



YOUR

LEGACY

BEGINS

POWERHOUSE STRATEGIES
THAT DRIVE RESULTS

NOW



TOGETHER

WE THRIVE.



EXPERIENCES THAT MATTER

GLOBAL STRENGTH. LOCAL MANAGEMENT.

Aramark's global reach and our nationwide portfolio offer depth and strength we apply to your business. But it's our teams on the ground that curate the experience with hyperlocal flavor, custom solutions, and the laser-focused attention to detail you deserve. Locally based and regional management provide superb oversight and individualized care.

WE PARTNER WITH

48 PROFESSIONAL SPORTS VENUES



22 COLLEGIATE SPORTS VENUES



23 CULTURAL ATTRACTIONS



19 CONVENTION CENTERS



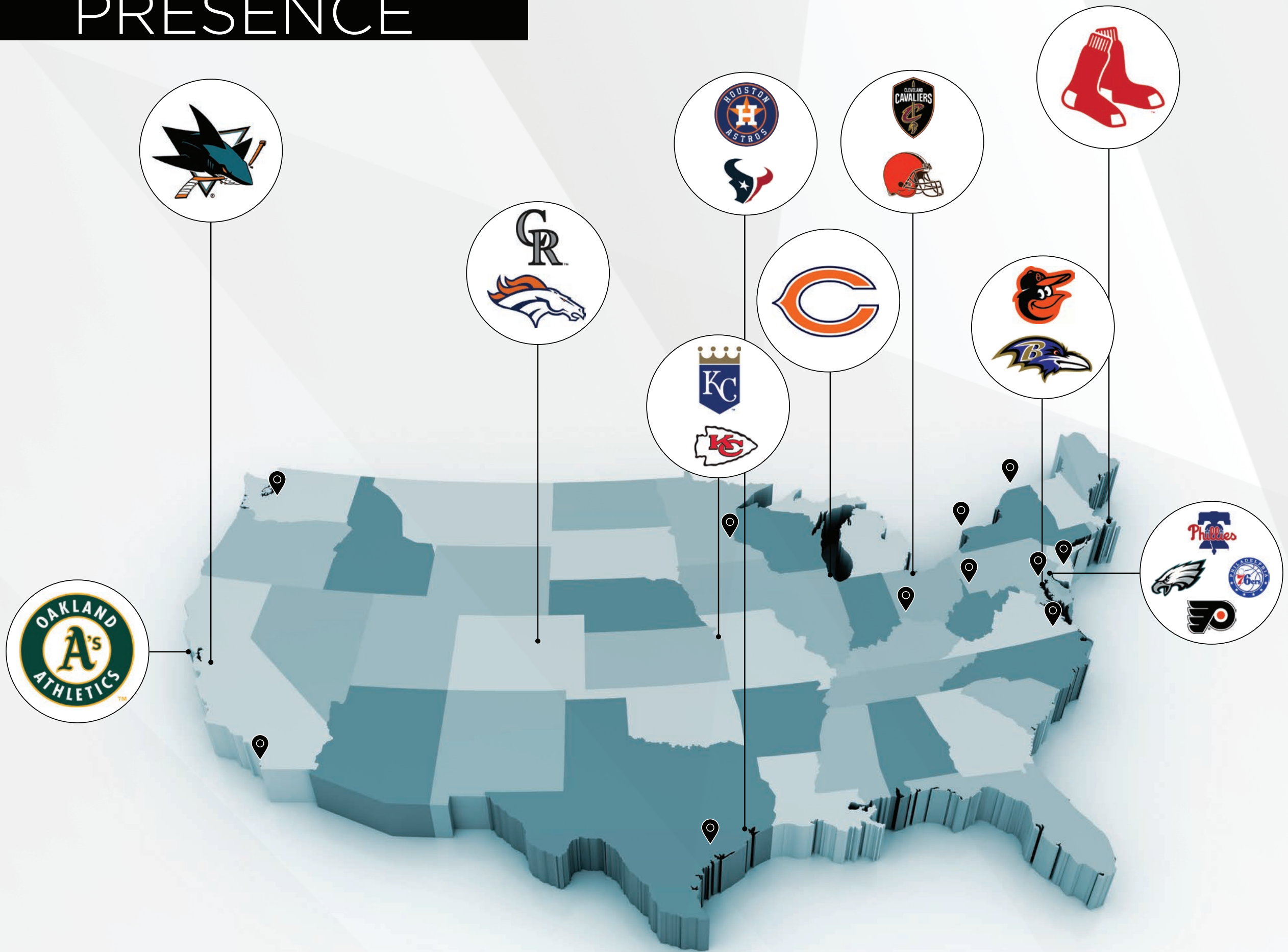
24 PERFORMANCE & ENTERTAINMENT DESTINATIONS

AWARDS AND RECOGNITIONS



OUR

PRESENCE



NFL

- Baltimore Ravens
- Chicago Bears
- Cincinnati Bengals
- Cleveland Browns
- Denver Broncos
- Houston Texans
- Kansas City Chiefs

- Minnesota Vikings
- New York Giants
- New York Jets
- Philadelphia Eagles
- Pittsburgh Steelers
- Seattle Seahawks

NBA

- Cleveland Cavaliers
- Philadelphia 76ers
- San Antonio Spurs
- Washington Wizards

WNBA

- Washington Mystics

NHL

- Ottawa Senators
- Philadelphia Flyers
- Pittsburgh Penguins
- San Jose Sharks
- Washington Capitals

MLB

- Baltimore Orioles
- Boston Red Sox
- Colorado Rockies
- Houston Astros
- Kansas City Royals
- New York Mets
- Oakland Athletics

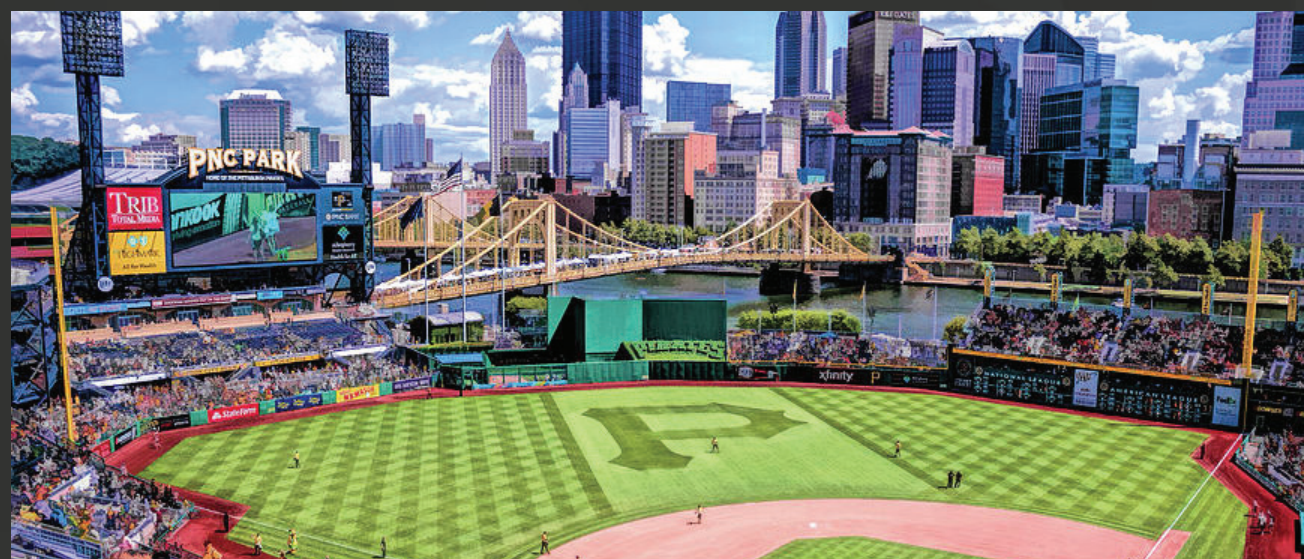
- Philadelphia Phillies
- Pittsburgh Pirates
- San Diego Padres
- Toronto Blue Jays

LEADERS IN PROFESSIONAL SPORTS

Whether it's a die-hard season ticket holder who attends every given Sunday, a kid about to hear the crack of a major leaguer's bat for the first time, or a group of friends out for a good time, Aramark is there to offer food and beverage and retail merchandise experiences that help build lifelong connections with your brand. Innovative concessions, luxury clubs and suites, and world-class private events are just a few ways we bring your legacy to life.

SERVICE SOLUTIONS

- GENERAL CONCESSIONS
- PREMIUM SUITES AND CLUBS
- RESTAURANTS
- ON-SITE AND NON-EVENT DAY CATERING
- SPECIAL EVENTS
- RETAIL MERCHANDISE
- FACILITY SERVICES



891

REGULAR SEASON
MLB GAMES
ANNUALLY



\$35M

ANNUAL
NON-EVENT DAY
PREMIUM CATERING
REVENUE



2,818

LUXURY SUITES
SERVED
ANNUALLY



104

REGULAR SEASON
NFL GAMES
EACH YEAR



LIKE A CHAMPION

Our approach is fueled by sophisticated data and driven by creative design. Aramark's Data > Science wizards work in lockstep with our Design + Development visionaries to create insight-driven experiences that connect with guests like never before.

A SMARTER WAY TO INNOVATE

DATA > SCIENCE AND DESIGN + DEVELOPMENT



CULINARY INGENUITY

Talented culinarians who curate unique dining experiences

OPERATIONAL EXCELLENCE

Quantifiable standards designed to surpass property expectations

DATA > SCIENCE

Translate data & insight into actionable strategies that drive results

**LOCALLY
MANAGED.**

**GLOBALLY
SUPPORTED.**

TAILORED SUSTAINABILITY

Customized programs dedicated to achieving our partners' environmental missions

DESIGN + DEVELOPMENT

Award-winning concepts, environments and brands

TECH-DRIVEN INNOVATION

Inventive solutions to modernize the experience

TECH-DRIVEN INNOVATION

THE FUTURE OF CONCESSIONS

TOUCHLESS CHECKOUT

We pioneered cutting edge AI-powered POS technology that uses computer vision to scan multiple items at once without bar codes, radically reducing check out times.



1. PLACE ITEMS SEPARATELY



2. PAY WITH CARD



3. ENJOY!

WHY IT WORKS

This solution allows fans to customize their orders and shop at their own speed at any event. From an operational perspective, these locations reduce the number of POS needed to keep up with demand and significantly reduce headcount to run the stand efficiently.



FRICTIONLESS MARKETS

The future of concessions lies in an autonomous shopping experience featuring AI machine learning, and sensor technology to track purchases seamlessly for a completely checkout-less transaction.

WHY IT WORKS

Clear and other membership programs provide a seamless shopping experience for the fans, and a more efficient operations coupled with deeper insights for the team and operator. With the right consumer buy-in, using RFID technology or biometrics for ticketing, entry, payment, and age verification will revolutionize the fan experience.





PREMIUM EXPERIENCES CLUBS + SUITES

Aramark operates over 2,800 luxury suites and 37 premium restaurants and clubs throughout our sports and entertainment portfolio. We use the force of our Design + Development team to create luxury hospitality clubs anywhere within your venue, and our award winning culinarians curate menus that celebrate both your team and the hometown you represent. Our extensive network provides partnership opportunities with local and celebrity chefs nationwide that allows us to provide regional specialties to those visiting your venue. Our dedicated premium sales teams are adept in partnering with your account executives in building food and beverage promotions tied directly to premium ticket sales, with a proven track record of increased participation. Aramark has shown proven successes in turning underutilized real estate into premium revenue generating locations in-venue.

RETAIL MERCHANDISE

Our retail philosophy is founded on principles that create a great experience composed of thoughtful phases that draw the consumer in, fully immerse them in their environment, and inspire. Aramark offers total retail merchandise capabilities from product development to store design to e-commerce and digital integration, creating a true omni-channel shopping experience. That's *RETAILTAINMENT*.



1 ATTRACT

2 CONVINCING

3 IMMERSIVE

4 WOW

5 CONTROL

HOW

WE COLLABORATE

OUR CLIENTS AND THEIR GUESTS COME FIRST. PERIOD.
THAT'S HOW WE APPROACH EVERY PARTNERSHIP.

CLIENT SPOTLIGHT

HOUSTON ASTROS BASEBALL CLUB
ASTROS FOUNDATION
DIAMOND DREAMS GALA
MINUTE MAID PARK

When the Astros Foundation developed a plan for the inaugural Diamond Dreams Gala to benefit New Hope Housing, an organization combating homelessness by providing housing and support services for those in need, Aramark was there to answer the call. As the exclusive food and beverage partner for the Houston Astros at Minute Maid Park, Aramark worked to perfect every detail every step of the way, from menu development to match the artist and theme and executing tastings with Foundation leadership, to sourcing and working with benefit sponsors to maximize the event's impact. The result was two unique, flawlessly executed VIP cocktail receptions, followed by a four-course meal for 1,000 in the outfield, and a post-gala after party with celebrity headliners. More than 50 talented culinarians, 15 front of house managers, and 150+ service staff oversaw all aspects of food and beverage—all while James Taylor sang the night away! The event was such a success that it has become an annual tradition, helping the Astros set records not only on the field, but also in charitable fundraising efforts and contribution to the community.

PREMIUM NON-EVENT DAY
CATERING EXPERIENCES



ARAMARK DESIGN + DEVELOPMENT IN ACTION

CLIENT SPOTLIGHT

NEW YORK METS BASEBALL CLUB

FULLY AUTOMATED ARTIFICIAL INTELLIGENCE CONCESSIONS

Together with our partners, the New York Mets, Aramark debuted one of the industry's first fully automated self-checkout concessions experiences at the ballpark.

The new self-checkout area at Citi Field combines artificial intelligence-powered kiosk technology from Mashgin, and secure identity pioneer Clear, whose biometrics-based solutions are used at many stadiums and airports to move people through security screening.

To purchase, guests simply place selected items on the counter, place a finger on a fingerprint reader to verify their identity, age, and payment information, and then a credit card connected to the identity of that finger is charged—all in one transaction that takes just a few seconds!

This is just one way Aramark is leading the industry with state-of-the-art experiences that significantly improve guest satisfaction, speed of service, and returns to our clients.

“We’re continually researching innovative ways to utilize digital technology to create a more streamlined, convenient, and frictionless process that allows fans to purchase food faster and get back to their seats,”

- Alison Birdwell, President and CEO, Aramark Sports and Entertainment



YOUR MISSION IS OUR PASSION.



Learn how Aramark can bring our expertise and custom solutions to your business.

[CONTACT US TODAY](#)

