

CASE STUDY



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OVERVIEW

Scaling a Destination Taproom with Mobile-First Service and Seamless Operations

Pries Brewing Company sits along the Mississippi River in Minneapolis, where a neighborhood taproom has evolved into a high-volume destination for game days, events, and community gatherings.

As Pries expanded with a sports mezzanine and major partnerships like the Minnesota Twins, guest volume and expectations surged. The team needed a faster, more flexible service model that could scale without adding friction.

With GoTab's mobile-first platform, Pries transformed everyday iOS devices into a powerful POS system—unlocking a hybrid service model that meets guests where they are and adapts in real time.

COMPANY

Pries Brewing

INDUSTRY

Brewery and Taproom

FEATURES

- QR Ordering & Payment
- All-in-One POS
- Handheld POS
- Kitchen Display System (KDS)
- Manager App



THE SITUATION

Pryes Brewing operates one of the most dynamic taprooms in the Twin Cities. The addition of a sports-focused mezzanine and a multi-year partnership with the Minnesota Twins brought more guests, more occasions, and higher expectations for speed and flexibility.

Traditional POS systems couldn't keep up. Fixed terminals created bottlenecks, limited staff mobility, and made it difficult to scale during peak moments like game days and large events. Growth meant adding labor instead of improving efficiency.



We needed a system that matched how people use our space. Guests can order at the counter or from their table—so they can choose the experience that works best.

—Mike Corneille, Pryes Brewing

THE SOLUTION

Pryes implemented GoTab to rethink how its service works. By turning iPhones and iPads into full POS devices, staff can take orders and close tabs anywhere in the space. Guests can also open and manage tabs via QR codes, reducing congestion and giving them control over their experience.

This hybrid model allows service to scale dynamically—supporting everyday traffic and high-volume events without added complexity. Instead of forcing guests into a single flow, Pryes now supports multiple service paths that match real-world guest behavior.

THE BENEFITS

- ✓ **Built for a Destination Experience**
Supports taproom traffic, sports viewing, and large events without added complexity.
- ✓ **Mobile POS Without Limits**
Turns iOS devices into full POS systems, eliminating reliance on fixed terminals.
- ✓ **Faster Service at Peak Demand**
Reduces lines and bottlenecks during high-volume moments.
- ✓ **Flexible, Scalable Operations**
Adapts instantly to demand without adding staff or infrastructure.
- ✓ **Stronger Guest Engagement**
Enables hybrid service that increases dwell time and spend per visit.
- ✓ **Foundation for Growth**
Supports partnerships, promotions, and new revenue streams with operational ease.



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.