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## AT UPMARKET SF RESTAURANT, NON-REFUNDABLE MEAL TICKETS HELP TACKLE NO-SHOWS

 FOOD & DRINK

**San Francisco restaurant Coi is introducing a ticketing system for its reservations, enabling diners to pay a flat fee and managers to avoid the headache of cancellations.**

The way diners pay for a meal has remained largely unchanged in the last few decades — customers reserve a table for free, pay for what they order and leave a tip at the end. Startups such as [Cover](#) have previously aimed to shake up this model, with automatic payments that enable guests to simply eat and leave without waiting for the bill. Now San Francisco restaurant [Coi](#) is introducing a ticketing system for its reservations, enabling diners to pay a flat fee and managers to avoid the headache of cancellations.

Owned by Daniel Patterson, the 2-star Michelin rated venue is no longer accepting reservations from customers who aren't paying in advance. Instead, diners can buy tickets for between USD 145 and USD 195 — depending on the time and date — for a set number of people. The ticket will get them a set tasting menu of 12 courses for each guest, with drinks purchased separately on the night. If diners can't make the reservation they can't get a refund, but they can use Coi's name transferring service if they manage to sell the tickets to someone else.

This system means that the restaurant has a more accurate idea of how many covers they're going to get because reservations can't be cancelled. If diners are a no-show, the venue still gets paid anyway. For customers, the scheme enables them to take advantage of a flat fee for their meal, meaning they won't get an unexpectedly large bill at the end.

The Coi system is based on similar existing ticketing initiatives at Nick Kokonas' Chicago-based Alinea and Next eateries. Could this system work for your restaurant?

8th September 2014

Website: [www.coirestaurant.com](http://www.coirestaurant.com)

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