

Aramark UK Secures Landmark Partnership With Everton Football Club

2 years ago



[Aramark UK](#) has secured a pivotal partnership with Everton Football Club, becoming the Official Culinary Experience Partner of Everton Stadium.

The move will see Aramark UK deliver leading food, drink and experiences throughout the stadium's new home at Bramley-Moore Dock in north Liverpool.

Kicking off at the start of the new football season in August 2025, the long-term partnership will see Aramark serving up to 52,888 fans per matchday. Marking Aramark's debut in English football, they are committed to revolutionising the speed of service and customer experience at the stadium. By drawing on the solutions they have deployed so successfully across the globe, from high profile NFL venues including Philadelphia Eagles Lincoln Financial Field to renowned La Liga and Bundesliga stadia, Aramark will deliver an all-new innovative offer complete with technology-enabled experiences and diverse, exciting food and drink concepts.

With the goal to create a digital-first stadium, Aramark will implement market-leading technology aimed to minimise wait times and enhance guest satisfaction. Frictionless operations will be established at key touchpoints across the stadium including self-service beer systems, immersive food and beverage zones, and dark kitchen collection points. With a goal to create an inclusive and vibrant destination for all, customers will enjoy first-class food and drink, serviced in a speedy fashion.

The partnership between Aramark and Everton is rooted in community spirit and driving opportunities for local people. Over 1200 roles will be created and wider development initiatives established. In partnership with Everton in the Community (EITC), a new social enterprise will be introduced, which will see Aramark

and Everton work in partnership to promote the career opportunities available at the stadium and support local food and drink suppliers.

Development of an impressive Fanzone, known as The Plaza, will further elevate the new stadium, driving a significant point of difference for the venue. The Plaza will showcase a wide range of specially curated food and drink concepts, designed to be flexible and on-trend, adapting to the needs of customers and events, and ultimately creating memorable experiences on match days and beyond.

Helen Milligan-Smith, CEO and President at Aramark UK comments: *“We are thrilled to be chosen as the global partner for Everton FC. Our shared commitment to delivering remarkable experiences means we are developing something truly extraordinary for the launch of the new stadium.*

“It’s important to us that we go above and beyond to forge strong connections not only with our venues, but with the wider community too. The introduction of a new social enterprise programme is a great example of this, and we look forward to working with the Club to champion local produce and provide training and job opportunities to local people across Liverpool.”

Richard Kenyon, Everton’s Chief Commercial and Communications Officer, added: *“This is a landmark partnership for the Club and we are delighted to welcome Aramark as a Founding Partner.*

“Their mission to set the standard for excellence and their alignment with our vision to create exceptional experiences for Evertonians really resonated with us.

“Aramark understand what goes into and what is required to deliver high profile and multi-purpose venues. As we look forward to the Club’s bright future at our new home, we are focused on working together to deliver the right type of experience for every fan and every visitor, both within the stadium and on The Plaza.

“By utilising Aramark’s global expertise across many industries, we will be adopting the very latest in retail technology to make a visit to Everton Stadium an amazing experience for every Evertonian.

“Evertonians deserve the best and we are working with a global industry leader in Aramark to offer unrivalled experiences at our new home.”