

case study

FOOD & BEVERAGE SERVICES

PHOENIX CONVENTION CENTER & VENUES

CREATE A BOUTIQUE EXPERIENCE
THAT DELIVERS THE 'WOW!' FACTOR



With two large ballrooms, 99 meeting rooms and 645,900 square feet of exhibit hall space, the Phoenix Convention Center is a massive venue. Yet, since 1972, the center has earned its reputation for delivering boutique, tailored experiences that include a food and beverage ‘wow’ factor. These features help keep companies in biotech, finance, retail and more coming back to host their conventions, meetings and events.

The food and beverage service have contributed toward making the Phoenix Convention Center & Venues a sought-after convention and events destination. Helping Phoenix Convention Center & Venues deliver on that wow factor is Aramark, which developed and operates Aventura Catering. The premier brand focuses on delivering boutique experiences. The team has worked together since the center’s opening and provides services that ensure all attendees enjoy a truly unique experience — every time.

Not only do clients and visitors reap significant benefits from the boutique experience offered at Phoenix Convention Center, the center and venues also see several benefits, including:

- **New business:** The team’s reputation and word of mouth marketing courtesy of guests and vendors have helped fill the center’s calendar well through the remainder of the decade.
- **Repeat business:** When prospective clients speak to the team for the first time, they are often amazed by the personalized service in every aspect, a level of service they don’t find in other venues. Often, clients will book their next event on-the-spot — whether it’s being held the next year or a few years out.
- **National prominence:** By operating in such a unique niche in the growing convention center sector — a large facility with a boutique service model — Phoenix Convention Center & Venues’ reputation for excellence is known far and wide.



ACHIEVING INNOVATION IN DINING SERVICES

Among the Phoenix Convention Center & Venues' features is its singular passion for exceptional food and beverage services. Its culinary team is constantly innovating to bring new, delightful and social-media-worthy specialties to its clients and their attendees.

The team has invested heavily in an elevated food and beverage experience. The center boasts a 10-person innovation kitchen where clients can do personalized tastings with the chef. There is also a full pastry kitchen, where creative and unique desserts are created for every event.

Additionally, the innovative Aventura team recently purchased a cookie printer for the full-time pastry kitchen. The printer allows customized designs on cookies and other desserts, such as company logos and branding. It can even print on candies as small as M&Ms—bringing a customized feel to each event and a smile to each guests' face.

The front of house innovation team invested in a new beverage printer that places branded or on-theme imagery on the top of drinks like coffee and hot cocoa—or on top of beer foam. For example, when the *Nutcracker* was being performed, they printed ballet slippers on top of hot chocolate for kids (and kids at heart).



"It's about making sure that we create those impactful moments that are really important to our clients, because people always talk about the food they enjoyed at events."

JAMES PRESTIJOHN, DIRECTOR OF FOOD AND BEVERAGE,
PHOENIX CONVENTION CENTER & VENUES

EXPERIENTIAL EVENTS

On top of the other elements enhancing the client-centric approach, including everything from regular check-ins to making sure the coffee stations are ready on time, one of Phoenix Convention Center & Venues' specialized services is creating iconic theme-based events and parties, including:



International Immersion

One company has chosen the Phoenix Convention Center for its annual event for 20 years. Each year, they choose a new country for their guests to experience. Aramark helps their main client bring the featured country to life within the walls of the convention center—guests snacked on French cuisine and drank French wines and beers this year. But the team also helps exhibitors and sponsors create their own themed experience through customized food and beverage offered at their booths, driving foot traffic and overall event success.



Hocus Pocus Party

During Halloween, the center hosted a "hocus pocus" themed event. The dining services team created a variety of treats with different hocus-pocus-themed artwork, such as a themed beverage. Parents and kids were so delighted that they took photos of themselves with their treats and posted them on social media.



Canyon on Third

In the 80,000 sq. ft. outdoor space between its North and West buildings, the convention center often holds vibrant events including street parties with a backdrop of Arizona ambience. For example, one recent event with a Route 66 motif featured different sections themed around states along the historic national highway. For the party, the food and beverage team prepared themed food and beverages, such as California-themed food for that section of the highway.



Super Bowl Experience

The center hosted a seven-day event, both pre- and post-game, that drew in families from around the country who enjoyed a week's worth of Super Bowl-themed food and beverages, like the foot-long hotdogs—with customized foot-long buns baked by a local baker. Not even the Super Bowl organization knew which teams would be playing until just two weeks prior to the event—not enough time to custom print—or so they thought. The convention center's printer was able to generate team-specific food, beverages and packaging in just one day—amplifying the personal feel of the event.



"We appreciate that each of our clients has unique needs, and we strive to fulfill those needs to make each event a success. Our clients gain satisfaction from our customized customer service approach and have confidence that their guests will be well taken care of by our team."

JOHN CHAN,
INTERIM DEPUTY CITY MANAGER, CITY OF PHOENIX

DELIVERING EXPERIENCES THAT 'WOW!'

When it comes to food and beverage services, Phoenix Convention Center & Venues goes above and beyond to truly wow guests. To see how Aramark can help turn your convention center into a desired destination, contact us today.

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