

CASE STUDY



(202) 949-6886

info@gotab.io

gotab.com



OVERVIEW

Turning Recreation Into a Hospitality Destination

Relish Food Hall + Pickleball transformed a long-vacant former Sam's Club in Louisville, Colorado, into a 78,000-square-foot destination featuring 21 pickleball courts, eight food hall concepts, event space, and community programming. Built around the idea that recreation drives traffic and hospitality captures spend, Relish needed technology capable of connecting food, beverage, events, memberships, and pickleball operations into one seamless guest experience.

With GoTab, the team created a unified operating model that supports multi-vendor ordering, shared tabs, private events, and future integrations with CourtReserve and RFID access. The result is a flexible foundation designed to support growth, community engagement, and high-volume hospitality.

COMPANY

Relish Food Hall and Pickleball

INDUSTRY

Food Hall and Pickleball Venue

FEATURES

All-in-One Point of Sale
Automated Remittances
Kitchen Display System
Tripleseat Integration



THE SITUATION

Relish Food Hall + Pickleball was designed to be more than a food hall or sports facility. Located inside a transformed 78,000-square-foot former Sam's Club, the venue combines pickleball courts, food vendors, bars, memberships, leagues, tournaments, private events, and community programming under one roof.

That unique model created operational complexity from day one. Guests needed the freedom to move between courts, vendors, bars, and event spaces without encountering disconnected ordering experiences. The team also wanted technology capable of supporting future membership benefits, court reservations, and evolving service models as the business continued to grow.



GoTab makes it easy for vendors to find a guest's tab and add orders. Whether someone is playing pickleball, attending an event, or dining, the experience feels connected.

—Tanner Cady, Director

THE SOLUTION

GoTab provided a unified platform connecting Relish's multiple revenue streams into a single guest experience. Guests can maintain tabs across the food hall, bar, and event spaces while vendors can quickly locate and add orders regardless of where they originated. Corporate groups and private events can use shared food and beverage tabs across participating vendors, creating a seamless experience for guests and operators alike.

The platform also supports future plans for RFID-enabled guest experiences, CourtReserve integration, and membership-driven food hall benefits. Combined with responsive support and flexible workflows, GoTab gives Relish the operational foundation needed to scale a hospitality business built around recreation, dining, events, and community.

THE BENEFITS

- ✓ **Connects Multiple Revenue Streams**
Supports pickleball courts, food vendors, bars, memberships, leagues, tournaments, and events within a single connected platform.
- ✓ **Improves Event Operations**
Enables unified food and beverage tabs across multiple vendors, simplifying service for corporate groups, tournaments, community gatherings, and private events.
- ✓ **Reduces Guest Friction**
Allows guests to move freely between courts, vendors, bars, and event spaces while maintaining a seamless ordering and payment experience.
- ✓ **Distributes Volume Efficiently**
Helps vendors serve large groups quickly by spreading demand across multiple concepts and reducing bottlenecks during peak operating periods.



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.