

# How Green Rock Tap & Grill Increased Weekly Revenue by 30%



## 30%

INCREASE IN AVERAGE WEEKLY SALES

## \$45K

IN PREPAID REVENUE GENERATED WEEKLY

Since opening in 2002, the Green Rock Tap & Grill has been a neighborhood fixture in Hoboken, NJ. A stone's throw from a busy train station, this tavern-style bar and restaurant was always a vibrant part of the downtown nightlife scene and consistently thrived on weekends with sports fans packing the house. But as the pandemic first eliminated—and later, greatly restricted—indoor dining, the owners creatively pivoted, annexing an adjacent parking lot and shifting their business model to ticketed seating and table minimums on game days.

Seeking to maximize revenue and streamline their operations, SevenRooms' unique technology offering was able to help Green Rock address both goals through:

- Booking pre-payments
- A White-labeled reservation widget
- POS-integrated reservation & table management

## Capturing Revenue Up-Front

Green Rock was able to seamlessly transition from a primarily standing-room-only indoor set up to taking reservations for a seated outdoor experience with SevenRooms. The platform enabled them to capture the majority of their revenue in advance, with guests required to prepay both a table minimum and a booking fee when reserving. Even as guidelines limited their overall capacity, this prepayment allowed Green Rock to get money for every single seat regardless of party size, boosting their average weekly sales by a staggering 30% compared to 2019.

## Driving Operational Efficiencies

By encouraging guests to book directly through SevenRooms' white-labeled reservation widget, Green Rock was able to completely eliminate cover fees. The ability to collect a fee with every booking allowed for more efficient staffing, as management could more accurately predict staffing needs based on total reservations without worrying about over- or under-staffing affecting the business' bottom line.

By linking to their SevenRooms Offers Directory directly from their Instagram profile, GreenRock was able to communicate and reiterate safety protocols, cancellation policies, and other important details at the time of purchase. In optimizing their books, they were also able to add an additional turn at every table, maximizing guests and potential revenue.

## Improving Guest Relationships

With direct, no-fee bookings funneled through their Instagram profile, Green Rock was able to significantly bolster their online presence. With more eyes on their social media, tables began to sell out in minutes. And as their white-label booking experience clearly established guest expectations up-front, precious time was freed up for staff to provide the best hospitality experiences on-site. Add-on purchases became commonplace, with parties regularly exceeding the table minimum by as much as 50%.

With the help of SevenRooms, we are collecting prepayment at the time of booking and getting money for every single seat. We're doing more sales than before COVID, and improving our brand image at the same time. Now we're considered not just a nightlife spot, but a place where people want to sit down and eat.



**Brandon Bovino**  
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**SevenRooms**

a DoorDash company

## Ready to increase repeat business?

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