

CASE STUDY



(202) 949-6886

info@gotab.io

gotab.com



OVERVIEW

How Garfinkel's in Vail, CO, Keeps the Après Ski Tradition Alive

In the heart of Vail's Lionshead Village, Garfinkel's has spent over 30 years blending ski-town tradition with evolving guest expectations. Known to locals and regulars as "Garfs," the venue is a mainstay of the après ski scene, welcoming generations of returning families. But operating in a resort town means managing high guest volume, limited staffing, and wild seasonal swings. To stay ahead, longtime operator Mike Dunlap turned to GoTab. The switch enables Garfs to cut down floor staff while still serving record crowds, empower guests to order on their terms, and keep operations nimble no matter the season.

COMPANY

Garfinkel's Sports Bar

INDUSTRY

Restaurant

FEATURES

QR Code Ordering

Handheld POS

Location-based Discounts

Kitchen Display System

MarginEdge/Quickbooks Integration



THE SITUATION

Operating in a high-volume, high-rent resort town like Vail requires agility. Seasonal labor shortages, fast guest turnover, and extreme weather demand a service model that can flex—without losing the personal touch that keeps guests coming back year after year. When Dunlap began evaluating POS systems, he wasn't looking for bells and whistles. He needed a solution that allowed his staff to do more with less and gave guests the option to order how they preferred—whether through a QR code, a server, or a handheld. After evaluating the Heartland, Toast, Clover, Lightspeed and SpotOn systems, GoTab emerged as the clear choice.



We're in a resort town. Staff will always be scarce. GoTab helps us serve just as many guests—with fewer people.

—Mike Dunlap, Operator

THE SOLUTION

Using GoTab's hybrid ordering model, Garfinkel's has the flexibility to serve up to 1,200 covers without increasing staff. Menu updates take minutes instead of weeks, dynamic discounts encourage guests to brave the cold for patio seating, and integrations with QuickBooks and MarginEdge ensure the numbers are always in sync. In a town where the weather—and the crowd—can shift by the hour, GoTab helps Garfs stay ready.

THE BENEFITS

- ✓ **Flexible, Hybrid Ordering**
Guests order however they like—QR code, via servers using handhelds, or full service—with all orders flowing through one connected system.
- ✓ **Operational Efficiency at Scale**
With real-time menu updates, location-based discounts, and fewer staff on the floor, Garfs delivers full-service hospitality with leaner teams.
- ✓ **Integrated Tech Stack**
GoTab syncs with QuickBooks and MarginEdge, giving Dunlap instant visibility into performance and simplifying decision-making across the board.



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.