

# CASE STUDY



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## OVERVIEW

### 145 Years of Family Legacy, Powered by Technology Built for High-Volume Hospitality

The Patch Brewery sits on a family farm in Maple Ridge, British Columbia, where the Laity family has worked the land since 1879. When the brewery opened in 2024, guest demand far exceeded expectations. The 400-seat destination quickly became one of the Fraser Valley's busiest hospitality venues, drawing families from across the region.

After a competing POS failed during their opening weekend, The Patch turned to GoTab to eliminate long lines, streamline service, and give guests a faster, more flexible way to order. Today, GoTab powers QR ordering, counter service, KDS, reporting, and integrations that help The Patch scale without losing the hospitality that made it a community landmark.

## COMPANY

The Patch Brewery

## INDUSTRY

Brewery and Taproom

## FEATURES

QR Ordering & Payment  
All-in-One Point of Sale (POS)  
Kitchen Display System (KDS)  
MarginEdge Integration



## THE SITUATION

When The Patch Brewery opened on the Laity family farm in Maple Ridge, British Columbia, demand exceeded every expectation. The 400-seat brewery and patio quickly became a regional destination, drawing families from across the Fraser Valley. On busy weekends, counter lines stretched 30 to 40 minutes, guests spent a significant portion of their visit waiting to order, and some left before purchasing another round. The team hired dozens of employees within the first week, but staffing alone could not solve the operational strain.



**People used to spend 30–40 minutes waiting in line. Now they sit with their families and their beer just arrives.**

**—Jeff Laity, Co-Founder**

## THE SOLUTION

After their first POS failed early on, The Patch selected GoTab to support high-volume service. QR ordering and payment were deployed across every table while preserving traditional counter ordering for guests who preferred it.

GoTab's Kitchen Display System synchronized orders between the bar, kitchen, and food trailer in real time. Guest-facing order screens provided visibility into delays, and built-in reporting tools gave ownership instant access to menu-level sales data and MarginEdge integration for food cost analysis. The result was faster service, fewer bottlenecks, and more time for staff to focus on hospitality.

## THE BENEFITS

- ✓ **Fast-Track Beverage Service**  
Reduced 30–40 minute counter lines, enabling guests to get a beer in as little as 30 seconds.
- ✓ **Higher Guest Spend & Engagement**  
Increased guest dwell time, additional rounds, and food attachment to drive higher overall revenue.
- ✓ **Real-Time Kitchen Coordination**  
Connected kitchen and food trailer in real time to serve more guests with fewer staff.
- ✓ **Instant Profitability Insights**  
Integrated front-of-house sales with MarginEdge costing to provide instant, item-level visibility into performance and profitability.



## 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.