POPSTROKE

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Case Study:
PopStroke Puts Profitability in Play with Craftable

Craftable gave us the clarity and control to scale from five to twenty venues—without adding headcount or losing visibility. It's one of the few tools our team actually loves using.

Derick Courson, VP of Finance, PopStroke

About PopStroke

PopStroke is a golf and hospitality experience like no other—where Tiger Woods–designed putting courses meet craft cocktails, chef-driven menus, and a social energy that feels more "backyard party" than country club. Each location is built for play and connection, with elevated food and beverage programs that rival full-service restaurants.

But behind every perfect putt and poured IPA is a complex operation: food, beverage, and retail inventory, rapid growth across states, and a team that needs precision without losing the human touch.

Impact at a Glance

Year 1 Savings
$500,000+
in COGS reduction

Expected Next-Phase ROI
$1M+
projected annual savings

Labor Efficiency
1 AP clerk
Managing 20+ venues

Locations
5 → 20
Venues growth with unified control

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The Challenge

Scaling Fast Without Losing Control

When PopStroke first started working with Craftable in 2023, the team had just five venues open. Inventory was tracked in Excel. Invoices were paid via credit cards and journaled manually into the GL—accurate enough to get by, but not enough to pinpoint margin leaks or waste.

"We were doing the best we could with what we had," says Derick Courson, VP of Finance at PopStroke. "But we couldn't really see where the opportunities were. There was no visibility across locations, and it was impossible to identify where money was slipping through the cracks."

As PopStroke's footprint expanded—now nearing 20 locations—the team needed a single platform to bring financial visibility, operational consistency, and control to their rapidly growing portfolio.

The Solution

Craftable's Unified Platform

PopStroke implemented Craftable's Inventory, AP Automation, and Reporting modules to connect the dots across food, beverage, and supplies (including golf balls—the brand's most essential "SKU").

How Craftable helped the team:

Automate invoice capture, coding, and approvals —cutting manual AP work by 80%.

Leverage live Actual vs. Theoretical and variance reports to detect waste and prevent margin erosion.

Standardize recipes, counts, and COGS tracking across all locations.

Unlock cross-location visibility into performance and purchasing trends.

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Profitability on Repeat

Within the first year, PopStroke saw over $500,000 in prime cost savings, simply by creating new habits and focus around visibility and variance.

As Courson explains:
"We got into the rhythm of where to look—where waste happens, where opportunity lives—and that alone saved us half a million dollars in our first year."

✓ **Grew from 5 to 20 locations with the same single AP person.**

✓ **Eliminated hundreds of manual invoice entries each week.**

✓ **Improved cost accuracy and accountability across every venue**

Even during a temporary period when their proprietary POS integration was offline, the difference was undeniable:

"As soon as we lost the Craftable integration, our COGS crept up. Managers spent more time in Excel and less time on the floor. They were frustrated. It's hard to take away a tool like Craftable once you've had it—you realize how much time and money it saves."

With Craftable now reintegrating to their custom POS, PopStroke expects another 1–1.5% drop in food and beverage costs—a projected $1M+ annual impact.

The PopStroke Difference, Powered by Craftable

PopStroke is redefining what "hospitality entertainment" can be: experiential, elevated, and endlessly scalable. With Craftable behind the scenes, they're keeping operations as tight as their putting greens.

"We couldn't have scaled this quickly without Craftable," says Courson. "It's a partnership that gives us the control and confidence to keep growing."

A Better Way to Work

Craftable didn't just drive profit—it changed the daily experience for operators.

"Normally, operations departments hate tools like this," Courson admits. "But our chefs, kitchen managers, and GMs actually love using Craftable. It's intuitive, it gives them clarity, and they can get to the numbers without digging."

The platform's service has also stood out:
"You can call support and talk to a real human who fixes your problem in minutes. That's rare. And the videos and resources made onboarding easy—I could send them to the field, and everyone could get up to speed fast."

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