

Sodexo Live! appointed venue partner for Fulham Football Club's Fulham Pier development

3 years ago



Sodexo Live! has won an eleven-year contract as venue partner for Fulham Football Club (FFC) on its new Fulham Pier development, starting in July 2022.

Fulham Pier will become one of London's leading leisure destinations on the banks of the Thames which will include restaurants, a Riverside Market, meetings and events spaces, bars and lounges, a basement entertainment venue, a boutique hotel and a spa experience.

Sodexo Live! will work with the FFC leadership team over the coming period to support the physical delivery of the venue and will act as commercial lead to bring together the best of London's restaurant and entertainment scene via a selection of premium branded retail partners. The matchday capacity of the venue after the development will be 28,000.

The contract will see Sodexo Live! delivering hospitality, retail and non-event day sales and catering, as well as supporting the club as a strategic commercial partner as it transforms the iconic Craven Cottage.

David Trotter, Divisional Managing Director of Sodexo Live! UK & Ireland said: "This is an incredible project that will put Fulham Pier at the heart of its community, as a leader in cutting edge hospitality and leisure. We are delighted to be the venue partner for Fulham FC and look forward to bringing the breadth of our knowledge in hospitality, retail, guest experience and venue management to this amazing project."

Alistair Mackintosh, Chief Executive Officer of Fulham Football Club, said: "Fulham Pier is a game-changing development for the local community. It will not only bring a wide range of high-quality amenities to the area; it will also attract visitors from far and wide. We are glad to be working with Sodexo Live! on the project and we look forward to making Fulham Pier a remarkable destination."