

CASE STUDY



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OVERVIEW

A Unified Brewery Point of Sale That Eliminates Lines and Unlocks Growth

Other Half Brewing has built one of the most recognized brands in craft beer, known for high-demand releases and taprooms that double as community hubs. As the brewery expanded across multiple locations, maintaining that same level of hospitality at scale became more complex. Long lines, high-volume service, and evolving guest expectations created operational friction.

At the same time, events, food programs, and opportunities to increase dwell time were becoming essential to revenue growth. Other Half needed more than a traditional brewery point of sale. They needed a platform that could unify operations, reduce friction, and support a modern, experience-driven taproom model across every location.

COMPANY

Other Half Brewing

INDUSTRY

Brewery and Taproom

FEATURES

All-in-One POS

Kitchen Display System

Mobile Ordering & Payment

Handheld POS



THE SITUATION

Growth has introduced new operational challenges. What worked in its high-energy Brooklyn taproom does not automatically translate across a growing footprint of locations with different layouts, service models, and guest behaviors. Lines at the bar created bottlenecks. Staff were forced to manage peak demand manually. Guests expected faster service, more flexibility, and the ability to engage on their own terms. Events, food programs, and longer guest dwell times were driving a larger share of revenue, but also adding complexity to daily operations.



GoTab has allowed us to streamline operations while creating more personalized, valuable experiences for our guests across every location.

—Joy Reichenbach, Director of Business Operations

THE SOLUTION

Other Half selected GoTab to deploy a unified brewery point of sale and mobile ordering platform across all locations, building on an initial rollout at its Philadelphia taproom. GoTab created a consistent operational foundation while supporting the flexibility required in high-volume, hybrid-service environments.

Today, mobile ordering and shared tabs allow guests to order and reorder from anywhere, significantly reducing lines at the bar and freeing staff to focus on hospitality instead of transactions. A centralized system of record enables consistent menus, reporting, and operational workflows across every location, while still allowing each taproom to adapt to its unique flow.

GoTab's open API gives Other Half the ability to integrate with best-of-breed tools like Tripleseat for event management, ensuring the technology stack can evolve alongside the business without creating additional complexity. The result is a platform designed not just to process transactions, but to support how this category-leading brewery actually operates.

THE BENEFITS

- ✓ **More Reorders, Higher Spend**
Guests can order anytime, from anywhere—driving incremental rounds throughout the visit.
- ✓ **Faster Service, Fewer Lines**
Mobile ordering and shared tabs eliminate bottlenecks and keep the bar moving during peak volume.
- ✓ **One Platform Across Every Location**
A unified brewery point of sale standardizes operations while supporting location-level flexibility.
- ✓ **Longer Visits, Better Experiences**
A frictionless taproom experience increases dwell time, engagement, and overall spend.



More Than a POS



GoTab is an entertainment 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.