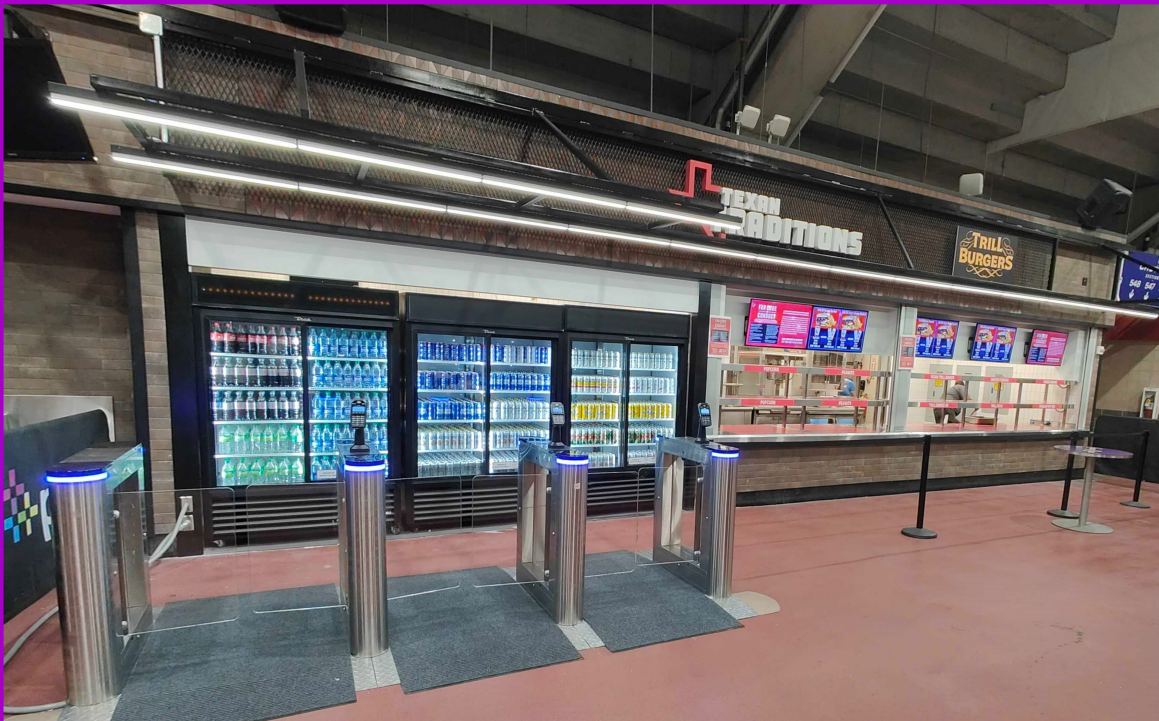




NRG Stadium Serves Up Houston's Hottest Burgers in just 27 seconds with Zippin Walk-Up

NRG Stadium isn't just home to the Houston Texans. The venue regularly hosts major concerts, family-friendly events, comedy tours, and the Houston Livestock Show and Rodeo™ - a one-of-a-kind 20-day extravaganza that attracts 2.4 million guests. With up to 60 major events each year, there is simply no off-season.

“ Our Walk-Up stores are convenient and have allowed fans to get their hands on hot food quicker than ever before.”



Additional Benefits

Zippin Walk-Up not only resolves operational challenges for the Aramark team, it helps reinforce NRG Stadium's reputation as a technology leader with a strategic vision to deliver the best possible amenities for its guests.

Fans love the convenience and ease of checkout-free where they can simply tap to get in, grab their food, and zip out.

According to Aramark, the straight forward installation process and reasonable cost of Zippin Walk-Up make it a viable option for expansion into other areas of the stadium.

The Opportunity

Aramark Sports + Entertainment, exclusive foodservice partner for NRG Stadium, is committed to enhancing fan experience and venue operations with technology. Believing the future of live sports events is speed, they went seeking new ways to speed up their delivery of high quality food to fans, to get them back to their seats as quickly as possible. The team previously installed three Zippin-powered stands at NRG Stadium that primarily sell drinks and snacks. Now they aimed to bring checkout-free efficiencies to their “belly-up” concession stands. The team looked at their existing frictionless and self-service stores across NRG Stadium and noticed only the Zippin-powered were without lines, especially during peak times.

Level 5 at NRG Stadium consistently faces fan congestion challenges for food and beverage service. Despite having the the same number of seats as other levels, this area has a smaller footprint available for concession stands and portables. The team seized the opportunity to install a Zippin Walk-Up in this location to address the critical need for improved throughput in a space with limited capacity.

“ Zippin has truly helped us improve the fan experience here at NRG Stadium.”



Chris Devore
District Manager,
NRG Park, Aramark
Sports + Entertainment

The Zippin Solution

The Aramark team at NRG Stadium selected an existing hot food stand in section 548 for their Zippin Walk-Up deployment. Eight point-of-sales were replaced with Zippin's AI-powered platform, cameras and equipment. Because the existing kitchen and counterspace could remain in place, the transformation took just a matter of days.

While checkout-free stands are widely deployed for selling drinks and snacks at sports venues, the team found the technology was even more advantageous for hot food items. Cashiers transitioned into becoming brand ambassadors and grill cooks could focus entirely on preparing delicious food at scale. Running the store became easier with less risk of errors during the checkout process, which helps keep their inventory more accurate.

The potential for theft is virtually zero because the system validates payment before entry and charges guests for everything they take as they exit.

Best yet, fans get fresher food with Zippin Walk-Up because food no longer lingers in the serving window.

The Results

Zippin Walk-Up was put to the test when the team added the extremely-popular “Trill Burger” to the menu, drawing huge crowds anxious to try the “Best Burger in America”. During the first event, fans were able to move through the stand so quickly that Trill Burgers were sold out within minutes. Now they prepare 500+ burgers before opening and continue production throughout the event. They estimate selling 6,000 Trill burgers each event across four stands, with Zippin Walk-Up outselling the others by 175 - 200 burgers per game. They are actively exploring equipment expansion to increase the pace of food production to ensure no potential sale goes unfulfilled.

