

## Levy Europe new public caterer at the Johan Cruijff ArenA

2 years ago



The Johan Cruijff ArenA has selected Levy Europe as its new public caterer. Renowned market leader in stadium catering and part of [Compass Group](#), Levy Europe and the ArenA have partnered together to offer the ultimate experience to its two million visitors annually. Together with a redesign and refurbishment, a wide range of food and drink experiences delivered through innovative services will boost enjoyment of football matches, concerts and other world-class events at the ArenA. The new partnership is set to commence on January 1<sup>st</sup> 2024.

Levy is market leader in the field of catering at sports and entertainment venues. Its venue partners in the UK include the world-class Tottenham Hotspur Stadium and Aston Villa's Villa Park. The highly experienced caterer, who counts eight Premier League football club stadiums within its portfolio, will bring proven innovations, data-driven services and an enhanced retail offer to the ArenA. Levy Europe will be leading operations at the Johan Cruijff ArenA, supported by its locally-based colleagues, Compass Group Netherlands.

The Johan Cruijff ArenA is set to be the first stadium in the Netherlands to offer a variety of innovative self-service options. The checkout-free kiosk and self-order screens will ensure a more streamlined and efficient experience for its visitors. In addition to fan favorites, an enhanced menu will further improve the culinary options available. Data and insights are key to how Levy Europe plans to deliver best-in-class services to visitors at the ArenA, from the Ajax supporter to the P!NK fan.

In conjunction with Ajax, the ArenA and Levy Europe, a group of supporters will be taking part in a trial tasting session prior to the first match in the new year. The new checkout-free kiosk and self-order screens will initially be introduced in the Second Ring on the eastern side of the stadium in January, with a phased

approach being deployed in the rest of the ArenA throughout 2024 and 2025.

Levy Europe and the ArenA are committed to work on being environmental leaders within their field and are steadfast in their desire to make a difference to the planet. Levy Europe was selected by the ArenA as their new partner based on their impressive Climate Net Zero targets which align with the stadium's sustainability goals. These goals include a plant-forward approach, actively reducing meat protein, introducing eco-friendly options, and minimising food waste.

"We are keen to give all our visitors, from Ajax supporters to P!NK fans, an unforgettable experience. That is what we are all about here at the Johan Cruijff ArenA. Which is why we have teamed up with leading catering partner Levy Europe to take the next innovative step towards providing our guests with a great degree of customised convenience, service and event catering.", says Tanja Dik, CEO Johan Cruijff ArenA.

Jon Davies, Managing Director, Levy Europe, says of the partnership: "Securing the public catering for the iconic Johan Cruijff ArenA is not just an exciting win, it is testament to our commitment to expanding into Europe. We are thrilled that the Johan Cruijff ArenA will be a flagship site and with our shared passion for the planet we can showcase together that things can be done differently. We can't wait to bring our market-leading taste of passion and innovation to the stadium and its fans. This partnership is not just about serving food and drink, it's about creating memorable experiences that elevate every moment within the walls of the ArenA."