THE GOLDEN MILL REDUCES GUEST CHECK-IN PROCESS TO 1 STEP, STREAMLINING F&B SERVICE WITH SELF-POUR & GOTAB INTEGRATION

Location: The Golden Mill

Venue Type: Food Hall

PourMyBeer Solution: 56-Tap Fixed Wall Integrated with GoTab POS

INTRODUCTION

The Golden Mill is a 7,500-square-foot food hall unique from all others in its surrounding area as it is home to the only rooftop bar and self-pour beverage wall in the neighborhood! From their 56 self-pour taps, guests can enjoy craft beverages, including beer, wine, ciders, sake, house-made cocktails, and non-alcoholic options. With 5 different food vendors, guests can pick from varying cuisines. The Golden Mill began serving its community in 1864, but what began as the town's mill and feed store has since transformed into an award-winning food hall. The Golden Mill saw self-pour technology as an opportunity because of its presence in the market and wanted to be a part of that success.

THE CHALLENGE

At maximum capacity, The Golden Mill can serve 700 guests, so they knew a traditional bar would cause growing frustrations among guests due to long wait times. Aside from lost sales and unhappy customers, a traditional bar would create a bottleneck and challenges from a labor perspective with staffing and scheduling. They knew they needed to optimize their food & beverage program to maximize profits and reduce guest wait times while providing an innovative, social experience for their community because developing a gathering space for customers near and far was a top priority.

SOLUTION

PourMyBeer's traditional tap wall setup proved to be a great solution to meet all of The Golden Mill's needs. After installing two beverage walls with 40 taps downstairs and 16 taps upstairs to combat traffic congestion at the wall, The Golden Mill wanted to optimize the self-pour experience even further. They turned to PourMyBeer's integration with GoTab Point-of-Sale to streamline the guest check-in and check-out processes and encourage guest autonomy throughout every step of the food and beverage experience in the food hall.

With many POS systems on the market, choosing the right provider is crucial to operational success. After researching various providers, GoTab POS stood out to The Golden Mill with these key features:

- Ease of digital receipts and mobile ordering
- Ability to close all open tabs
- Split tabs among larger parties
- Guest ability to use 1 RFID card for all food, beverage, and merchandise vendors
- One terminal
- Auto product sync
- Real-time tab updates
- 24-hour support
- Customizable branding

INTEGRATING WITH GOTAB

Through PourMyBeer's integration with GoTab POS, The Golden Mill reduced the guest check-in process to 1 step. Now, staff members check guest IDs, open a tab with the guest's credit card, and explain how guests can use their RFID card at both the beverage wall and to enjoy food from any of the 5 vendors - guests can even use it at the merchandise store! When it's time to check out, guests can easily drop their pour cards off in lock boxes at the exit and walk out. The Golden Mill closes out all guest tabs from the lock boxes at the end of the night and texts tabs to guests who are left with open tabs, ensuring no tabs are forgotten. This integration has been a game changer for The Golden Mill. During their busy months, they can have 900+ guest checks open, which they can now close at once. GoTab also offers the ability to create multiple tabs for groups and events, further streamlining efficiencies during the check-in process.

Scan the QR code to learn how the PourMyBeer and GoTab integration works for guests.

RESULTS

By offering PourMyBeer's self-pour technology, The Golden Mill has seen as many as 20 guests pouring at the wall at once. Integrating with GoTab POS has eliminated inefficiencies for guests and increased the speed of service as guests can use their pour cards to purchase food at any of the 5 vendors and then head to the beverage walls and begin sampling and pouring while waiting for their food.

"Only having 1 step to get a guest started with a pour card that also works at all the food vendors is amazing. Many of the guests comment on the freedom they have to freely move about the space and get whatever they want, all with one card!" says the owners of The Golden Mill.

If you are ready to learn more about PourMyBeer & GoTab's integration to create efficiencies in your venue, contact our sales team at sales@pourmybeer.com or 312-416-9989.