

Empower Field cuts concession lines in half with Mashgin

CASE STUDY

How Empower Field, Home of the Denver Broncos, shortened lines and increased sales 34%

CLIENT

Empower Field at Mile High

INDUSTRY

Stadium

LOCATION

Denver, Colorado

About Empower Field at Mile High

Empower Field at Mile High in Denver, Colorado is the home of the Denver Broncos and the MLS team the Colorado Rapids. The stadium opened in 2001 as Invesco Field at Mile High and was renamed Empower Field at Mile High in 2019. The stadium has a capacity of 76,125 spectators and is owned and operated by the Metropolitan Football Stadium District.

Challenges

Empower Field at Mile High is a world-class sports venue home to the NFL's Denver Broncos and Major League Soccer's Colorado Rapids. As with any sports stadium, the primary objective of Empower Field is to ensure that fans have an enjoyable and memorable experience during each visit. To achieve this goal, the stadium management team has implemented several initiatives to provide top-notch services to fans. One of the key areas where they have made significant strides is with concessions. Concessions are essential to providing fans with a positive experience. However, the traditional concessions process is known for its long lines, slow service, and overall inconvenience, which can quickly detract from the fan experience.

Choosing Mashgin

Recognizing this issue, the team at Empower Field decided to take action by installing 17 Mashgin kiosks around the stadium. The Mashgin kiosks are fully automated and allow fans to purchase food, drinks, and beverages quickly and easily. With a cash-free system and rapid speed of service, fans no longer have to wait in long lines to purchase their concessions. They can enjoy the game more and not worry about losing out on the action. Moreover, using Mashgin kiosks has helped to alleviate the labor shortage that often plagues concession stands, as the kiosks are fully automated and require less staffing.

The results for concessions stands with Mashgin have been impressive, with locations seeing a 400% faster transaction time than those with traditional point-of-sale systems. On average, a transaction is completed every 19 seconds, resulting in a 34% increase in revenue, counting out to 250 more orders each game. This has significantly impacted the overall fan experience, as long lines and slow service no longer hold up fans. The debut of Mashgin kiosks at Empower Field was a huge success and has set the stage for an even better fan experience as the season progresses. The stadium management team is confident that the Mashgin kiosks will continue to play a significant role in providing fans with a positive and enjoyable experience during each visit to Empower Field.

Empower Field at Mile High is committed to providing its fans with the best possible experience during each visit. The installation of Mashgin kiosks is a prime example of this commitment, as it has allowed the stadium to provide faster, more convenient, and innovative concession services.

Results

34%

MORE REVENUE
Stands with Mashgin kiosks saw a boost in overall transaction count

4X

FASTER TRANSACTIONS
Customer checkout times were 4x prior concession stand average

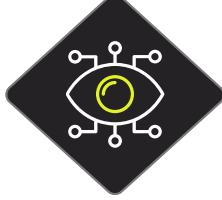
18s

TRANSACTIONS EVERY 18S
Empower Field at Mile High fans had the fastest concession experience of their lives

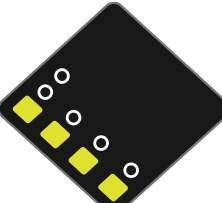
Delight customers with the world's fastest checkout

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

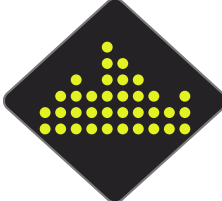
AI-powered checkout transforms your operations for maximum throughput and efficiency

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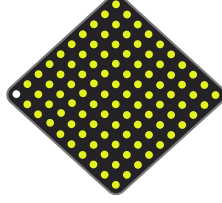
Unmatched computer vision

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