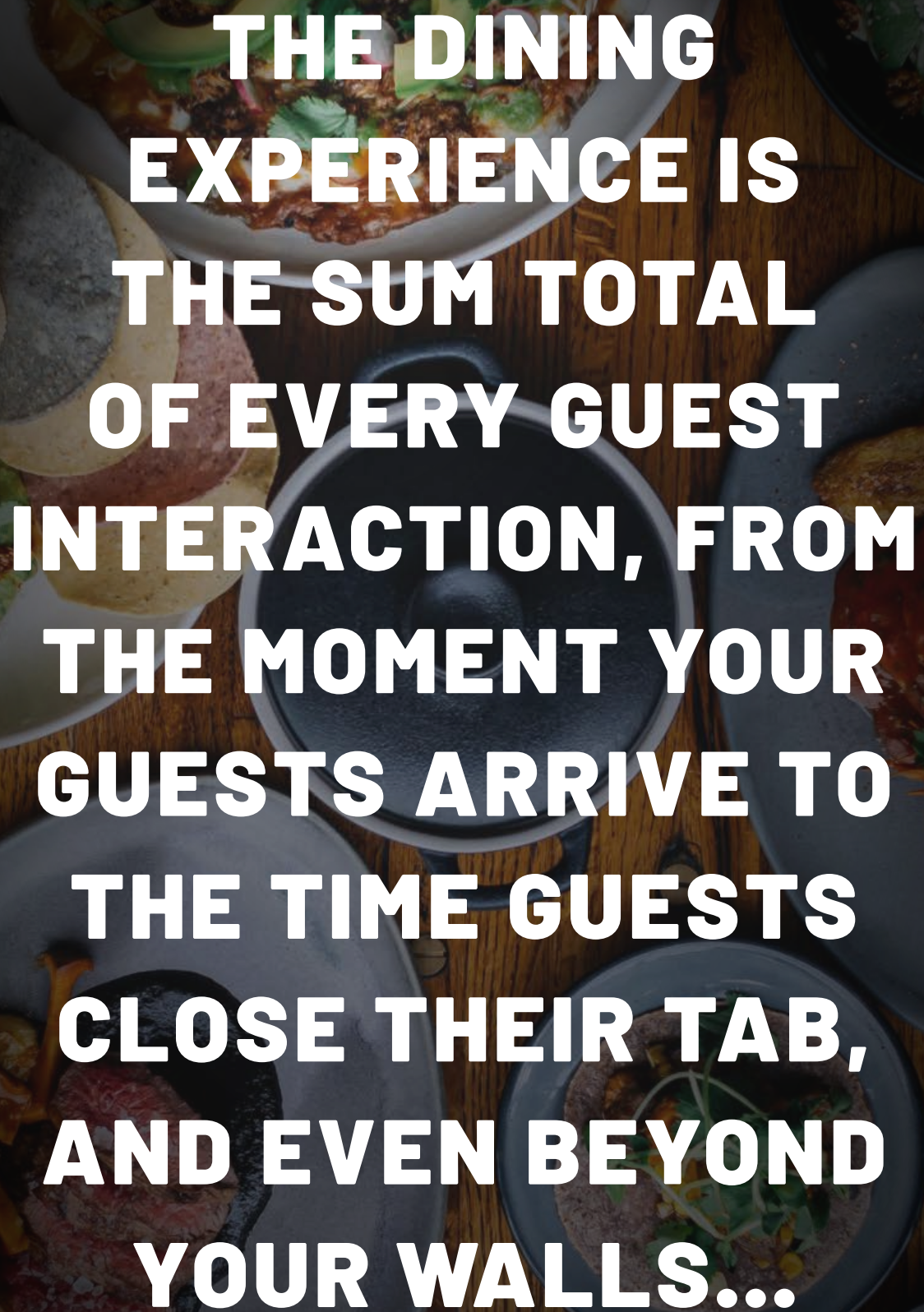
GoTab

THE DINING EXPERIENCE IS THE SUM TOTAL OF EVERY GUEST INTERACTION, FROM THE MOMENT YOUR GUESTS ARRIVE TO THE TIME GUESTS CLOSE THEIR TAB, AND EVEN BEYOND YOUR WALLS...

GoTab

GoTab helps you run lean, profitable operations and give guests a satisfying experience.

Our restaurant commerce platform includes all the tools you need to offer your guests the perfect balance of service and convenience.

Whether dine-in, take-out or delivery, you can support every experience from our unified platform.

73% OF CONSUMERS said they plan to **reduce their use of cash** at restaurants moving forward.

49% OF CONSUMERS **would like to minimize human interaction** by reserving tables, ordering, and paying through a mobile device.

46% OF CONSUMERS **want to settle the bill on a mobile app without waiting for a server.**

Source: Mann Hospitality, June 2021

Contents
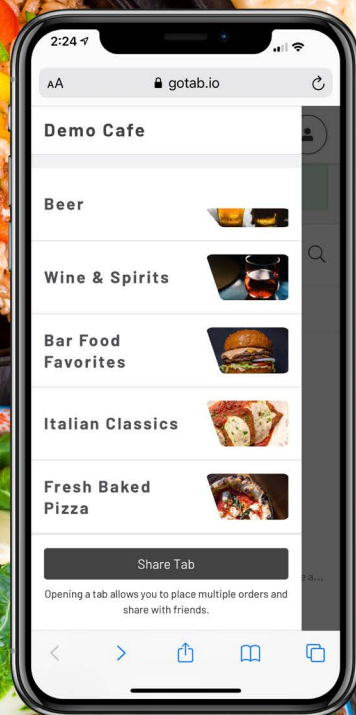
Click on any section
to jump right there!

CONTACTLESS ORDERING & PAYMENT

With GoTab, your guests can order and pay from their mobile device. Guests browse your branded, customized menu and submit orders from their device, no app downloads required.

Guests prefer GoTab to traditional table or counter service models.

" At least five or six times a night I get people coming up to me after their meal and telling me how much of a better dining experience this is because they feel more empowered.

—Joshua Phillips, Co-Founder Espita DC

GOTAB

THE DIFFERENCE IS THE TAB

As the only platform that lets you **Open and Share Tabs** between servers and guests, GoTab offers maximum flexibility. Guests can open a tab, add to a tab and split a tab among friends without ever having to talk to a server. Servers can open a tab on your guests' behalf.

Tabs let guests order when and what they want. So you can earn higher customer spend and reduce your labor costs.

With our Tabs, operators average **+25% — 50% LARGER ORDER SIZES** compared to counter service.

GOTAB

GoTab

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OVERVIEW

Maketto Taps GoTab To Adjust Operations, Scale Business & Retain Staff

With a large, communal space that combines retail, restaurant and cafe experiences, Maketto is a unique marketplace that welcomes guests all day in Washington, D.C. After implementing GoTab's contactless ordering and payment features, their new service model empowered guests to order directly from QR codes on tables and from their mobile phones. GoTab has allowed the Maketto team to speed up service, increase table turnover & revenue.

THE SITUATION

In late Fall 2020, as the Maketto team prepared for the winter season, they reimagined their service model based on GoTab's contactless ordering and payment features, providing their front-of-house staff with a seamless solution to scale operations based on dine-in and takeout demand.

COMPANY

Maketto

INDUSTRY

Coffee Shop
Restaurant
Retail

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

MAKETTO

An Intuitive Solution for a Large & Eclectic Space

Maketto is a large unique space that offers retail, restaurant and cafe experiences with indoor and outdoor seating, complete with various areas where customers can sit down to enjoy coffee, work for a few hours or meet friends for drinks and/or dinner. During the pandemic, the team set up GoTab QR codes on all tables to empower guests to order directly from their mobile phones. An all-day space, this meant making different menus available at different times, along with specials and promotions.

> **By turning our staff into a team of multi-faceted, customer service experts, we've given them the opportunity to learn more and grow in their position at Maketto. Instead of having 10-12 FOH people on the floor at once, we now have 5 people to ensure our guests have the best experience on-site. This also means our tip pool is smaller and so our staff earns more tips than they did in the past.**
>
> **— Keem Hughley, Director of Sales**

With GoTab giving customers control over the ordering experience, the need for traditional servers has been fully eliminated and all FOH staff have taken on new responsibilities and acquired new skills. Now operating with 60% less FOH staff, the team was fully (re-)trained on all components of the Maketto experience, from barista duties to bartender skills to customer service. This means that anyone on the floor can fulfill coffee orders, serve dishes to guests or even make cocktails at the bar. Using GoTab has allowed the team to speed up service and increase table turnover, particularly in the evenings.

THE BENEFITS

✓ **Flexible & Easy to Use Technology**
Menus can be updated in real-time. The platform is intuitive—making it easy for staff to use.

✓ **Dedicated Customer Service Support & Collaborative Improvements**
In addition to monitoring the guest experience and tracking through the KDS on tablets, the Maketto team used the menu function to create a section dedicated to special requests from guests. This allowed better communication with guests through GoTab and ensured customer satisfaction.

✓ **More Frequent Table Turnover, Higher Food Sales**
Dinner service now sees 3 different turns of table, and F&B sales have also increased significantly.

ALL-IN-ONE POS

The world doesn't need another POS system. Here's why we built one. **Whether they are dining out or ordering in, today's consumers expect a different kind of hospitality experience.**

Contactless ordering & payment puts the guest in the driver's seat. Guests get to order what they want, when they want. But that doesn't mean they want less service.

Savvy hospitality operators understand that great service will always be an important part of the guest experience. That's why we built the GoTab POS.

The GoTab POS is the perfect complement to our QR code ordering & payment platform. **It gives your staff all of the tools they need to adapt to changing consumer preferences, while still creating a personal connection with guests.**

GoTab's POS Lets Your Servers Do More

Servers and managers can start and add to a digital Tab. They can seamlessly pass the Tab to your guests, then update it later with order updates or changes.

With less time spent taking orders by hand and entering them into a legacy POS, servers can be proactive and anticipate guest needs with:

- More table touches …

- More upsells …

- Resolve issues faster …

When guests are ready, they can close out their tab on their mobile device via Credit Card, Apple Pay, or Android Pay. Guests who prefer the traditional payment process can also pay with a physical card.

Giving guests access to contactless ordering through GoTab and having them control the ordering process has really allowed us to significantly increase food sales.

— John Gilbert, General Manager, Guinness Open Gate Brewery

Our staff loves it…it helps us stay busy and sell so much product.

— Jennifer McLaughlin, Co-Owner, Caboose Brewing Company

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

GoTab POS Hardware

- **POS Terminal and KDS Display Station** – High-definition screen with waterproofing front display and 10-point capacitive touch.

- **Hand-held Ordering Tablet** – Lightweight and easy to carry, allows your team to have mobile ordering capability.

- **GoTab Router** – Small network device that sends orders from GoTab as well as any existing POS to existing printers.

- **Cash Drawer** – Five bill six coin cash tray.

GOTAB RESTAURANT POS FEATURES
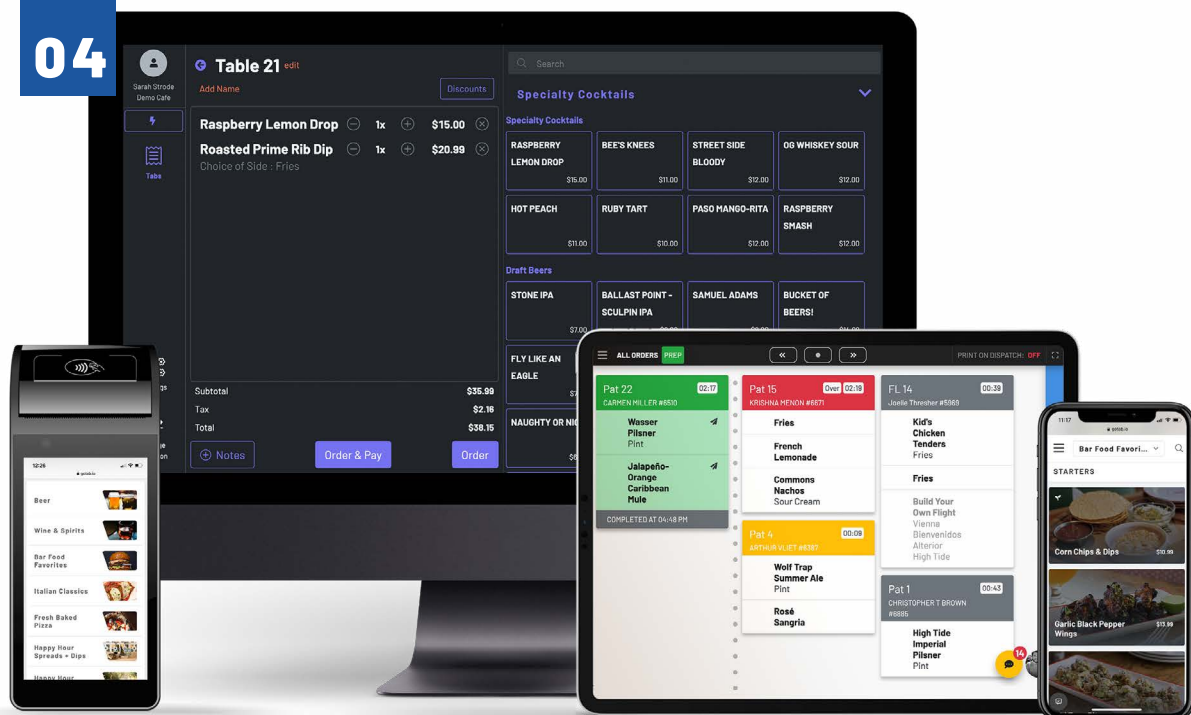
Durable, low-cost, high-quality hardware

No contracts or subscriptions required

Simple, fast easy set-up

Integrates with GoTab's top of line contactless ordering and handheld terminals

Cloud-based: access your POS data anywhere

Dedicated support staff available during all operating hours

KITCHEN MANAGEMENT SYSTEM

Get a live view of orders placed through GoTab. Claim orders, change receipt printing settings, message customers, and view tips. With no special hardware required, the GoTab KDS can run on any Internet-connected Android, iOS or Windows tablet or phone.

	GOTAB WILL ALLOW YOU TO
✔	**Monitor Open Orders** • Time-stamped with active ticker • Item multiplier for multiple open items to expedite fulfillment
✔	View Closed Orders
✔	Batch Orders
✔	Throttle Orders
✔	Access Current Tip Count, Smart Tipping
✔	Quick Disable (86 Items) with Audit Trail
✔	Real-time GoTab support 24/7 via phone, chat, or email

Real-Time Menu Control

GoTab lets you change on-the-fly, add, and 86 menu items and ingredients from the KDS and ensure you're offering a menu that appeals to your guests.

Customize how your digital menu displays and support full eCommerce capabilities. Add your own branding, photography, and even multimedia (video), and:

- Add and adjust categories, schedules, images and the order of menu, merchandise or grocery items

- Set up menu modifiers, standard tax and default tip rates

- Use GoTags to make it easier for guests to sort or search your menu; i.e. vegetarian, vegan, spicy, etc.

- Enable, disable or 86 items on demand

- Customize menu(s) by "zone" or on-premise location; i.e., patio, dining room, bar, etc.
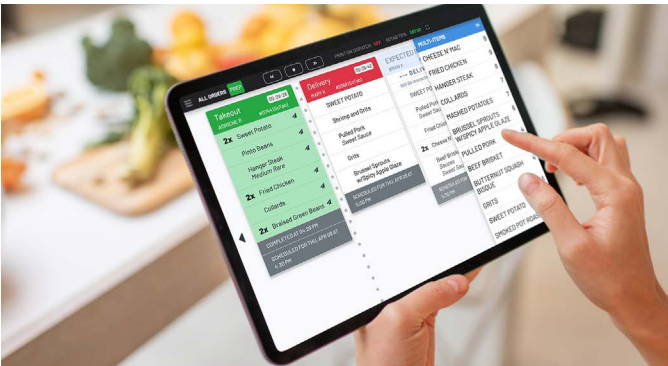
Yelp reviews at GoTab establishments mentioning "GoTab", "ordering system" experience a **½ Star increase in positive reviews.**

240%
INCREASE
Year-Over-Year in F&B Revenue

I used your software at a restaurant a few weeks ago and loved it! **As a consumer, it's a great experience** and definitely made me feel a little more comfortable during these crazy times!

Anonymous Guest - CT

GoTab

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💻 https:gotab.io/en/

OVERVIEW

Meeting a Surge in Online Demand

When quarantines required the suspension of indoor dining, Stone's "Fans" went from shopping on their website, to buying. And because Stone has such high brand loyalty, Stone was among those trusted brands that experienced a surge in demand. To meet the surge in demand, Stone moved 100 percent of their take-out and delivery orders through GoTab almost overnight.

Once states and municipalities gradually reopened first outdoor and later limited indoor dining, Stone moved all on-venue dining through GoTab as well.

THE SITUATION

Before the pandemic, Stone had some common challenges shared by large-scale brewery operators. Their venues are generally a very large format. For example one of their Escondido venues has over 70,000 square feet and 700 seats. That's why they engaged GoTab in late 2019. The core problem was how to cost-effectively staff such large spaces.

COMPANY
Stone Brewing

INDUSTRY
Brewery, Restaurant
Dine-in, Takeout, Curbside Pickup

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
Two-Way Text with Guests

STONE
BREWING

A New Model with New Steps to Service

Stone Brewing has come a long way since opening in 1996. The brewery has grown from a small microbrewery into one of the largest craft breweries in the United States, employing more than 1,100 amazing people. Their goal has always been to brew outstanding, unique beers while maintaining an unwavering commitment to sustainability, business ethics, and the art of brewing.

Stone first engaged with GoTab in 2019 to help utilize their space better. But when the pandemic hit and indoor dining was suspended they saw a huge surge in online ordering and moved 100% of their take-out and delivery

> **"**
>
> **When you're going to 100% digital ordering on premise, you not only made it better for the customer, that now does not have to get up and wait and wonder if they can get a server, they can. So you get more incremental revenue, they get a better experience, and in the process you're changing your labor model. You're getting better throughput.**
>
> **— Gregg Frazer, VP of Hospitality**

orders through GoTab almost overnight. Once states and municipalities gradually reopened first outdoor and later limited indoor dining, Stone moved all on-venue dining through GoTab as well.

While it was a fast rollout, Stone made important changes to their front-of-house operations to ensure success but still keep hospitality top of mind. This included staff training on GoTab technology so they can assist the guests, touching tables more frequently, using the "concierge" text feature to communicate with guests, and never forgetting to thank guests with a great farewell.

The move to complete contactless ordering and payment has been overwhelmingly positive for Stone and their fans.

✔ **Fast Setup**
To meet the surge in demand, Stone moved 100 percent of their take-out and delivery orders through GoTab almost overnight.

✔ **Easy-to-Use**
While the roll-out was fast, Stone made sure staff was fully trained and able to assist guests while using their contactless ordering and payment. The outcome has been overwhelmingly positive for Stone and their fans.

✔ **Increased Check Averages 25-50% & Reduced Labor Costs 7-15%**
When guests order through GoTab, they are fully in control of their experience. The easy-to-use application make guests order more leading to increased revenue.
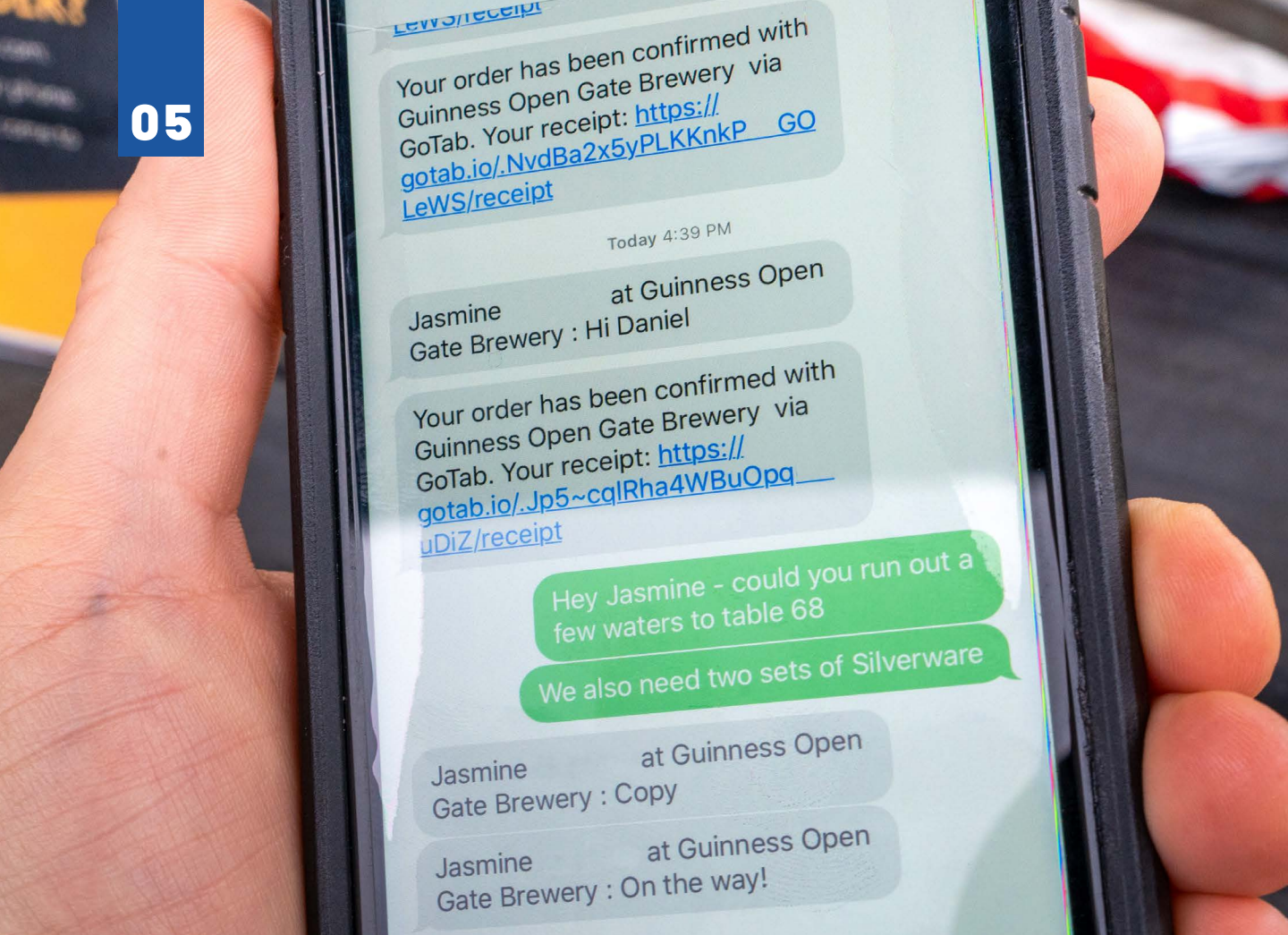
TWO-WAY GUEST COMMUNICATION

With two-way SMS text communication, your guests are always kept informed. That means you can respond to guest feedback in real-time. GoTab can notify you when a guest submits negative feedback so you can address their concerns right away, before they post on Yelp.

> We have been able to optimize our culinary operations and handle an exponentially higher volume of orders thanks to GoTab's technology. This has led to robust sales and a 240% increase year-over-year in F&B revenue.
>
> —Zach Dimmitt, Food & Beverage Director, Hilton Omaha, Omaha, NE

GOTAB

GoTab

OVERVIEW

Pioneering the Future of F&B Operations As the Only Hotel in Their Region With Contact-Free Ordering

In late 2019, the Hilton Omaha was selected to beta test QR code ordering and started rolling out contactless dining and payment right before the global pandemic. When stay-at-home orders and travel restrictions started to lift in April/May 2020, the hotel was well-positioned to leverage GoTab's unique restaurant features to reinvent food and beverage operations throughout the property. Today, with the travel industry forging ahead on the road to recovery and customers gaining confidence and booking trips, the Hilton Omaha boasts a clear advantage over its competitors, as the only hotel in Omaha featuring safe and easy contact-free ordering technology.

THE SITUATION

When stay-at-home orders and travel restrictions started to lift in April/May 2020, the Hilton Omaha had to leverage GoTab's unique restaurant features to reinvent their food and beverage operations throughout the property.

COMPANY
Hilton Omaha

INDUSTRY
Hotel
Dine-In, Takeout, Delivery/Room Service

FEATURES
Contactless Ordering & Payment

Open, Share & Split Tabs – Between Guests and Servers

GoTab KDS & Printer Integration

Loyalty, Discounts, Coupons

Cloud Deployment

No Long-Term Contract or Monthly Fees

No App Download Required

Two-Way Text with Guests

Hilton

Technology that Optimizes Operations To Handle Higher Volume

As one of the Hilton properties selected to beta test QR code ordering in late 2019, the Hilton Omaha started rolling out contactless dining and payment right before the global pandemic. When stay-at-home orders and travel restrictions started to lift in April/May 2020, the hotel was well-positioned to leverage GoTab's unique restaurant features to reinvent food and beverage operations throughout the property.

As F&B operations changed and evolved throughout the past year, the Hilton Omaha's team utilized GoTab to create and update zones and layouts within the property. Hotel managers can easily and seamlessly adjust menus,

"

We have been able to optimize our culinary operations and handle an exponentially higher volume of orders thanks to GoTab's technology.

**— Zach Dimmitt,
Food & Beverage Director**

allowing them to set up menu modifiers, tax, and default tip rates, enable or disable menu items, as well as change the order of menu items. They utilized in-room service QR codes, allowing for bar side pick-up or door delivery, and loyalty programs for their guests and airline partners.

When comparing year-over-year performance of their food and beverage operations, Hilton Omaha realized that using GoTab has directly, and greatly, influenced their performance and sales with a 240% increase. The use of contactless ordering features also allowed them to significantly reduce menu printing costs, which typically represent a large line item on their budget.

✔ **In-room Service QR Codes**
Through GoTab, the Hilton Omaha was able to create custom menus with unique QR codes for each guest room, allowing for bar side pick-up or door delivery— depending on the level of person-to-person interaction guests are comfortable with. They encouraged guests to choose pickup instead of delivery, in order to minimize the number of staff interactions with guests for room service.

✔ **Loyalty Programs**
For members of the hotel's loyalty program and its airline partners, a unique QR code menu offers the Better Breakfast benefit. Hotel agents offer qualifying guests their unique QR code menu at check-in so they can order or schedule their complimentary daily breakfast.

✔ **Robust Performance & Sales**
The use of GoTab's technology and contactless ordering features allowed the Hilton Omaha to significantly reduce menu printing costs—which typically represent a large line item on their budget— and increase sales by 240%.

Restaurants & Breweries:

STONE BREWING
CHARLIE PALMER GROUP
RUTH'S CHRIS STEAK HOUSE
barcelona
FARMERS RESTAURANT GROUP

caboose BREWING CO.
Bern's STEAK HOUSE
GUINNESS ESTD 1759
TIN SHOP
BIG CHILL BEACH CLUB
BALLAST POINT BREWING & SPIRITS

Hotel, Retail & Events:

Hilton HOTELS & RESORTS
Marriott
whyhotel
Salt Life FOOD SHACK
U.S. OPEN 20 20 WINGED FOOT

TRUSTED BY AMAZING OPERATORS & PARTNERS

GoTab processes more than $250M in transactions per year from large- and mid-sized restaurants, breweries, bars, hotels, food halls, stadiums and other entertainment venues across the U.S. and Canada.

KEY FEATURES	
For Guests	QR-Based Contactless Ordering & Payment
	Apple, Android, Credit, Debit, and Gift Card
	No App Download Required
For Operators	All-in-one-POS, Restaurant Commerce Platform
	Concierge, Manager, Kitchen Display, & Host Display Apps
	Enterprise-Class 24 x 7 Support
	Online Training and Support
	99.99% Availability
	No long-term contract
	No monthly fees
	Pay-at-Table - Credit, Debit, Gift Card, Cash

Integrated Partners

7shifts is labor management software designed for restaurants. They help managers and operators spend less time and effort scheduling their staff, reduce their monthly labor costs and streamline team communication.

Compeat is a restaurant management software system that provides an integrated Accounting, Back Office, Workforce and Intelligence portfolio. They have the most comprehensive and innovative accounting, back office, workforce and intelligence portfolio in the industry and over 34 years of restaurant and technology best practices, giving restaurants a true technology partner they can trust today and for the future.

Launched in Palo Alto, California in 2012, **DoorDash** is a technology company that connects people with the best in their cities. They streamline and facilitate door-to-door delivery across America which empowers local business, and in turn, generates new ways to earn, work, and live.

inKind is the largest provider of non-dilutive growth capital for hospitality businesses. Their portfolio includes Mina Group, Blue Stone Lane, and 400+ independent restaurants.

MarginEdge is a powerful restaurant solution that seamlessly combines paperless invoice processing with POS and accounting integrations – creating massive time savings and high impact daily financial reporting.

GOTAB

Integrated Partners

Omnivore unifies technology for guest engagement and technical agility. With a curated selection of the best solutions, restaurants easily connect and activate technologies to improve their business including online ordering, payment, labor and more.

Postmates helps people unlock the best of their cities with an insanely reliable on-demand "anything" network. Launched in 2011, Postmates pioneered the on-demand delivery movement in the US by offering delivery from restaurants and stores previously only available offline.

QuickBooks is an accounting software package developed and marketed by Intuit. They offer on-premises accounting applications as well as cloud-based versions that accept business payments, manage and pay bills, and payroll functions.

Restaurant365 provides a restaurant-specific accounting and back office software platform that alleviates the significant burdens placed on restaurant operators – allowing concepts to operate more efficiently and profitably in a digital world.

Valutec Card Solutions is a full service gift & loyalty card solutions provider. For over 10 years, we have served as an industry leader in pre-packaged and custom gift card programs and merchandising tools.

MORE TESTIMONIALS

Hear what our customers are saying...

"People are so excited that they don't have to wait to order anymore. Whether they want another round or forgot a food item, the convenience is next-level. We are excited to keep working with GoTab as our indoor dining options reopen and more people get vaccinated. Our staff is less stressed out as well. It's been easy getting them up-to-speed on the interactivity with the app and how to explain it to customers, and they even enjoy using it themselves for staff meals. When they spend time answering guest questions now, they can take their time, as they're not running to other tables to take orders or check in.

—Stephen Dorame, Assistant General Manager, Arts District Brewing Co.

"GoTab is the best solution for contactless ordering and payment in the current landscape. It has given us the tools to pivot during this past year, and we're excited to evolve our hospitality service model to blend technology and in-person hospitality, particularly for our luxury clientele.

—Camilo Rivera, General Manager, The Delegate a Marriott Property

2016
MOBILE PAYMENT

2018
MOBILE ORDERING &
PAYMENT

2021
RESTAURANT COMMERCE
PLATFORM

ABOUT GOTAB, INC.

GoTab, Inc., a Restaurant Commerce Platform (RCP), is helping large- and mid-sized restaurants, breweries, bars, hotels and other venues run lean, profitable operations while making guests even more satisfied. It integrates with popular point-of-sale (POS) systems and allows patrons to order and pay through a server, order and pay directly from their own mobile phones, or blend the two experiences all on one tab, through its easy-to-use mobile POS, contactless ordering and payment features, and kitchen management systems (KMS).

The guest never has to download a mobile app or create a password. Operators get flexible features that can be rapidly applied to access new revenue streams via dine-in, take-out and delivery, ghost kitchens, retail groceries, and more.

Founded in 2016, GoTab processes over $250M transactions per year with operations across 35 U.S. states and growing.

CONSULT OUR Media Kit	REQUEST a Demo	LEARN MORE at gotab.io/en

GOTAB

REQUEST YOUR FREE DEMO, TODAY!

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📷 GOTAB.INC

GoTab