

Palisades Tahoe Cuts Food Lines 80% with Mashgin

CASE STUDY

How Palisades Tahoe boosted food sales by 40% using AI checkout to dramatically shorten lines

CLIENT

Alterra Mountain Company

INDUSTRY

Ski Resorts

LOCATION

Lake Tahoe, CA

About Palisades Tahoe

Over 600,000 guests visit Palisades Tahoe each year to enjoy the terrain, snow, and on-mountain dining. As the third largest ski resort in the U.S. and part of Alterra Mountain Company, Palisades gained international recognition hosting the 1960 Winter Olympics and continues to invest in tech and services that elevate the guest experience.

Challenges

Nobody wants to spend their ski day in line, but minimizing waits is a major challenge. Palisades Tahoe faced common industry constraints while seeking ways to eliminate lines at their cafes.

Peak service hours: Over 70% of food and beverage sales happen between 11 a.m. and 2 p.m., making fast service critical to guest satisfaction and daily revenue.

Staffing challenges: Like many resorts, Palisades struggles with seasonal hiring. Limited staff during peak hours makes it hard to meet demand.

These factors led to long lines at cafes and forced closures of some food outlets during early and late season.

To solve this, Christian Andersen, Senior Manager of Food and Beverage, turned to Mashgin to speed up service, enhance guest experience, and grow sales, all without needing more staff.

Choosing Mashgin

Palisades installed 26 Mashgin kiosks across seven cafes. Skiers place their tray and pay in seconds with a card or season pass.

Each staff member manages four kiosks, reducing lines and letting them focus more on guest service.

Results came fast: shorter lines and higher revenue. “Before Mashgin, we’d sometimes have lines as long as 15 minutes during the peak season at The ARC,” said Andersen. “Now lines are almost gone completely. Even on the busiest days they will only be 1–2 minutes.” The faster-moving lines boosted sales for cafes by as much as 40% on peak days compared with past years.

With fewer cashiers needed per outlet, Palisades can now keep more cafes open year-round, offering guests more options and boosting F&B revenue. Operations are also smoother. Mashgin’s cloud-based menu system and digital boards let staff update food items and pricing in minutes, not weeks.

Real-time reporting with custom tags helps the team track performance across cafes and formats, and see which items drive sales. Integration with the Ikon Pass streamlines checkout and gives insight into passholder spending.

Following Palisades’ success, Alterra Mountain Company is rolling out Mashgin kiosks across more resorts to beat the lunch rush and get guests back on the slopes faster.

Results

40%

MORE REVENUE

Peak ski days saw revenue increases of 40%

80%

SHORTER LINES

Cafe wait times reduced from 15 minutes to 1–2 minutes

26

KIOSKS DEPLOYED

Utilizing Mashgin across the resort allowed for staff to keep more outlets open throughout the ski season



“With Mashgin lines are almost gone completely. Even on the busiest days they will only be 1–2 minutes.”

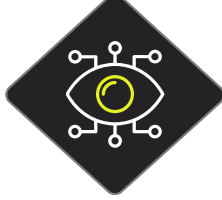


Christian Andersen
Senior Manager Food and Beverage

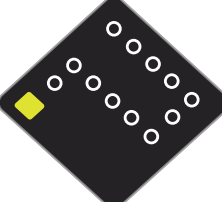
Delight customers with the world's fastest checkout

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

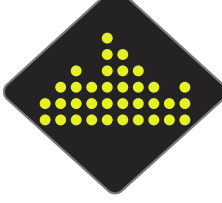
AI-powered checkout transforms your operations for maximum throughput and efficiency

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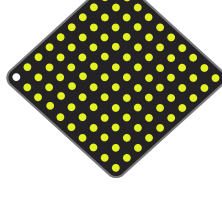
Unmatched computer vision

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