

# CASE STUDY



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## OVERVIEW

### How Anderson Market Turned a Food Hall Into a Neighborhood Experience with GoTab

When Anderson Market opened in Red Bank, New Jersey, it set out to be more than a food hall. Designed as a hybrid of dining, grocery, catering, and community gathering space, the 9,000-square-foot market brings seven independent vendors together under one roof with a single guest experience.

Founder Chris Viola chose GoTab as the technology backbone to support that complexity without friction. From multi-vendor checkout to grocery scanning and in-building QR ordering, GoTab powers a seamless flow for guests while allowing each vendor to operate independently. The result is a warm, neighborhood-driven destination where technology works quietly in the background and hospitality stays front and center.

## COMPANY

Anderson Market

## INDUSTRY

Food Hall and Grocery

## FEATURES

- GoTab POS & QR Ordering and Payment
- Multi-Vendor Checkout & Remittances
- In-Counter Scanning & Embedded Barcodes
- Ticketed Events



## THE SITUATION

Anderson Market brings together seven independent vendors offering prepared foods, grocery items, seafood by weight, catering, and events all in one space. Guests expect to browse freely, purchase across vendors, and check out once. Vendors need accurate sales attribution, even when items are scanned at shared registers. At the same time, office tenants above the market want easy delivery, and the business aims to avoid third-party fees that disrupt margins and the guest experience. Traditional POS systems couldn't support this level of complexity without fragmenting operations.



**GoTab lets seven independent businesses operate as one cohesive experience. Guests never see the complexity, and vendors get exactly what they need. That balance is what makes Anderson Market work.**

**—Chris Viola, Founder**

## THE SOLUTION

GoTab provides the flexibility required to unify the market into one seamless experience. In-counter scanning and price-embedded barcodes allow grocery and weighed items to be scanned anywhere while attributing sales to the correct vendor automatically. Multi-vendor remittances run in the background, even when stalls are unstaffed. QR ordering enables in-building and office delivery, and GoTab's built-in ticketing powers workshops and events without third-party platforms or fees.

## THE BENEFITS

- ✓ **One Guest Journey**  
Shop, dine, and check out across vendors in a single flow
- ✓ **Accurate Vendor Attribution**  
Automated remittances across shared registers
- ✓ **Expanded Revenue Streams**  
Grocery, catering, delivery, and ticketed events
- ✓ **Lower Operational Friction**  
No third-party ordering or ticketing fees



## More Than a POS



GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.