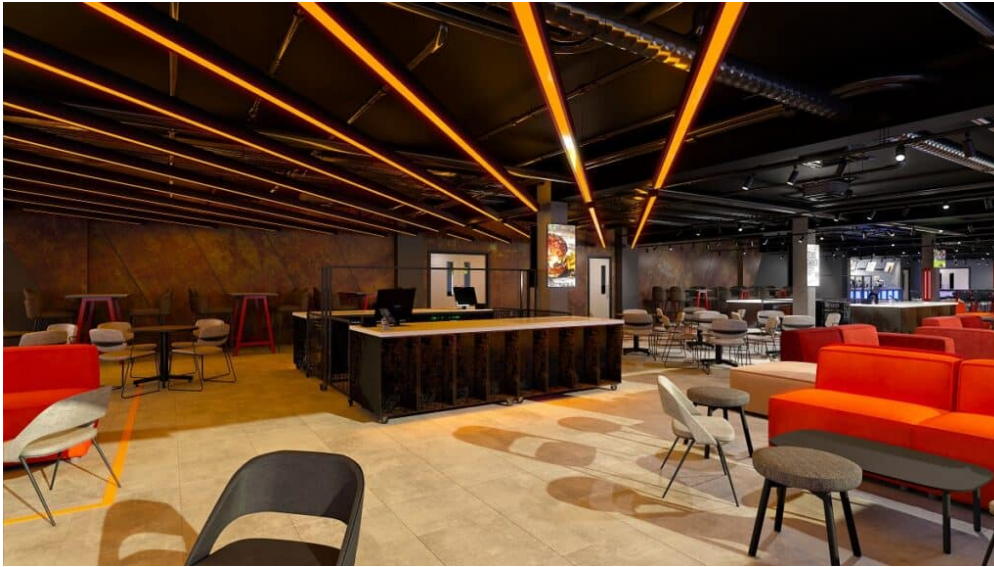


Levy UK + Ireland Proud to Add Burnley's Turf Moor to Stadia Portfolio

2 years ago



Levy UK + Ireland, announces partnership with EFL Champions, Burnley Football Club. Levy will deliver matchday concourse catering, hospitality, plus conferencing and events – starting for the 2023/24 season, which sees the Clarets back in the Premier League at the first time of asking.

The collaboration will see the middle tier of Turf Moor's Jimmy McIlroy stand, redeveloped into a revolutionary new matchday experience. Boasting a Super Box, which is an open-plan premium dining space, a pitch facing sports bar with street food stations, complete with table football and a state-of-the-art Gaming Lounge.

In addition to the Jimmy McIlroy Stand renovation, technology will be introduced throughout the concourses to improve the customer experience. Self-order units will replace traditional bar service with supporters able to order from the terminals and collect from a dedicated collection point. This new technology allows fans to order and pay for their half-time refreshments upon entry, meaning a quicker service.

The Levy culinary team are busy working with existing local suppliers, businesses, and their produce to develop menu items to delight supporters upon their return to Turf Moor. This includes local family-run butchers, Penny's Meats, who have been supplying Burnley FC for 10 years; and Ribble Farm Fare, another family-run business, just 20 miles away, committed to sourcing the best local produce, who supply the football club with fresh fruit, vegetables and dairy.

People development is a shared vision between both Levy and Burnley FC, so creating clear career pathways for existing employees is planned, alongside reviewing apprenticeship opportunities and working with local colleges and schools.

Jon Davies, Managing Director, Levy UK + Ireland comments: “We love the community spirit which surrounds Burnley Football Club, and we identify with it. Levy is a Real Living Wage employer, and we work hard to support the communities of all the clubs we partner with. We develop our workforce, forge relationships with regional suppliers, and support local charities.

“Burnley invested wisely on the pitch over the last 12 months, and we’re excited to partner with them to translate this onto the concourse and enhance the supporter matchday experience. The club is at the heart of the community, many of which are part of a fantastic catering and hospitality team, who we can’t wait to work alongside to take this great club to the next level.”

Stuart Hunt, Co-Owner, Burnley Football Club said: “We’re delighted to partner with Levy to transform hospitality and catering at Turf Moor.

“We have seen fantastic success on the pitch this past season and I’m excited that through this partnership we can continue to take great strides forward off the pitch too, with the renovations and improved technology allowing us to offer supporters an exceptional premium football experience.

“Enhancing our matchday offering has been of key importance to us from the outset and I’m very much looking forward to welcoming supporters to enjoy Premier League football in a premier league environment next season.”

Going into the 2023/24 season, Levy UK+I will be working with eight Premier League clubs.