

# CASE STUDY



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## OVERVIEW

### Mighty Squirrel's Winning Season in Fenway Park, Powered by GoTab

When Mighty Squirrel Brewery opened its 13,000-square-foot Fenway taproom just steps from Fenway Park, the team needed technology that could keep pace with Boston's busiest game-day crowds. With four bars, a full kitchen, and a steady flow of locals, concertgoers, and baseball fans, speed and flexibility were essential.

By implementing GoTab's entertainment commerce platform, Mighty Squirrel delivers fast, accurate service across every touchpoint, from stationary bar service to QR-based mobile ordering and shared tabs. The result is a high-energy taproom that moves crowds efficiently while preserving the personal, social experience that defines Mighty Squirrel's brand.

## COMPANY

Mighty Squirrel

## INDUSTRY

Brewery & Taproom

## FEATURES

- GoTab Point-of-Sale (POS)
- Mobile & QR Ordering & Payment
- Shared Tabs & Two-Way Texting
- Kitchen Display System (KDS)



## THE SITUATION

Located in the heart of Fenway's entertainment district, Mighty Squirrel's second location faced intense traffic spikes during games, concerts, and weekends. With multiple service areas operating simultaneously, long lines and guest confusion could quickly impact experience. The team needed a system that could support high-volume service, flexible ordering preferences, and fast turnaround without overloading staff.



**GoTab helps us serve Fenway crowds faster and more efficiently, making it easier for guests to enjoy great food, great beer, and the energy of being right next to the park.**

**—Jesse Reyes, Director of Marketing**

## THE SOLUTION

GoTab enables a hybrid service model tailored to Mighty Squirrel's unique flow. Stationary POS terminals support service at the bar and coffee counter, while QR ordering lets guests order and reorder from anywhere in the space. Shared tabs simplify group payments, and real-time kitchen texting through the KDS keeps guests informed without crowding pickup areas. All orders flow through a single, unified platform.

## THE BENEFITS

- ✓ **Faster Throughput**  
Reduced lines during peak game-day traffic.
- ✓ **Flexible Guest Choice**  
Bar service, mobile ordering, or shared tabs on a single platform.
- ✓ **Improved Order Accuracy**  
Centralized routing to bar and kitchen through the integrated KDS.
- ✓ **Stronger Labor Efficiency**  
Staff serve more guests with less friction.



## 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.