

**CASE STUDY**

VyStar Veterans Memorial Arena

LOCATION:	VyStar Veterans Memorial Arena
PHYSICAL LOCATION:	White Claw Grab & Go, Xtreme Wings, & Daily's
TYPE:	Arena / Grab & Go
DEPLOYMENT:	4 Mashgin Units
GO LIVE:	January 9th, 2026
PRODUCT MIX:	Hot & cold grab & go concession items, quick bites & self-serve alcoholic beverages

The challenge

Previously, select high-volume concession locations utilized traditional Micros terminals and handheld POS options. While functional, these systems created limitations during peak rush periods, particularly in the arena's highest-traffic food court area and busiest grab-and-go locations.

As part of a broader effort to improve speed of service, increase throughput, and reduce guest wait times, VyStar Veterans Memorial Arena and Legends Global needed a checkout experience that could:

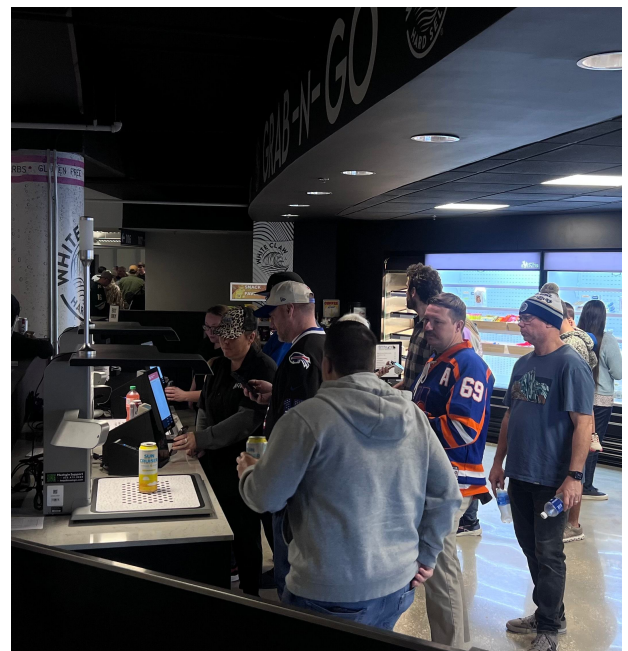
- Move guests through high-volume locations faster during peak event hours.
- Support increased transaction volume in the arena's highest-volume food and beverage locations.
- Reduce friction at checkout for grab & go purchases and improve the guest experience.
- Allow staff to focus on guest experience, food quality, and throughput.



The solution

To improve guest experience, speed of service, and operational efficiency, Legends Global deployed four full-size Mashgin kiosks at VyStar Veterans Memorial Arena: two at the White Claw Grab N Go, the arena's highest-volume location, and one each at the Daily's and Xtreme Wings concession stands in the food court, one of the venue's top revenue areas.

Mashgin's vision technology lets guests place multiple items down and check out in seconds, with no barcode scanning or cashier needed. This added a fast, high-capacity checkout option in the arena's busiest spots, boosting transaction volume, guest throughput, and service quality during peak event hours.



The impact

Sales Performance

Mashgin, combined with a focus on a frictionless experience, produced immediate and measurable results.

KEY RESULTS

3X

INCREASE IN CHECKOUT SPEED

20%

SALES INCREASE IN SELECT GRAB & GO LOCATIONS

27.83 SECONDS

AVERAGE TRANSACTION TIME

70%

REDUCTION IN AVERAGE TRANSACTION TIME

The result for VyStar Veterans Memorial Arena was a leaner, more responsive checkout system: higher transaction speed, reduced congestion, and a guest experience built around convenience rather than lines.

Labor & Staffing Optimization

Faster checkout didn't just speed up lines, it reshaped how staff spent their time. As demand grew, Mashgin freed teams from manual POS checkout on Micros terminals, letting them focus on guest assistance, replenishment, and maintaining product availability during peak hours.

Prior staffing model included:

- Manual checkout via traditional POS on Micros terminals
- Managing guest payment flow
- Handling high-volume lines during peak periods

With Mashgin handling the majority of checkout volume, staff were redeployed to:

- Assist guests using Mashgin kiosks during peak hours
- Keep grab & go items and food court products fully stocked
- Maintain line flow and reduce congestion around checkout
- Focus on food presentation and order flow throughout the venue

THIS SHIFT REFLECTS HIGHER DEMAND AND THROUGHPUT —NOT ADDED COMPLEXITY — POSITIONING MASHGIN AS A DRIVER OF SCALE RATHER THAN A LABOR CONSTRAINT.

Feedback & Satisfaction

GUEST FEEDBACK

“

Didn't even realize I was done that fast, no scanning, no waiting, just grabbed my food and got back to my seat.

“

Honestly the fastest checkout I've ever used at a game, in and out in under a minute without missing a beat.

“

I love coming to games here. The new AI checkouts are really neat.

LEGENDS GLOBAL FEEDBACK

“

At VyStar Veterans Memorial Arena, every second counts when thousands of fans are trying to get back to their seats before the next play. Our Legends Global team chose Mashgin because it lets us serve fans in seconds instead of minutes, without cutting corners on quality. That speed has completely changed what our concession lines look like on game day.

Mark Micallef

Director of Food & Beverage

Legends Global at VyStar Veterans Memorial Arena

Bottom line

With just four Mashgin Kiosks, Mashgin delivered high-speed checkout capacity in the highest-volume grab-and-go and food court locations at VyStar Veterans Memorial Arena, easing congestion and improving guest flow during the busiest event hours. Rather than replacing the existing POS setup, Mashgin worked alongside it, adding a faster checkout path that increased overall throughput while giving staff more room to focus on replenishment, guest support, and maintaining product availability during peak demand. The result for Legends Global was a more flexible, higher-capacity operation: faster checkout, stronger throughput, and a staffing model built around service rather than transaction processing.

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