

CASE STUDY



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OVERVIEW

Raising a Glass to Community: Little Pub Company Keeps Denver's Neighborhood Bars Thriving with GoTab

In a city where sleek cocktail lounges often replace corner pubs, Little Pub Company keeps Denver's neighborhood spirit alive. Founded in 1994 and still proudly local, the group now operates 18 bars and two beer gardens built on one belief: community comes first.

At venues like Billy Birch Pub & Yard in Thornton and The Old Man Bar in Broomfield, that philosophy meets innovation through GoTab's flexible platform. By blending full-service and QR ordering, the team delivers faster service without losing the personal connection that defines local hospitality. Guests enjoy effortless experiences while staff gain tools to serve smarter and stay focused on what matters most—people.

COMPANY

Little Pub Company

INDUSTRY

Brewery

FEATURES

GoTab POS & QR Ordering

Hybrid Service Model

Handheld Devices

Integrated KDS & Promotions



THE SITUATION

As its venues grew busier, Little Pub Company faced a common challenge: how to scale service without losing personal connection. With large patios and small teams, traditional systems slowed operations and limited guest choice. Each neighborhood bar had its own rhythm, so flexibility was essential.



People come to neighborhood bars because they want to feel connected. GoTab makes that easier, not harder. It lets us serve faster, stay present with guests, and keep the spirit of community alive.

—Rachel Callison, Regional Support Manager

THE SOLUTION

Even GoTab plays a role in community engagement. Locals who live along the fence line surrounding Billy Birch get 10% off food Monday through Friday and exclusive event invites. Using GoTab's built-in promotions, Callison can easily set up discounts and communicate offers directly through digital menus and receipts.

The results speak for themselves. There are long lines on sunny days, familiar faces returning week after week, and a growing reputation as the kind of place where everyone feels known.

GoTab's platform empowered a seamless hybrid model—full service indoors, QR and walk-up service outside. Bartenders move freely between bar, patio, and guests, using handhelds and integrated printers to ensure food and drinks reach tables quickly. Built-in promotions and loyalty tools deepen community ties through exclusive neighborhood discounts and event perks.

THE BENEFITS

- ✓ **Increased Labor Efficiency**
Serve up to 1,000 guests with only eight bartenders.
- ✓ **Improved Order Accuracy & Speed**
Smart printer routing connects bar and kitchen.
- ✓ **Flexible Guest Experience**
Guests choose QR or table service, seamlessly.
- ✓ **Stronger Community Connection**
Easy digital promotions keep locals engaged.



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.