

John Deere Boosts Cafe Sales 20% in Two Weeks with Mashgin

CASE STUDY

How John Deere used Mashgin’s AI Checkout kiosks to increase employee cafe participation 15% and sales 20%

CLIENT
John Deere

INDUSTRY
Business Dining

LOCATION
Moline, IL

About John Deere

John Deere, officially Deere & Company, is a global leader in agricultural, construction, and forestry machinery, diesel engines, and lawn care equipment. Founded in 1837, it's known for its green and yellow livery and commitment to innovation in serving those who work the land. With a global network of dealerships and facilities, John Deere plays a key role in infrastructure and food production worldwide.

At its headquarters, John Deere partners with Aramark to provide a range of food services for employees, including cafeterias, cafes, and catering. Aramark manages day-to-day dining operations to ensure convenient, nutritious meal options that support a productive work environment.

Barb Goersch has been working for Aramark for over 11 years and leads foodservice operations for John Deere employees.

Challenges

Food service operators face a tough challenge: delivering great meals and service while keeping costs in check. One of the hardest parts is balancing fast service with the staffing needed to keep lines short.

Putting more employees on shift during lunch hour is one way to keep lines short, but limits staffing availability for keeping services available during other parts of the day. There are also physical limitations to how many POS terminals can fit into a given space, putting a hard cap on throughput by traditional means.

Choosing Mashgin

Aramark is always searching for ways to creatively solve these competing priorities through technology, which lead it to become an early adopter of Mashgin, the world's fastest AI checkout system. Using cameras and AI, Mashgin's kiosks instantly identify items by size, shape, and color instead of barcodes. Guests can place a full tray down and pay immediately, without waiting. Today, Mashgin is used at hundreds of Aramark's business dining locations.

After hearing about Mashgin from colleagues and looking to boost speed and expand hours, Barb brought Mashgin to John Deere HQ. Working with the Mashgin team, she installed 8 kiosks across 5 dining locations.

The results were immediate and profound - employees at John Deere were able to complete transactions in 13 seconds on average, which is roughly 400% faster than transactions on a traditional POS with a cashier. Lines quickly shortened and within 2 weeks employee participation at John Deere increased by 15% while total sales were up 20%.

Barb was thrilled with the results, saying “I have a deep love for Mashgin and what it has done for our business,” and advocating for Mashgin at additional cafes. She also noted that the technology was easy to use for both guests and staff, citing the simplicity of adding new items to the menu and the ease with which employees could check out.

Results

20%

MORE SALES

John Deere’s cafe saw a significant boost of sales in only 2 weeks

400%

FASTER TRANSACTION TIMES

Employees check out in 13 seconds on average, dramatically faster than traditional POS

15%

ADDITIONAL PARTICIPATION

Employee participation in cafe dining jumped 15% in response to shorter lines

aramark

"I have a deep love for Mashgin and what it has done for our business."



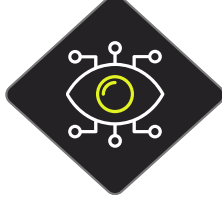
Barbara Goersch

General Manager for Aramark at John Deere

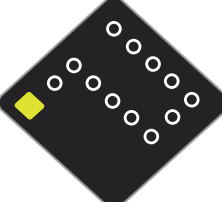
Delight customers with the world's fastest checkout

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

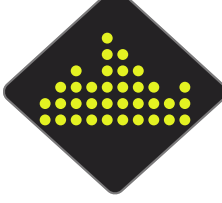
AI-powered checkout transforms your operations for maximum throughput and efficiency

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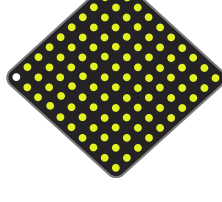
Unmatched computer vision

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 verifoneinvento by GVRpaytronix
CAMPUS cbordtrove	CASH GLORYcpi