



Aramark Expands Use of Artificial Intelligence Across Major League Baseball

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New Mashgin Self-Checkout Gets Fans Back to the Game Faster

PHILADELPHIA--(BUSINESS WIRE)--Jun. 11, 2019-- [Aramark](#) (NYSE: ARMK), a global leader in food, facilities management and uniforms, has expanded its use of artificial intelligence (AI) in Major League Baseball stadiums where the company operates, through a partnership with [Mashgin](#), a Palo-Alto, CA-based technology company, which creates express self-checkout kiosks that use computer vision to scan multiple items without barcodes at once, reducing the time consumers spend waiting in retail checkout lines.

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transaction time and up to 25 percent increase in sales.

"We can offer even more convenient and personalized consumer experiences with new digital technology that is powered by artificial intelligence," said Mike Giresi, Aramark's senior vice president and chief digital information officer. "Every application we build, based on AI, feeds data back into itself and provides us insights to be smarter not only about our operations, but also the needs and preferences of our clients and consumers. Mashgin technology continually learns food and beverage items and their prices offered at various locations, so a consumer can quickly pay and get on their way."

Aramark has installed Mashgin technology at more than 60 locations with 130 units in business dining, healthcare, higher education, and sports and entertainment sites the company serves.

About Aramark

Aramark (NYSE: ARMK) proudly serves Fortune 500 companies, world champion sports teams, state-of-the-art healthcare providers, the world's leading educational institutions, iconic destinations and cultural attractions, and numerous municipalities in 19 countries around the world. Our 270,000 team members deliver experiences that enrich and nourish millions of lives every day through innovative services in food, facilities management and uniforms. We work to put our sustainability goals into action by focusing on initiatives that engage our employees, empower healthy living, preserve our planet and build local communities. Aramark is recognized as one of the World's Most Admired Companies by FORTUNE, as well as an employer of choice by the Human Rights Campaign and DiversityInc. Learn more at www.aramark.com or connect with us on [Facebook](#) and [Twitter](#).

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Source: Aramark

Erin Noss
215-409-7403
noss-erin@aramark.com

With Aramark's commitment to engage fans and innovate their food and beverage experience with state-of-the-art technology, the company has deployed Mashgin units across its ballpark portfolio, as part of a new Walk Thru Bru grab-and-go beverage market concept.

Fans are able to place the items they wish to purchase on the Mashgin unit, where they are scanned simultaneously for quick payment -- significantly increasing speed of service and allowing fans to get back to the action on the field. *(Note: Valid ID is still required to purchase alcoholic beverages.)*

Early season results have been encouraging. Compared to traditional portable beer concessions, Walk Thru Bru with Mashgin Express Self-Checkout has achieved up to 40 percent faster