

CASE STUDY



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OVERVIEW

Where Dogs, Drinks & Community Play Together

Indiana's first dog park + bar blends craft beverages with carefree vibes. Crate Escapes Dog Park + Bar redefines what it means to go out in Westfield, Indiana. With 1.5 acres of indoor-outdoor space, an iPourIt self-serve beer wall, craft coffee, and a steady stream of community events, the venue attracts dog owners and non-dog owners alike. Using GoTab's all-in-one platform and Pass RFID wristband technology, Crate Escapes offers frictionless ordering, seamless tab management, and connected experiences across tap wall, café, and retail zones. Whether it's trivia night or a puppy foam party, GoTab helps guests focus on what matters: good drinks, happy dogs, and a relaxed, choose-your-own-adventure vibe.

COMPANY

Crate Escapes Dog Park + Bar

INDUSTRY

Family Entertainment

FEATURES

- All-in-One Point of Sale
- Mobile Ordering (QR) and Payment
- RFID Passes
- iPourit and Taplist Integration



THE SITUATION

Crate Escapes started with a group text and a dream. Inspired by a video of a dog bar, founders Jennifer and Aaron Ehlers and Megan Schaffer realized Indiana had nothing like it. So they built it: a community-first dog park + bar powered by smart tech and even smarter service. As they grew from idea to venue, they needed a POS that could bring together RFID wristbands, a self-pour tap wall, QR code ordering, mobile tabs, and retail—all without disrupting the guest experience. With up to 300 dogs visiting each weekend and guests coming from all over, Crate Escapes had to scale seamlessly.



GoTab was the only company that could actually make what we had in our heads real.

—Jennifer Ehlers, Co-Founder

THE SOLUTION

GoTab delivered. With RFID wristbands, guests can check in once and order drinks, food, and coffee throughout the park. Integrated with iPourIt and Taplist, GoTab powers every part of the experience: the beer wall, the mobile café, counter service, and even drop-off wristband checkout. Whether a member is grabbing coffee before remote work or a first-timer wanders in from the nearby sports complex, each guest gets the same easy, tech-powered adventure.

THE BENEFITS

- ✓ **Frictionless Ordering Across Zones**
RFID wristbands let guests move between the tap wall, café, patio, and retail shop without starting a new tab.
- ✓ **QR Code Convenience**
Guests scan, order, and get notified via text—no need to wait in line or track down a server.
- ✓ **Unified Guest Experience**
All revenue centers flow through GoTab—beer wall, food truck, retail, and café—so the team can focus on hospitality, not logistics.
- ✓ **Tech that Matches the Vibe**
From foam parties to morning cold brews, GoTab supports Crate Escapes' laid-back but high-traffic model.



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.