

BMO clears the concourse and bumps concession sales with Mashgin

How BMO stadium served fans 400% faster than industry average and increased sales 25% with Mashgin's AI checkout system.

CLIENT

BMO Stadium

INDUSTRY

Sports & Entertainment

LOCATION

Los Angeles, CA

About BMO Stadium

The home of the Los Angeles Football Club (LAFC), BMO Stadium is located in the heart of downtown LA. Formerly known as Banc of California Stadium, BMO opened in 2018 and boasts a stunning view of the city skyline as well as an array of food and drink options for fans.

Challenges

With a seating capacity of nearly 23,000, the stadium has become one of the most sought-after venues in the city. Soccer matches are often decided by a difference of a single goal, so fans are hesitant to leave their seats during the game and potentially miss the match-winning moment. Compounding this challenge is the tight concession sales windows limited to the pre-game period and one 15-minute halftime, which makes it difficult for venues like BMO Stadium to serve nearly all of their fans at once - resulting in a crowded concourse and missed opportunities for concessions sales. The BMO Stadium team was looking for a solution to increase concession sales and reduce customer wait times to provide visitors with a more enjoyable game-day experience.

Choosing Mashgin

According to Jonathan Harris, founder of JHsports+ and sports concessions consultant for the LAFC: "We were looking for a turnkey solution that could be deployed quickly. Mashgin is a tried and true system with millions of transactions under its belt. For us, it was the perfect way to innovate checkout at pace." In late July 2022, the stadium launched 4 Mashgin kiosks and saw impressive results. Two weeks later, the stadium ordered an additional 4 machines after realizing the significant impact that Mashgin had on reducing concessions lines.

The median transaction time using Mashgin was only 12.5 seconds, roughly 4x faster than the industry average for traditional self-checkout. This change means not only shorter wait times for fans (as they no longer have to stand in line) but also more time spent watching the game they love. This increased convenience often leads to increased consumption as well; by making it easier than ever to purchase food, BMO Stadium is able to provide fans with a better overall experience, leading them to come back time and time again.

An A/B test conducted by the stadium showed a remarkable increase in revenue, with a 20-25% sales boost at a retrofitted stand by adding just 4 Mashgin kiosks. This increase in revenue was achieved without cannibalizing sales from nearby concession stands. Realizing these kiosks' potential for maximizing revenue, LAFC decided to establish a new grab-and-go location within an area of the stadium without any concession stands. Not only did this initiate a whole new stream of revenue for the stadium, but it also allowed them to do so without reducing sales at other stands.

At BMO Stadium, ensuring fan satisfaction has always been priority number one - and with Mashgin's efficient self-checkout kiosks, they are able to do just that, allowing fans to spend less time waiting in line so that they can spend more time cheering on their team. The positive impact on BMO Stadium's operations and customer satisfaction highlights the importance of investing in innovative solutions that improve the fan experience.

CASE STUDY

Results

25%

MORE REVENUE

Concession stand retrofitted with Mashgin saw a 25% boost in revenue

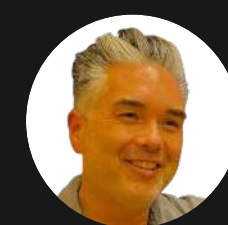
4X

FASTER TRANSACTIONS

Fan checkout times of under 13 seconds is over 4x industry average

BMO STADIUM

"We are regularly surveying our fans, and they love how Mashgin lets them move through the lines so quickly. The LAFC home games have been sold out since 2018, and concessions are always in high demand. Getting those lines moving means more fans can get their snacks without missing out on the action on the field."



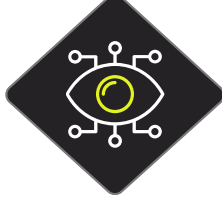
Christian Lau

Chief Technology Officer at Los Angeles Football Club

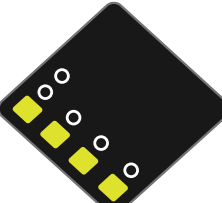
Delight customers with the world's fastest checkout

Mashgin's computer vision technology delights customers, increases sales, and maximizes staff productivity.

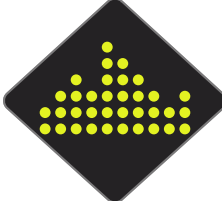
AI-powered checkout transforms your operations for maximum throughput and efficiency

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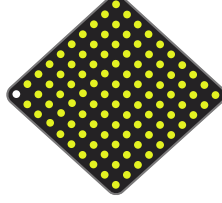
Unmatched computer vision

Our AI-powered 3D vision system recognizes items instantly—no barcodes required—delivering 99.9% accuracy for a seamless checkout experience.
- 

Maximum productivity

Reduce reliance on manual scanning and free up staff to focus on higher-value tasks, improving efficiency without increasing headcount.
- 

Insights that matter

Unlock real-time data on store performance, inventory trends, and customer behavior to make smarter business decisions.
- 

Built to scale

Whether in one store or across hundreds of locations, Mashgin adapts to your business needs with enterprise-ready AI technology.

Get instant & transformative results

- 4x

INCREASE THROUGHPUT
4X faster transactions
- 125%

BOOST SALES
125% increase in sales
- 80%

DELIGHT GUESTS
80% lower wait times
- 50%

INCREASE MARGINS
50% increase in sales per FTE

Learn how Mashgin can transform your business today.





Trained and trusted by a billion transactions



Integrated with 50+ technologies in retail and food service

PAYMENTS FREEDOM.PAYSHIFT4AURUS	LOYALTY givexvenuetizeLAVA
POINT OF SALE ORACLEcloverPDI	FUEL & RETAIL verifoneinvenco by GVRpaytronix
CAMPUS cbordtrove	CASH GLORYcpi