

## CASE STUDY



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### OVERVIEW

## GoTab Handhelds Fuel the 2025 Chicago Marathon with Industry Icon Blue Plate Catering

When 50,000 runners and 1.7 million spectators filled Grant Park for the 2025 Chicago Marathon, Blue Plate Catering was there to keep the city running—literally. As the Chicago Marathon's exclusive food and beverage partner, Blue Plate powered high-volume concessions and VIP tents with GoTab's handheld POS devices. The result: thousands of transactions processed seamlessly in the middle of a park, without connectivity issues or paper tickets.

For Blue Plate, this was more than logistics—it was legacy. After nearly three decades serving marathon guests, the team proved again that flawless service is possible under pressure, especially with GoTab's cloud-based, tap-to-pay technology keeping every line moving fast.

### COMPANY

Blue Plate Catering

### INDUSTRY

Catering & Event Hospitality

### FEATURES

GoTab Handheld POS  
Tap-to-Pay & Digital Receipts  
Cloud-Based Offline Support  
Client Success Setup Assistance



## THE SITUATION

Running food operations for one of the world's largest marathons is no easy feat. With limited power, mobile hotspots, and crowds stretching across Grant Park, Blue Plate needed a mobile POS that could keep pace with thousands of guests and deliver uninterrupted service outdoors. Traditional systems simply couldn't handle that environment.



**We were out in the middle of Grant Park using Wi-Fi hotspots, and everything worked perfectly. Nothing went down, and that's huge when you're serving hundreds of people an hour.**

**—Kelly McCaffrey, Operations Manager**

## THE SOLUTION

Partnering with GoTab, Blue Plate deployed six handheld POS devices configured in advance by GoTab's client success team. Tap-to-pay functionality, real-time menu syncing, and digital receipts eliminated printers and paper waste. Even with lines 50 people deep, transactions stayed instant and stable through mobile hotspots—zero lag, zero downtime, and total control from setup to final sale.

While the spotlight was on the tens of thousands of runners crossing the finish line, Blue Plate Catering faced a different kind of endurance test. The company needed to serve thousands of spectators quickly, outdoors, and without the luxury of a traditional restaurant setup.

Blue Plate's on-site setup included two concession tents and six GoTab POS devices, staffed by a team of cashiers and runners who kept the lines moving from 9 a.m. to 3 p.m. The menu featured crowd favorites like burgers, Polish sausages, hot dogs, Impossible Brats, and beer – comfort food designed for marathon spectators who spent hours cheering on runners.

## THE BENEFITS

- ✓ **Reliable Performance Anywhere**  
Seamless service via mobile hotspots with zero outages.
- ✓ **Faster Guest Throughput**  
Tap-to-pay and handhelds sped up lines dramatically.
- ✓ **Simplified Setup**  
Pre-event configuration by GoTab ensured accuracy and readiness.
- ✓ **Paperless Efficiency**  
QR and email receipts eliminated clutter and reduced costs.



## 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.