

European first for Sodexo Live!

2 years ago



Sodexo Live! has reported it has made a European first by introducing the first fixed permanent self-serve EBar Beerwall facility at a UK stadium.

In October fans at Millwall's match against Blackburn Rovers were first to try the new EBar Beerwall, a rapid self-serve solution that delivers fans keg-fresh and perfectly poured pints. The EBar fully automated order, pay, pour method delivers two pints in 30 seconds.

The company has been the club's venue partner at The Den in South London since 2012 where it offers retail food services (concourse catering and beverages).

With positive feedback so far, fans can look forward to getting their matchday pint a lot quicker moving forward.

Chief executive officer Rebecca Kane Burton said:

"Sodexo Live! is the global leader in the live industry, for good reason.

"We serve tens of thousands of customers each week and are always looking at pioneering ways to do things differently to benefit our guests and our venue partners.

"The launch of these fixed EBar Beerwalls is just the start of a range of innovative initiatives we plan to trial and roll out over the coming months."