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Perhaps it is not even noticeable to most people, but there has been a rise of restaurants and markets that have been turning to self-service as a way of functioning. In other words, nowadays, more markets have self-checkout lines and more restaurants seem to be popping up that are buffet-style. As one expert put it, the slower economy can potentially explain this phenomenon: â€œAs the nationâ€™s restaurant industry scrambles to cope with an ongoing labor crunch, many players are looking to automation to fill the bill.â€• The same can be applied to the supermarket industry as well.

By installing self-checkout lanes in a market, the marketâ€™s management is able to cut down on the costs on maintaining and training a staff to run checkout lines. This applies as well to restaurants: by creating a restaurant in which the customers get their own food and drinks without anyone waiting or serving them, the restaurant management team is able to cut down on the costs of training and maintaining a service staff; all they need is the cooking staff and the cleanup staff. For restaurants, there is a small advantage to having a self-service environment- customers cannot complain about a slow and lousy wait staff, since there is no staff to complain about.

This trend of self-service is evident even in the beverage industry: for many years, restaurants all over the country and the world have installed self-service soda fountain equipment. Customers in those restaurants have the ability to purchase a beverage and get as many refills as they want- they just have to go get them themselves. This saves the wait and service staff from having to deal with going around the restaurant refilling beverages- they can focus on either serving the food quicker, keeping the restaurant clean, or creating a more appetizing ambiance.

A tavern in Southern California has recently adopted a policy of having self-serve beer taps at certain booths in their restaurant. These booths come equipped with personal and computerized draft beer dispensing systems that give patrons the ability to pour the beer that they desire themselves. The taps are all monitored by the ounce and are programmed to only pour out a certain amount of beer; the tap will automatically shut off once the predetermined beer limit has been reached: usually about 32 ounces of beer.

The tavern has stated that this method of self-service has all kinds of advantages: they sell more beer, they have cut down on the amount of spillage, patrons are able to get fresher beer without having to wait for the servers or bar staff, and patrons are able to pour the amount of beer they want to drink without having to pay for extra beer that they do not want.

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