

December 11, 2024



Jon Taffer and Shift4 Announce SkyTab Rescue Mission Contest Winners

Five Small Businesses Will Receive a \$20,000 Business Grant, Consultation with Jon Taffer, and a Complete SkyTab POS System from Shift4.

ALLENTOWN, Pa.--(BUSINESS WIRE)-- Jon Taffer, an award-winning hospitality expert and star of popular TV show *Bar Rescue*, and [Shift4](#) (NYSE: FOUR), the leader in integrated payments and commerce technology, have announced the five winners of the 2nd annual [SkyTab Rescue Mission](#) contest to support restaurants and other small businesses in need of assistance. Each winner will receive a \$20,000 business grant, a consultation with Jon Taffer, and a complete SkyTab POS System.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20241211226898/en/>

Shift4 & Jon Taffer announce winners of SkyTab Rescue Mission contest
(Photo: Business Wire)

Over 100 businesses applied for the Rescue Mission contest and the top

10 finalists were voted on via social media, receiving over 5,000 total votes. The five winners are [Dragonfly Café](#) in Milford, NE, [Pips Pub](#) in Evansville, IN, [Rock Lake Lodge & Campground](#) in Bloomer, WI, [Comedy in Harlem](#) in NY and [Kitty's Cheesecakes](#) in Ferndale, MI.

“Restaurants and small businesses today are facing unprecedented challenges,” said Jon Taffer. “That’s why I’m excited to partner with Shift4 once again on this initiative. Together, we’re empowering business owners with the tools, support, and resources they need to succeed. With my expertise, the cash prize, and the numerous benefits of SkyTab POS, we have the opportunity to create meaningful change and set them on a path to lasting success.”

“At Shift4, we're committed to helping small businesses thrive and we're thrilled to support these deserving restaurants, bars, and venues through the Rescue Mission contest,” said Shift4’s SVP of Marketing Nate Hirshberg. “All five winners have such inspiring stories that reflect their incredible impact both inside and outside their businesses. We’re proud to give them the tools and resources they need to grow and succeed.”

The first winner is Comedy in Harlem, a vibrant Black-owned comedy club in New York, NY.

“We accumulated significant credit card debt after having to relocate from our original location. Though the grant wouldn’t erase all our challenges, it would allow us to make critical improvements—such as purchasing kitchen equipment to offer a proper menu and installing signage to let people know we’re here,” said Jamie Roberts, co-owner, Comedy in

Harlem. “Our storefront has great potential, but we need the visibility to draw in more customers.”

The second winner is Pips Pub, a family-owned old school diner in Evansville, IN.

“While business is trending higher than last year and we’re constantly busy and we still aren’t making ends meet,” said Sean Swank, co-owner, Pips Pub. “We need help connecting the final dots to make this restaurant the success we know it can be.”

The third winner is Dragonfly Café, a specialty coffee and café in Milford, NE.

“We are in need of a rescue mission to provide us the guidance to continue to grow our business and efficiently serve the community without burnout and digging into debt,” said Mallory Gregory, owner Dragonfly Café. “We have many areas in the back of the house that need updated equipment, and we are continually swamped and want to maximize our amazing team members through updates and efficient systems.”

The fourth winner is Kitty’s Cheesecakes, a family-owned dessert business in Ferndale, MI.

“We have a challenging time continuing to purchase our main ingredients due to inflation,” said LaDawn Morris, owner Kitty’s Cheesecakes. “My POS system is outdated, and I can’t afford the high processing fees. I also had the opportunity to ship our cheesecakes nationwide, but I need to utilize my space accordingly and be able to store enough product and have employees.”

The fifth winner is Rock Lake Lodge & Campground, a picturesque vacation spot in Bloomer, WI.

“We have spent well over \$30,000 already on critical improvements, not including the current ongoing log restoration. Unfortunately, these expenses have taken away from our budget for what we consider to be customer focused impressions and experiences, and to accentuate and differentiate us from other establishments. We are striving to keep all of the regained customers and their trust, and increase new business as well,” said Jerry Kook, co-owner, Rock Lake and Lodge Campground.

Shift4 has made small businesses a core focus, delivering technology that allows business owners to streamline their operations and focus on growth. The company’s [SkyTab POS](#) is a modern, all-in-one technology platform that allows restaurants and bars to deliver exceptional guest experiences and manage every aspect of their business. It includes integrated online ordering and reservations, contactless/QR code ordering and payment, built-in marketing tools and loyalty program, mobile devices for tableside ordering and payment, comprehensive reporting, and much more.

To learn more about SkyTab, visit www.skytab.com.

About Shift4

Shift4 (NYSE: FOUR) is boldly redefining commerce by simplifying complex payments ecosystems across the world. As the leader in commerce-enabling technology, Shift4 powers billions of transactions annually for hundreds of thousands of businesses in virtually every industry. For more information, visit shift4.com.

About Jon Taffer

Jon Taffer is an award-winning hospitality expert, entrepreneur and thought leader with nearly 40 years of experience in the hospitality, entertainment, and nightlife industries. Best known as executive producer and star of Paramount Network's *Bar Rescue*, a non-scripted reality show that spotlights Jon as he saves failing bars from looming closure now in its eighth season. His latest endeavor is Taffer's Brownd Butter Bourbon, a rich, bold bourbon whiskey with notes of vanilla and toffee inspired by his years of cocktail and culinary creations. In 2019, Jon announced the launch of his own innovative, full-service restaurant franchise concept, Taffer's Tavern, which debuted in Atlanta in 2020. Taffer's Tavern features outstanding signature cocktails, elevated tavern foods, and the latest advancements in restaurant technologies. Concurrently, Jon runs Taffer Dynamics, his business consulting firm. Over the years, he has consulted for a range of well-known brands, including the NFL Network, Anheuser-Bush, Ritz-Carlton, TGI Fridays, Buffalo Wild Wings, Famous Dave's Barbecue and Fortune 500 brands such as Hyatt Hotels and Marriott International. In addition, Jon is a best-selling author having written three books: "Raise the Bar," "Don't Bulls*t Yourself," and his newest book "The Power of Conflict: Speak Your Mind and Get the Results You Want." For more information, visit www.jontaffer.com.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20241211226898/en/>

Shift4 Media:

Nate Hirshberg
SVP, Marketing

nhirshberg@shift4.com

Tracy Rubin
JCUTLER media group

Tracy@jcmg.com

Jon Taffer Media:

Ron Hofmann
Scenario Communications

ron.hofmann@scenariopr.com

Source: Shift4