

NEC Group announces new long-term partnership with Levy to enhance food & beverage proposition

3 weeks ago



The NEC Group, the UK's largest live events venue operator, has announced a new long-term food and beverage partnership with [Levy UK + Ireland](#), a global leader in culinary experiences for events, sports, and entertainment venues.

Levy will take responsibility for all food and beverage operations across the NEC's key venues including the NEC, ICC, Vox, Utilita Arena Birmingham, and bp pulse LIVE, as well as several regional partner venues. The partnership will ensure better quality, more choice and a greater flexibility of offering, plus improved customer journeys using technologies put in place to elevate the guest experience.

Levy brings industry leading experience, innovation, scale and expertise, allowing the partnership to further invest and enhance the food and beverage experiences. Improvement plans include the reimagining and transformation of multiple catering outlets, kitchens, and hospitality spaces across the NEC Group's estate. The NEC Group will benefit from Levy's greater buying and procurement power, operational and service standards, and best practice across sustainability and safety.

As part of the transition, 330 catering colleagues will transfer to Levy, providing continuity to the NEC's workforce, while providing access to new training, career progression, and development opportunities within Levy. The partnership forms a key pillar of NEC Group's long-term growth strategy, positioning it as a world-leading events destination and reflects a broader commitment to investing in people, infrastructure, and customer experience.

Levy operates at some of the UK's top venues including Excel London and The O2, as well as across the West Midlands at Edgbaston Stadium and Aston Villa Football Club. Levy is part of Compass Group, one of the world's leading food and support services companies.

Mel Smith, CEO of NEC Group, commented: "We are looking forward to working with Levy, a true leader and innovator within the food and beverage space, to further enhance our offering. Levy's proven expertise in elevating guest experiences makes them the ideal partner for the NEC Group. We're confident that partnering with them will further support our amazing colleagues, unlocking new opportunities for growth and ultimately improving our food and beverage proposition."

Jon Davies, CEO of Levy, commented: "We are incredibly excited to partner with the NEC Group. This is a fantastic opportunity for Levy to create truly memorable experiences for the millions of visitors that come through the NEC Group's venues each year. Our plans to transform the offering will further enhance the guest experience and deliver world-class hospitality. We share a vision with the NEC to deliver exceptional events, and we are confident that our expertise and innovative approach will make that vision a reality."