

## Sodexo Live! wins stadium retail and premium hospitality contract with Nottingham Forest

2 years ago



[Sodexo Live!](#) a global leader in hospitality services in the sports and leisure industry, is pleased to announce it has secured a five-year contract with Nottingham Forest Football Club. The agreement will see Sodexo Live! deliver an enhanced premium hospitality and retail experience at the City Ground as well as non-match day sales, marketing, and event delivery.

This partnership marks another significant addition to the [Sodexo Live!](#) portfolio, reinforcing its presence in the Premier League. Nottingham Forest fans and visitors can look forward to a transformative experience both on match days and beyond.

Sodexo Live! will deliver a comprehensive range of services, including match day retail operations, the fan zone, premium hospitality delivery, and non-match day sales, marketing, and service execution.

The Club has undertaken a multi-million pound upgrade of its hospitality facilities at The City Ground and in line with Nottingham Forest's relaunch of its new matchday hospitality offers, Sodexo Live! will introduce exciting and diverse menus designed to elevate the dining experience. The club's extensive refurbishment plans will be complemented by the global expertise of Sodexo Live! ensuring a world-class entertaining environment for all guests. The food will be led by Sodexo Live! executive head chef Darren Kelly.

The City Ground will see significant technological upgrades, which will be announced in due course, to streamline service and enhance the fan experience. On match days, attendees will enjoy an improved food

and beverage offering, with Sodexo Live! committed to delivering superior quality and variety. Dining options in hospitality will have an influence of local suppliers and ingredients available in the area.

Sodexo Live! will also manage non-match day spaces, including newly refurbished suites, making the City Ground a premier destination for non-match day events and conferences. The newly upgraded Trentside Lounge, with magnificent views directly overlooking the River Trent, is a brand new events space that will accommodate over 550 guests for conferences and events. Sodexo Live! aims to maximise the stadium's use throughout the year, providing exceptional service for all types of gatherings or events.

Sodexo Live! is dedicated to making Nottingham Forest an award-winning stadium experience. A key part of this commitment is enhancing the club's marketing of the stadium as a year-round venue. This will be driven by a new Sodexo Live! marketing executive, based at the club working in collaboration with the club across new and existing marketing channels.

Additionally, Sodexo Live! will create around 15 permanent roles based at the stadium and build a strong casual workforce of approximately 500 from the Nottinghamshire area, contributing to the local economy and community.

Claire Morris, CEO Sodexo Live! UK&I, commented:

*"We are absolutely delighted to partner with Nottingham Forest Football Club. This collaboration represents a fantastic opportunity to bring our food expertise in retail, event catering and hospitality to one of the Premier League's most historic clubs. We are committed to creating an exceptional stadium experience for fans and visitors, ensuring that every match day and event is memorable. Our team is eager to begin this exciting journey and contribute to the continued success of Nottingham Forest."*

Paul Bell, Chief Operating Officer Nottingham Forest Football Club, added:

*"We are excited to welcome Sodexo Live! to the Nottingham Forest family. With a proven track record in delivering top-tier hospitality and catering services, Sodexo Live! aligns perfectly with our vision for enhancing the matchday experience at the City Ground. This partnership will also bring the best possible service across the stadium and our brand-new Hospitality lounges for this season. We look forward to working with Sodexo Live! and creating a positive impact to all supporters and guests who visit the City Ground."*

Globally Sodexo Live! supports some of the most well-known and high-profile sports clubs, events, and stadia. In the UK it partners with Fulham FC, Brighton & Hove Albion FC, Newcastle FC and the home of Scottish football, Hampden Park as well as the prestigious Ascot Racecourse, to name a few. Internationally it delivers events such as The French Open at Roland Garros, the Tour de France, the Miami Open and F1 in Miami, Indian Wells Open in California, plus stadiums in the USA including the Hard Rock Stadium (home to the Miami Dolphins) and the Caesars Superdome, New Orleans, home to Super Bowl LIX in 2025.

Example hospitality dishes include:

Broad Bean & Baby Leek Ravioli

Toasted pine nuts, English pea & mint salsa, wild garlic foam, Cropwell Bishop blue cheese soufflé

Whipped Goats Cheese Mousse

Home cured tomatoes, candied walnuts, focaccia crisp, black olive dressing

Roasted Rack of Herdwick Lamb

Spiced kofta, charred baby gem, Miso Aubergine, Coriander Yoghurt, Minted Peas, Smoked Garlic Pomme puree

Aegean Pistachio Soufflé

Caramelised figs, honey ice cream, pistachio brittle