

Levy agrees partnership with Rangers F.C.

3 years ago



Levy UK + I, the sports and entertainment division of Compass Group UK and Ireland, has agreed an exciting new commercial partnership with Rangers F.C. to provide best-in-class matchday food and beverage experiences at Ibrox Stadium.

The partnership will be based on an innovative joint profit share arrangement, with the majority of profits being retained by Rangers.

Ibrox is Levy's first sporting venue in Scotland, and they will work closely with Compass Scotland MD, David Hay and his team, to deliver the same high-level quality and catering expertise provided at Levy's venues across England, Ireland, and Wales. Existing venues include Tottenham Hotspur Stadium, Stamford Bridge, Villa Park, Aviva Stadium, Cardiff City Stadium and Glasgow's OVO Hydro. Levy and Compass Scotland already work together successfully north of the border and together they acted as the primary catering partner at the COP26 conference in Glasgow last year.

Levy will create an innovative new menu, serving Rangers' fan favourites and embracing the history and global heritage of the club, while aiming to enhance the food offering to focus on sustainable, local Scottish produce in line with the company's journey to net zero by 2027.

In addition to the culinary expertise, Levy will introduce upgraded, innovative technology including digital screens and other frictionless technologies to maximise the fan experience, engagement, and to evolve the gameday experience across all levels. In close partnership with Rangers, Levy will also be managing non-match day meetings, conferences, and events, including private celebrations and Christmas parties.

The new partnership will also facilitate further local employment and apprenticeship opportunities as part of Levy and Compass Scotland's commitment to re-investing in their people.

Jon Davies, Managing Director, Levy UK, said: “We’re thrilled to partner with Rangers F.C. and to provide catering services at one of the largest sporting stadiums in Scotland. Compass Scotland already has strong roots in Glasgow, and we’re confident we’ll wow supporters and other guests at Ibrox as we deliver our award-winning expertise from across Scotland and the rest of the UK.

“With a focus on improving the guest experience, enhancing local, sustainable and plant-forward options, and creating local employment opportunities, we’re excited about this partnership and can’t wait to get started.”

James Bisgrove, Commercial & Marketing Director, Rangers F.C., said: “Following an extremely competitive tender process, the innovative proposal and commercial offer from Levy stood out as a strong fit for Rangers Football Club and our supporters.

“We recognise Levy’s impressive global credentials, including at other top-tier UK football stadiums and venues such as Stamford Bridge, Tottenham Hotspur Stadium, Villa Park, Aviva Stadium, and OVO Hydro here in Glasgow.”