

# CASE STUDY



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## OVERVIEW

### Revolutionizing Food Hall Dining in Arlington, VA

Opening its doors in 2024, Upside on Moore is a vibrant food hall located minutes from D.C in the heart of Arlington, Virginia. It features nine dynamic dining concepts, including seven local eateries, a coffee shop, and two bars. Operated by DMV-based Mothersauce Partners, this expansive 30,000 square foot space offers a variety of seating options, including indoor seating, an outdoor terrace, bar seating, and multiple private rooms.

## THE SITUATION

Upside on Moore's location in a business district presents a unique challenge with high traffic in the middle of the week and low foot traffic on the weekends. As a result, it must be incredibly efficient for the lunch and happy hour crowds, aiming to bring the benefits of a food hall without the usual drawbacks of long lines and drawn-out processes that plagued the previous food hall tenant. The complexity of handling takeout and in-house orders efficiently, managing multiple dining and event spaces, and coordinating back-of-house operations required a streamlined solution.

## COMPANY

Upside on Moore

## INDUSTRY

Food Hall & Event Space

## FEATURES

- Self Ordering Kiosk
- All-in-One POS
- Kitchen Display System
- Mobile Ordering & Payment

# UPSIDE

ON MOORE

## THE SOLUTION

### Seamless Self-Service Technology

Leveraging GoTab's unique Food Hall features, Upside on Moore offers an elevated dining experience that also optimizes operational efficiency. Self-service kiosks placed strategically throughout the venue enable guests to place orders swiftly, enhancing service speed and guest satisfaction. QR code ordering facilitates seamless smartphone-based transactions, complemented by a shared tab feature that simplifies bill splitting for groups. Central to GoTab's approach is a unified mobile ordering experience across all dining concepts at Upside on Moore, ensuring consistency and ease of use for patrons for ordering from multiple vendors on the same tab.



**With 12,000 residents residing within a six-minute stroll, our goal is to become a beloved “third place” for our community. GoTab has helped us transform our guest experience with user friendly kiosks and table ordering, so our guests can seamlessly work, dine, and relish the atmosphere without any wait time.**

**—Nick Freshman, Founder, Mothersauce Partners**

Behind the scenes, GoTab's robust manager app supports back-of-house operations with functionalities such as staff coordination, real-time analytics, and event management, allowing for operational agility and the seamless execution of private events of any size.

As Upside on Moore continues to thrive as a culinary destination, GoTab remains a trusted partner in driving innovation and operational excellence in hospitality.

## THE BENEFITS

- ✓ **Enhanced Operational Efficiency**  
GoTab streamlines inventory management, staff coordination, and provides real-time analytics, boosting operational agility. This efficiency ensures smoother service operations, even during peak times, enhancing overall guest satisfaction.
- ✓ **Improved Guest Experience**  
Self-service kiosks and QR code ordering simplify the ordering process, reducing wait times and enhancing convenience for guests. The shared tab feature further streamlines transactions for groups, contributing to a seamless dining experience.
- ✓ **Kitchen Display and Printer Integration**  
Advanced kitchen technology allows the back-of-house to reduce order errors and streamline the entirety of the ordering process with features like order batching, two-way communication and text on fulfillment.



## 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.