

## Sodexo Live! continues its winning partnership with Kent Cricket

1 year ago



Sodexo Live! is delighted to extend its contract with Kent County Cricket Club for an additional three years.

This winning partnership will see Sodexo Live! continue to deliver first-class hospitality, conference and banqueting, retail bars and player catering at the iconic Spitfire Ground in Canterbury.

Since 2011, [Sodexo Live!](#) has been an integral part of the Kent Cricket experience, enhancing every match and event at the ground with exceptional catering and service. The renewed contract also includes support for the Club's sister site at The County Ground in Beckenham.

The Sodexo Live! team at The Spitfire Ground is known for its innovative approach, utilising Kappture technology for seamless cashless payments and for large-scale events a self-serve EBar beerwall is used to speed up service; an approach which ensures every guest experiences the best of cricket hospitality.

During the tenure of Sodexo Live! at The Spitfire Ground, the venue has also hosted concerts featuring stars like Tom Jones, Michael Bublé, Tears For Fears and UB40, and significant cricket events including Women's One Day International cricket.

Looking ahead, the ground will host the eagerly anticipated England Women vs. New Zealand Women's International T20 in July promising another memorable event for cricket fans across the country.

Claire Morris, CEO Sodexo Live! UK & Ireland, said: "We are excited to continue our successful partnership with Kent Cricket. Over the years, we have strived to introduce innovative solutions that enhance the overall customer experience.

"This renewed commitment allows us to keep pushing the boundaries in hospitality, ensuring every visit to

The Spitfire Ground and The County Ground is an unforgettable one.”

Simon Storey, CEO of Kent Cricket, said: “Since 2011, Sodexo Live! has been a pivotal part of Kent Cricket’s journey, significantly enhancing the matchday and non-matchday experience with their exceptional catering and hospitality services.

“I am grateful for its long-standing support and I am excited to see this partnership continue to flourish.”