



What at-lane ordering does to your numbers

Your guests are 30 feet from the bar, mid-game, with kids — and they won't get up to reorder. LaneTab puts a **scan-to-order, pay-at-the-tap** menu at every lane, table, and bay, prints straight to your kitchen and bar, and captures the money the instant the order is placed. Here's what that tends to do to F&B — and how we measure it on your floor, not in a brochure.

20–35% F&B revenue lift per venue, driven mostly by frictionless reorders	+\$230–500K incremental F&B per year for a busy 24-lane center	T+0 cash captured at order — no walked tabs, no last-call reconciliation	Days to go live — runs on the CloudPRNT printer & tablets you already own, no POS rip-and-replace
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The four levers — where the lift comes from

LEVER	WHAT DRIVES IT	BENCHMARK RANGE	BOWLING READ
Bigger checks	Full menu in hand, easy to add a round or a side, no rushed server	+15–25% avg check	Mid-to-high — photos & impulse add-ons
More reorders	The 2nd, 3rd, 4th round that never gets ordered when flagging staff is a chore	1.5–2× drink orders	The big one. 1–2 rounds becomes 3–4
Longer dwell	Guests don't leave the lane to find food or a drink — they stay and keep ordering	+8–15% time on lane	Pure upside on hourly & off-peak
Less waste	One runner covers 2–3× the lanes; pay-at-order kills walked tabs & ring-in errors	15–30% F&B labor · 1–3% leakage	Redeploy order-takers to running food

Why bowling is close to best-case

At-table ordering pays off most where two things are true: the friction to flag a server is high, and people sit a long time. Bowling hits both harder than almost any restaurant — which is exactly why Topgolf's entire F&B model runs on at-bay ordering. Expect results at the **top** of the published ranges, not the middle.

Worked model — a representative 24-lane center

Illustrative, mid-size busy center. Swap in your own lane count and utilization — the shape holds.

BASELINE

Paid lane-hours / week	≈ 756
F&B per lane-hour	\$25
F&B revenue / year	≈ \$980K
LIFT ON F&B/LANE-HR	INCREMENTAL / YR
Conservative +15%	+\$147K
Mid (likely) +25%	+\$245K
Aggressive +35%	+\$343K

STACK IT UP

F&B uplift (mid case)	+\$245K
Dwell extension — off-peak lane-hours sold	+\$30–60K
Labor redeployed (≈0.5–1 FTE / shift)	+\$40–80K
Leakage recovered (walked tabs, errors)	+\$10–30K
Net incremental / year	≈ \$230–500K

On ~\$1M of F&B that's a **20–35% uplift** — extracted from the same lane occupancy you already have.

Games vs. rented time — the dwell question

Per-hour lane rental

Longer dwell is **directly** more revenue. Keep guests comfortable and ordering, and the clock keeps running. At-lane ordering is pure upside.

Per-game pricing

Longer dwell between games is upside on quiet nights and can cost a lane turn on a packed Friday. Either way the win is the same: **more spend per occupied lane-hour**, without needing more lane-hours.

Speed to revenue — two meanings, both real

Cash hits faster

Pay-at-order moves revenue from end-of-night tab close to the **instant the order is placed** (payout in ~2 days), and eliminates the 1–3% lost to walked tabs and ring-in errors.

Live in days

QR codes + the **CloudPRNT printer and tablets you already own** — bring your own devices, nothing to rip out. No POS replacement. Want it done for you? Optional white-glove setup. Signed to taking orders in **days, not months**.

How these numbers were derived. Ranges are benchmark estimates synthesized from published results for at-table / QR mobile ordering in high-dwell venues (bowling, breweries, eatertainment). Actual lift varies with venue size, utilization, menu, and price point — treat these as a planning model, not a guarantee. **We don't ask you to take them on faith:** LaneTab's built-in Insights dashboard measures your real sales-per-lane-hour, reorder rate, average check and dwell — so you can run a control period, switch LaneTab on, and read the actual lift on your own floor with one tap.