

CASE STUDY



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OVERVIEW

Smashers Serves Up Pickleball, Food, and Fun at Scale with GoTab

When Smashers Pickleball + Bar + Grill opened in San Angelo, Texas, it set out to be more than a sports facility. Built as a 37,000-square-foot entertainment destination, Smashers combines indoor and outdoor pickleball courts, a full-service bar and restaurant, a golf simulator, private event space, and family-friendly gathering areas.

With no prior restaurant experience, the ownership team needed a flexible POS platform that could support multiple guest zones and revenue streams without requiring a traditional, labor-heavy service model. After experiencing GoTab as guests themselves, the team chose GoTab to power mobile ordering, hybrid service, and seamless integrations which allowed Smashers to launch quickly, scale confidently, and deliver a smooth guest experience across the entire facility.

COMPANY

Smashers Pickleball + Bar + Grill

INDUSTRY

Sports & Entertainment Venue

FEATURES

- Point-of-Sale (POS)
- Handheld POS
- QR Ordering & Payment
- Court Reserve Integration
- Handheld Devices



THE SITUATION

Smashers was designed to host hundreds of guests moving freely between courts, dining areas, patios, and entertainment spaces. With limited hospitality experience and a massive footprint to manage, the team needed a system that could handle food and beverage service across multiple zones without hiring a large front-of-house staff. In addition, mobile ordering was new to the San Angelo market, requiring a solution that supported both self-service and staff-assisted ordering.



GoTab has made a big difference for us. With the size of this building, we couldn't run a traditional service model. The flexibility, support, and guest experience have been exactly what we needed.

—Jake Powers, General Manager

THE SOLUTION

GoTab enabled a flexible hybrid service model that adapts to how guests move throughout the venue. QR ordering allows guests to start and continue tabs anywhere in the building, while service attendants use handhelds to assist first-time users. Integration with Court Reserve lets guests charge food and drinks directly to their court bookings. GoTab's responsive support team worked closely with Smashers to refine checkout flows, ensuring the experience remains intuitive for both guests and staff.

THE BENEFITS

- ✓ **High Utilization Without Heavy Staffing**
Operates efficiently across a 37,000-square-foot venue
- ✓ **Flexible Guest Movement**
Order and reorder from courts, patio, bar, or event spaces
- ✓ **Faster Adoption of Mobile Ordering**
Hybrid service supports first-time and repeat guests
- ✓ **Scalable Foundation**
Technology ready for future expansion



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.