



YOUR

LEGACY

BEGINS

**POWERHOUSE STRATEGIES**  
THAT DRIVE RESULTS

NOW





TOGETHER

WE THRIVE.





# EXPERIENCES THAT MATTER

## GLOBAL STRENGTH. LOCAL MANAGEMENT.

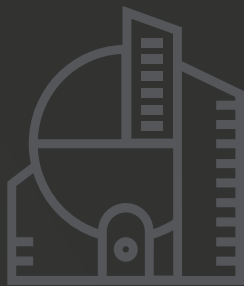
Aramark’s global reach and our nationwide portfolio offer depth and strength we apply to your business. But it’s our teams on the ground that curate the experience with hyperlocal flavor, custom solutions, and laser-focused attention to detail you deserve. Locally based and regional management provide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

## WE PARTNER WITH

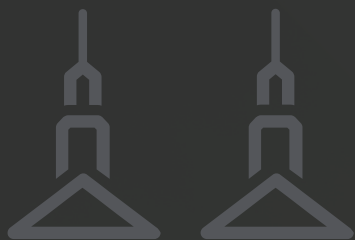
**48** PROFESSIONAL  
SPORTS VENUES



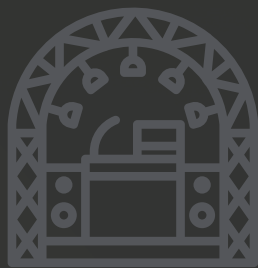
**22** COLLEGIATE  
SPORTS VENUES



**23** CULTURAL  
ATTRACTIONS



**19** CONVENTION  
CENTERS



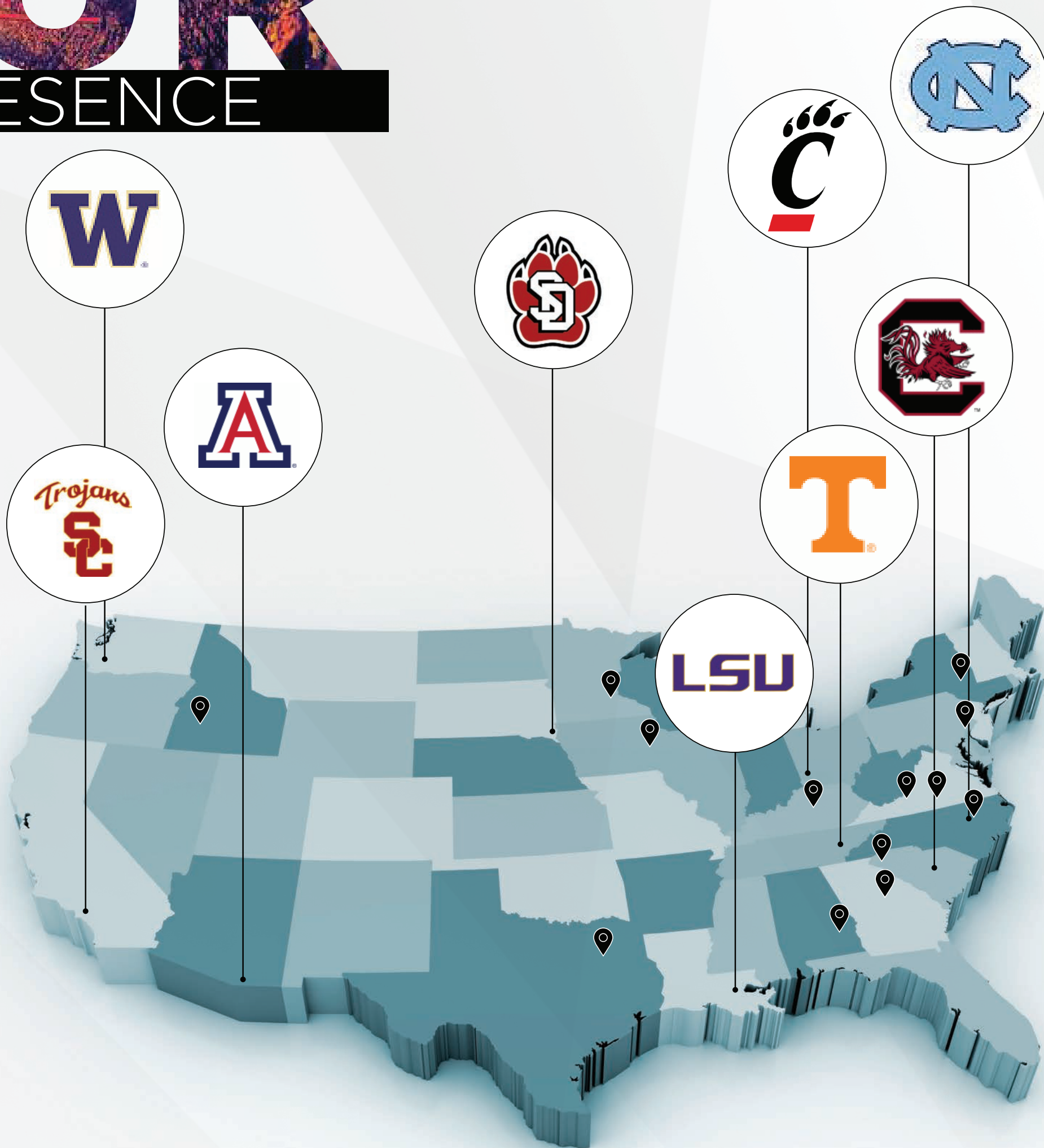
**24** PERFORMANCE &  
ENTERTAINMENT  
DESTINATIONS

## AWARDS AND RECOGNITIONS





# OUR PRESENCE



University of Arizona  
Auburn University  
Boise State University  
University of Cincinnati  
Clemson University  
University of Georgia  
University of Iowa  
University of Kentucky

Louisiana State University  
University of Minnesota  
University of North Carolina  
North Carolina State University  
University of Pennsylvania  
Siena College  
University of South Carolina  
University of South Dakota

University of Southern California  
Southern Methodist University  
University of Tennessee  
University of Virginia  
Virginia Polytechnic Institute  
and State University  
University of Washington



# LEADERS IN NCAA SPORTS

Every NCAA athletics team might not have the next pro sports superstar, but that doesn't mean fans deserve anything less than a pro sports caliber experience. Aramark is a leader in NCAA environments across the country, bringing decades of industry experience to every partnership.

## SERVICE SOLUTIONS

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



EXPERTS IN  
**NCAA**  
**CHAMPIONSHIPS  
& BOWL GAMES**



**124**  
COLLEGIATE  
FOOTBALL GAMES  
ANNUALLY



SPECIAL EVENTS &  
VIP CATERING FOR  
**90+** COLLEGES AND  
UNIVERSITIES







# 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





**PIONEERING NCAA INNOVATION**

Inventive solutions  
to modernize the  
experience

**DATA > SCIENCE**

Translating data  
& insight into  
actionable  
strategies that  
drive results

**EXPERT ALCOHOL STRATEGY**

Leader in  
implementation,  
training, compliance  
and distribution  
in NCAA  
environments

**LOCALLY  
MANAGED.**

**GLOBALLY  
SUPPORTED.**

**TAILORED SUSTAINABILITY**

Customized  
programs  
dedicated  
to achieving our  
partners'  
environmental  
missions

**DESIGN + DEVELOPMENT**

Award-winning  
concepts,  
environments and  
brands

**CULINARY INGENUITY**

Talented culinarians  
who curate unique  
dining experiences



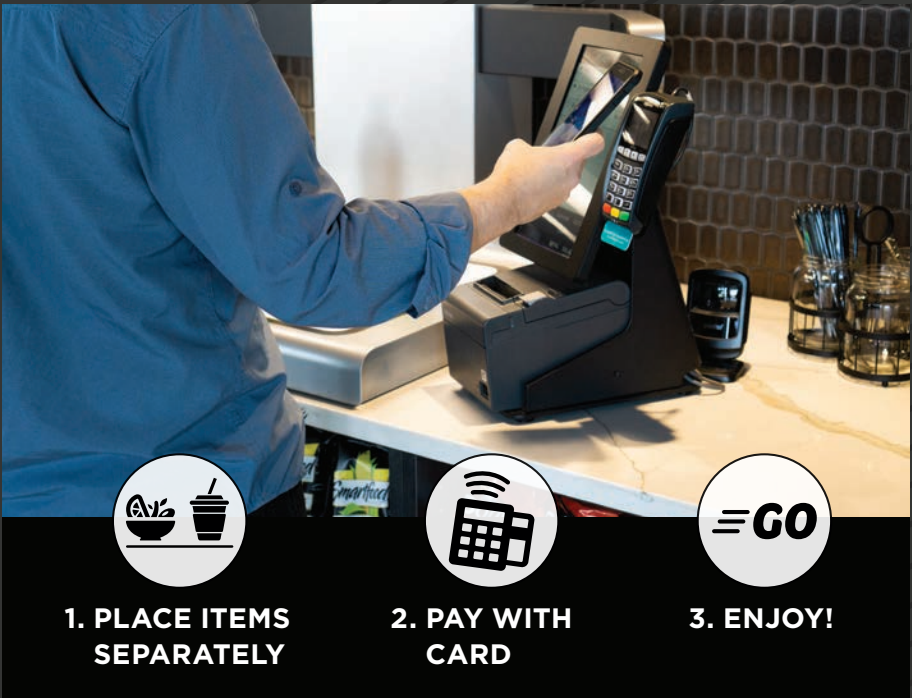
# TECH-DRIVEN INNOVATION

## THE FUTURE OF CONCESSIONS

### TOUCHLESS CHECKOUT

#### WHAT IT IS

Mashgin represents cutting-edge POS technology that uses computer vision to scan multiple items at once without barcodes, radically reducing checkout times.



#### WHY IT WORKS

This format allows fans to customize their order and shop at their own speed at any event. From an operator perspective, Mashgin-enabled locations reduce the number of POS needed to keep up with demand and significantly reduces headcount to run the stand efficiently.



### SELF-ORDER CONCESSIONS

Classic items like hot dogs, popcorn, nachos and pretzels aren't just snacks and meals—each bite helps make a memory. They're core to the experience, and core to driving revenue. Aramark's innovative self-order concessions concepts enable us to modernize delivery of high-quality classics while increasing speed of service and minimizing labor. With kiosk ordering and order ahead models, fans can customize their items, order, and pay on their own terms. It's an elevated concessions experience that enables fans to get what they want, when they want it, so they can get back to their seats to cheer on their teams.







# PREMIUM EXPERIENCES CLUBS + SUITES

## WHO WE ARE

Each year, Aramark serves more than 2,800 luxury suites and 37 premium restaurants and clubs throughout our sports and entertainment portfolio. Our award-winning Design + Development team creates luxury hospitality experiences, while a talented team of culinarians curates menus that celebrate both your team and your hometown. Our extensive network also includes partnership opportunities with local and celebrity chefs nationwide, adding another element of excitement and authenticity to the experience. Our expansive experience means that the level of our premium services is inspired by the major leagues and executed on the NCAA stage.



# PORTABLE & MOBILE SOLUTIONS

Modern sports fans want the option to socialize both before and during the game so the ability to flex is key. From roving food carts to specialty portables, our Design + Development team has an arsenal of mobile and portable concepts that drive engagement and participation from every segment of your fan base.



This school bus converted into a food truck is mobile and versatile, perfect for moving around the athletic venues on campus. The kitchen is built so rotating concepts are breeze and we can program an array of on-trend specialty menus no matter the season or sport!





# HOW WE COLLABORATE

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



## CLIENT SPOTLIGHT

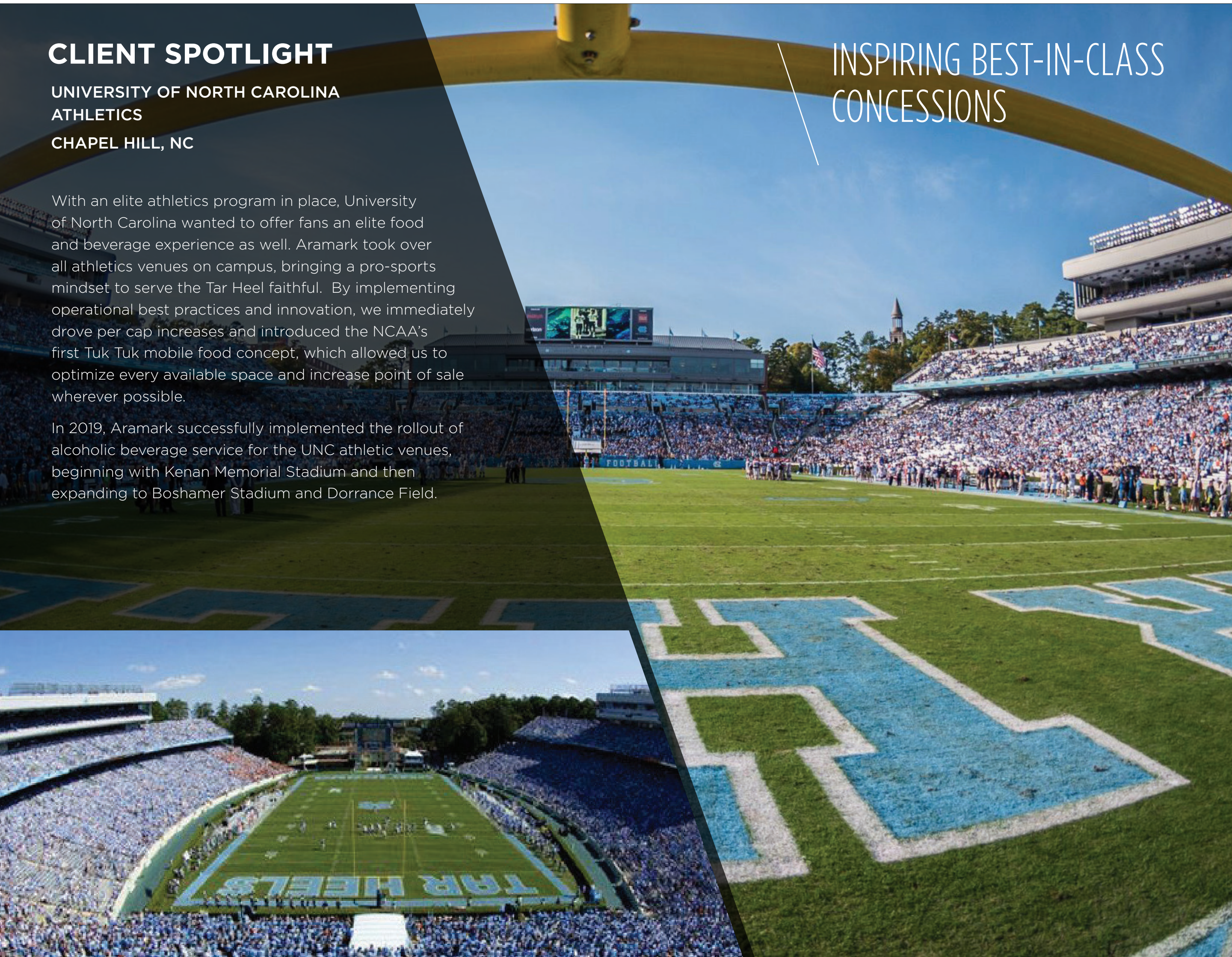
UNIVERSITY OF NORTH CAROLINA  
ATHLETICS

CHAPEL HILL, NC

With an elite athletics program in place, University of North Carolina wanted to offer fans an elite food and beverage experience as well. Aramark took over all athletics venues on campus, bringing a pro-sports mindset to serve the Tar Heel faithful. By implementing operational best practices and innovation, we immediately drove per cap increases and introduced the NCAA's first Tuk Tuk mobile food concept, which allowed us to optimize every available space and increase point of sale wherever possible.

In 2019, Aramark successfully implemented the rollout of alcoholic beverage service for the UNC athletic venues, beginning with Kenan Memorial Stadium and then expanding to Boshamer Stadium and Dorrance Field.

INSPIRING BEST-IN-CLASS  
CONCESSIONS





# CLIENT SPOTLIGHT

2019 NCAA FINAL FOUR  
MINNEAPOLIS, MN



In 2019, Aramark hosted the NCAA Final Four at U.S. Bank Stadium in Minneapolis, bringing a whirlwind March Madness to an exciting close as we rose to the challenge for this pinnacle of all NCAA sporting events. Using an extensive foundation of NCAA hospitality data and insights, Aramark transformed a professional sports stadium to execute exclusive experiences for the many fans of the four participating schools.

This is just one example of how Aramark's industry-leading expertise and innovative approach enables us to deliver on even the biggest sports stage.

MASTERING SPECIAL  
EVENTS





# YOUR MISSION IS OUR PASSION.



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

[CONTACT US TODAY](#)

