



## **Delaware North Opens Boston's First Checkout-Free Store Experience Using Amazon's Just Walk Out Technology**

*MRKT powered by Amazon's Just Walk Out technology opens at TD Garden Today*

**BOSTON, MA (March 29, 2021)** – Delaware North, a global leader in hospitality and food service, today announced the opening of two checkout-free convenience stores at TD Garden using Amazon's Just Walk Out technology – a first of its kind in the City of Boston. MRKT, located on Levels 4 and 7 of TD Garden, is stocked with an assortment of snack and drink options, and will leverage Amazon's Just Walk Out technology to allow fans to shop and pay without stopping to check out.

"We are always looking to leverage technology to bring fast, easy and touch-free amenities to our guests, and we are excited to collaborate with Amazon to use their Just Walk Out technology in these MRKT stores," said Amy Latimer, president of TD Garden. "These stores will deliver a fast, frictionless experience, helping to eliminate lines and get our guests back to the action on the court and the ice faster."

Delaware North is initiating its use of Amazon's Just Walk Out technology at TD Garden, which the company owns and operates. This modern and checkout-free shopping experience is made possible by a combination of technologies including computer vision, sensor fusion and deep learning to eliminate checkout lines for shoppers. Amazon's Just Walk Out technology allows shoppers to quickly enter the store using their credit card, then detects when products are taken from or returned to shelves and keeps track of them in a virtual cart. After a shopper leaves the store, they are charged for the items they selected and left the store with—offering them a seamless fan experience.

"We are very excited to be employing Amazon's Just Walk Out technology in our MRKT stores at TD Garden in Boston and look forward to our guests experiencing this great amenity on their next visit," said Jeff Wilkinson, chief information officer for Delaware North.

The two MRKT stores feature a spacious, streamlined and modern design. The exterior of the spaces are framed by glass walls, making it easy to see what is in stock and how many other shoppers are inside. The entrance is outfitted with electronic gates where customers can insert their credit card to access the store and the merchandise. TD Garden associates will serve as greeters and provide in-store assistance. Various food, beverage and other retail items will be stocked on easily accessible shelves and refrigerators, making it simple for fans to quickly and effortlessly grab what they want and leave the store thanks to Amazon's technology.

"Venues like TD Garden are great locations for Amazon's Just Walk Out technology, which allows shoppers to simply enter the store with a credit card, take what they want, and just leave when they're done," said Cameron Janes, Vice President, Physical Retail at Amazon. "With TD Garden's two MRKT stores powered by Just Walk Out technology, fans can quickly grab a snack or beverage of their choice without missing the action waiting in lines. We're excited to see how the fans in Boston like this easy, convenient experience."

Access photos of MRKT powered by Amazon's Just Walk Out technology [HERE](#).

### **About Delaware North**

Delaware North is one of the largest and most admired privately held hospitality companies in the world. Founded and owned by the Jacobs family for nearly 100 years, it is a global leader in hospitality and food service. Its family of companies includes Delaware North Companies Parks & Resorts, Delaware North Companies Gaming & Entertainment, Delaware North Companies Travel Hospitality Services, Delaware North Companies Sportservice, Delaware North

Companies International and Delaware North Companies Boston, owner of TD Garden. Delaware North Companies has revenue exceeding \$2.6 billion annually and 55,000 associates serving half a billion customers in the United States, Canada, the United Kingdom, Australia and New Zealand. For more information, visit [www.DelawareNorth.com](http://www.DelawareNorth.com).

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