

Birmingham City Council's Alexander Stadium partners with Elior UK for world-class catering services

1 year ago



Leading provider of contract catering and hospitality services, [Elior UK](#) has announced a new partnership with Birmingham City Council. This collaboration will bring high-quality, innovative, and sustainable catering solutions to Alexander Stadium, enhancing the visitor experience at one of the city's premier sporting and event venues.

Following a competitive tender process, Elior UK was selected for its proven expertise in delivering exceptional hospitality across a diverse range of venues. Elior UK will assume responsibility for all catering operations at Alexander Stadium, including match-day concessions, corporate hospitality, and event catering.

Dave Wagg, Head of Sport & Physical Activity, of Birmingham City Council, commented: "Alexander Stadium is at the heart of Birmingham's sporting and cultural life, and we are committed to delivering exceptional experiences for all who visit. Partnering with Elior UK is a key step in ensuring our catering services reflect the world-class standards of the stadium itself. We look forward to seeing the impact of their innovative and customer-focused approach."

The partnership aligns with Birmingham City Council's sustainability goals, with Elior UK bringing its commitment to reducing food waste, promoting local suppliers, and offering a diverse range of menus to meet modern dietary preferences.

Craig Stewart, Managing Director - Stadia at Elior UK, added: "The role of hospitality and catering is

evolving in stadia, and we are pleased to be pivotal in redefining services at Birmingham City Council's Alexander Stadium. Our values are intrinsically aligned when it comes to quality, provenance and sustainability, and we are looking forward to elevating the hospitality service offering and creating memorable experiences for guests."

Alexander Stadium, recently refurbished for the Birmingham 2022 Commonwealth Games, continues to attract major events, athletes, and spectators from around the globe. This partnership will ensure that its catering and hospitality services match the high standards of its facilities, offering fresh, locally sourced, and sustainably prepared food for all occasions.