

Sodexo Live! celebrates official launch of VIP lounge at M&S Bank Arena Liverpool

4 years ago



[Sodexo Live!](#) has officially launched its Sodexo Live! Lounge at the M&S Bank Arena Liverpool this month.

Never satisfied with the status quo, the company is focused on disrupting the live marketplace through the continued innovation of its services, outstanding food initiatives, and cutting-edge technology while leveraging the strength of the wonderful people Sodexo Live! works with. The creation and launch of the Sodexo Live! Lounge is just one example of a venue partnership that signifies the group's ambitions for 2023.

To mark the launch of the Lounge, senior business leaders, along with trade and local media from Merseyside, came together to celebrate the official opening. The night saw multi-award-winning band The Kaiser Chiefs perform for the guests and fans at the arena.

[Sodexo Live!](#) has venue partnered with the ACC Liverpool team since 2008 and their relationship has evolved and strengthened over the years. Sodexo Live! prides itself on creating memorable experiences for every customer at the venues, from convention and exhibition attendees to guests attending gigs at the M&S Bank Arena. The launch of the VIP lounge demonstrates a significant commitment to this partnership and raises the bar even higher.

Rebecca Kane Burton, CEO of Sodexo Live! UK&I said:

"Our partnership with ACC Liverpool has grown ever stronger over the past 14 years, and we are delighted to be able to celebrate this so visibly with the launch of the Sodexo Live! Lounge. We are looking forward to the future with fantastic times ahead with the Eurovision Song Contest in 2023 and a host of exciting artists coming to the venue.

“Our mission is to use the Lounge to make the incredible events at the Arena even more special for our guests, giving them an experience that they will remember for the rest of their lives.

“The launch of the Sodexo Live! Lounge is just one of the many exciting initiatives we have planned, which plays into our strategy of engaging differently in the live marketplace.”

Ben Williams, commercial director of M&S Bank Arena parent company The ACC Liverpool Group, added:

“It’s been great to officially launch the Lounge and showcase what it offers guests. We have no doubt that the partnership between ACC Liverpool and Sodexo Live! will continue to be a great success and will make use of both our combined expertise as the region’s leading arena and Sodexo Live’s world-class hospitality offer.”

During the launch event, guests were treated to a grazing menu including honey-glazed chorizo, buttermilk chicken and mac ‘n’ cheese bites. They also enjoyed an acoustic music set by talented local musician Sam Cooke while sampling signature cocktails and other drinks with a distinctly local flavour.

The Sodexo Live! Lounge has a maximum capacity of up to 110 guests and offers a menu curated for each event, along with a selection of premium drinks. The mezzanine bar has spectacular views of the Mersey waterfront, providing guests with luxurious surroundings to add a touch of glamour to their evening. Before and after arena performances, up-and-coming local music artists make guest appearances.

The stylish bar also features stunning décor, including a light installation that takes inspiration from the ebbs and flows of the River Mersey. The walls feature portraits of musicians who have performed at the Arena, including Katy Perry, Beyonce and Paul McCartney by artist Peter Barber and the rear wall of the bar is illuminated in white neon with lyrics from the legendary Sgt. Pepper’s Lonely Hearts Club Band.

Sodexo Live! is a global leader in hospitality and live events, dedicated to making unforgettable experiences and enduring memories. In the UK, Sodexo Live! manages several top UK stadia and venues, including Fulham FC, Newcastle United, Royal Ascot, Bateaux London and Hampden Park.

For more information on the Sodexo Live! Lounge click [here](#).

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