

Levy continues longstanding partnership with Sheffield United Football Club signing a 10-Year contract extension

2 years ago



Levy UK + Ireland, a UK leading sports and entertainment caterer, is delighted to announce the extension of its partnership with Sheffield United Football Club. The 10-year contract solidifies their long-standing relationship and highlights their shared commitment to delivering exceptional dining experiences to fans and visitors at Bramall Lane.

As part of the contract extension, Levy will continue to manage all catering operations, including matchday hospitality, public concessions, corporate and non-matchday events, such as concerts. They are dedicated to providing diverse seasonal menus, from classic matchday pies to gourmet dining experiences, ensuring that all tastes are well-catered for. The hospitality menus are all prepared fresh on site, including bread and pastries, by an experienced culinary team lead by Head Chef Seymour Millington.

The 10-year extension will see further investment at the stadium, which boasts the recent launch of its '1889 Suite'. Named after the year Sheffield United was founded, this sleek and exclusive multi-purpose space is used for conferences, meetings and banqueting, alongside its top tier matchday hospitality status offering the best seats in the ground. This space demonstrates the shared ambition of Levy and the club to continually improve Bramall Lane's food and beverage facilities.

Matthew Lewis, Chief Operating Officer of Levy UK + Ireland, expressed his enthusiasm about the renewed partnership, saying: "We are proud to extend our long-standing relationship with Sheffield United Football Club which started back in 2009. Our Levy team is committed to elevating the culinary experience at Bramall Lane, investing in improvements to further enhance the matchday experience for the loyal

supporters and guests of this great club.”

Sheffield United’s CEO, Stephen Bettis, echoed the sentiment, stating: “Levy UK + Ireland has consistently demonstrated a deep understanding of our club’s values and our fans’ expectations. We are delighted to continue this successful partnership, which has contributed significantly to the matchday experience at Bramall Lane. We look forward to seeing our collaboration with Levy evolve even further.”